

Foreign Languages and Cultural Awareness

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PRESENTATION: Benefits of multilingualism and the importance of language awareness skills for hotel staff

Introduction

- ▶ The topic would evaluate the significance of multilingual skills for hotels
- ▶ As a language, French is popular worldwide, the hospitality sector wants to adapt to the language needs
- ▶ Language barriers pose a threat in the competitive market
- ▶ The research would also elaborate on language awareness skills (Kichuk *et al.*, 2019).



Benefits of multilingualism

- ▶ A multilingual staff present in the hotel can systematically help to enhance the guest experience
- ▶ As multilingualism helps to increase the guest experience, it may help them to develop a larger customer base
- ▶ Multilingualism is defined as the ability of institutions, groups and societies to engage regularly, with more than one language in the day-to-day lives of individuals
- ▶ Staff who are multilingual have the ability to communicate with the guests as they are fluent in multiple languages (Žerajić, 2020).



Importance of language awareness skills for the hotel staff

- ▶ To mitigate the language barrier, essential language awareness skills are important
- ▶ Such skills can help to resolve conflicts among the guests and build rapport with them (Darics, 2020).
- ▶ Misunderstandings at times can lead to a decrease in the satisfaction level of the audience
- ▶ The industry is prone to barriers in language



Significance of French as a modern European language in the hotel industry

- ▶ In the hotel industry. French is a language that is spoken globally
- ▶ French is also a diplomatic language found globally (Ismail et al., 2021).
- ▶ French is deemed polite and the French culture is famous worldwide, which usually represents luxury status
- ▶ A modern European language that is significant in the hotel industries found globally is French



Conclusion

- ▶ Communication skills can help to remove barriers and misunderstandings (Kichuk *et al.*, 2019).
- ▶ French is a modern European language that is desired by the hotel industry
- ▶ It is significant for the hotel industry to imply multilingualism, as it helps the staff to communicate with the guests fluently
- ▶ It is due to the fact that French is a globally recognised language



conclusion

References

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