

Language awareness and Multilingualism

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Diversity Hotel&SPA



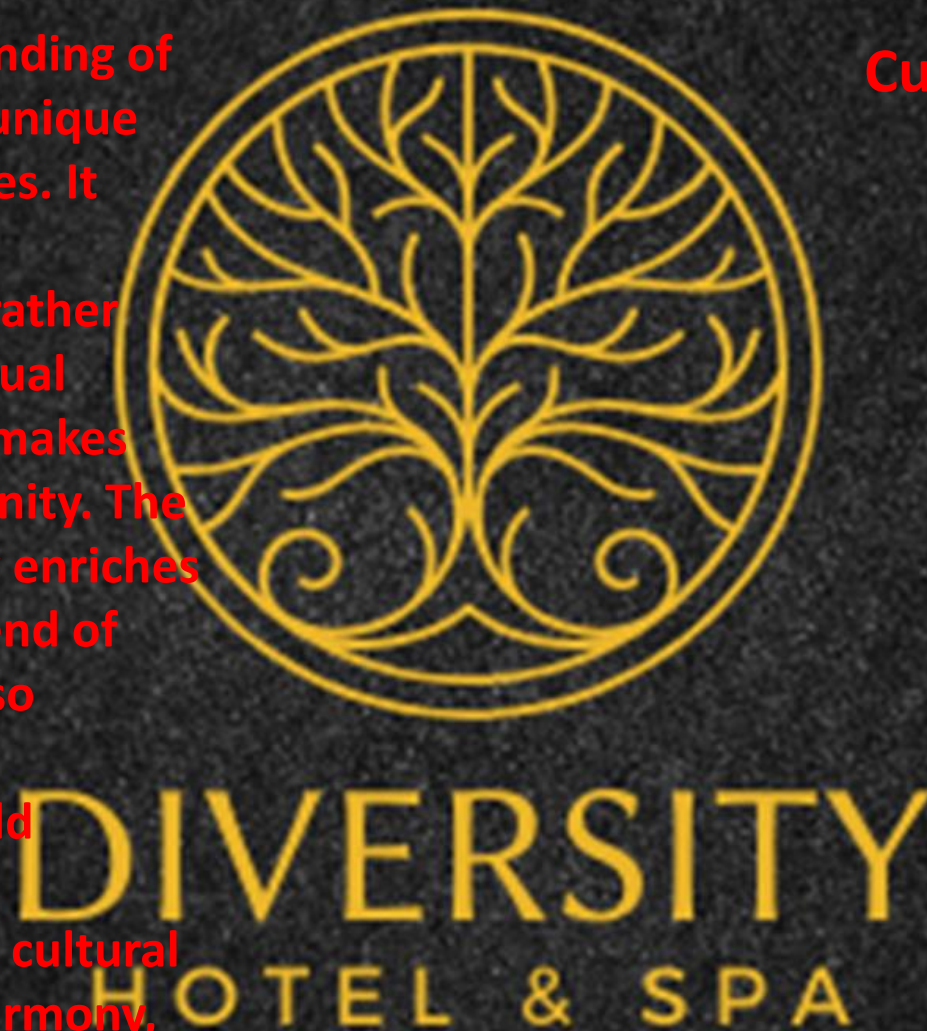


- Competitive candidate
- High demand
- No need for translation therefore interaction with customers are more personalised
- Bridge cultural Gap
- More cultural awareness

Benefits of being multilingual

Speaking multiple languages has become a vital skill in our increasingly globalised and interconnected world, offering many advantages that go well beyond simple communication. Being bilingual has changed from being a special ability to becoming a competitive advantage that can lead to opportunities in many facets of life.

Cultural acceptance is the appreciation and understanding of diverse cultures and their unique practices, beliefs, and values. It promotes a society where differences are embraced rather than judged, fostering mutual respect and this is what it makes Diversity hotel and Spa a unity. The open-mindedness not only enriches communities through a blend of traditions and ideas but also combats prejudice and discrimination. As our world becomes increasingly interconnected, cultivating cultural acceptance is crucial for harmony, collaboration, and global understanding. Embracing diversity paves the way for a more inclusive, empathetic, and united world.



Cultural acceptance

Appreciation
Understanding
Beliefs
Values
(Maheskar, Sharma 2018)

Europe and Languages

- Most common Europe tourist destinations:
- Spain
- Italy
- France
- Turkey
- Nine (2018)

Spain has long held a desirable reputation as one of the top tourism destinations in Europe, particularly for fellow Europeans seeking a pleasant and restful summer getaway. That alone is sufficient motivation to begin studying Spanish, as 43 million people in Europe identify Spanish as their mother tongue. As an aside, that among the languages that English speakers find the simplest to learn is Spanish. The prestige of Spanish increases even further when one leaves Europe: it is the second most commonly spoken native language in the world, with over 470 million native speakers living in 20 countries where it has been recognised an official language.

ETIQUETTES ESPANOLA'S

Deberías hacer contacto visual

Si no estás seguro de qué deberías hacer, espera unos segundos

Por Favor, Gracias

Senor, Senora, Senorita

Debera's hacer contacto visual (Yo u should make eye contact): You want to show confident, not intimidating! Our intention is not for the greeting to become uncomfortable, but we can assure you that waiting for someone else to greet you won't hurt anyone. Smile and show warmth.

It's important for hotels to maintain a welcoming and cordial atmosphere. Greet guests with a warm smile and be attentive to their needs. Show genuine interest in assisting them.

Innovative Language Learning (2023).

Multilingualism is a valuable asset for hotels like the Savoy Hotel, The Ritz-Carlton, and Marriott International. These hotels are renowned for their commitment to providing exceptional hospitality and personalized service to guests from around the world. Here's how multilingualism plays a role in each of these establishments:

1. Savoy Hotel:

Luxury and Tradition: The Savoy Hotel, located in London, is known for its luxurious accommodations and traditional elegance. Multilingual staff members play a crucial role in catering to the diverse international clientele that visit the city.

Language Proficiency: The hotel staff, including concierge, front desk, and dining personnel, are often fluent in multiple languages, ensuring that guests feel comfortable and understood during their stay.

Cultural Sensitivity: Multilingual staff members are trained to be culturally sensitive, helping guests navigate cultural nuances and customs.

2. The Ritz-Carlton:

Global Presence: The Ritz-Carlton is a global luxury hotel chain with properties in numerous countries. Their commitment to multilingualism is evident across their worldwide network.

Customized Service: Multilingual staff members at The Ritz-Carlton are able to provide personalized service to guests by speaking their native languages and understanding their preferences.

Cross-Cultural Training: The hotel emphasizes cross-cultural training for its employees to ensure that they can effectively interact with guests from diverse backgrounds.

3. Marriott International:

Diverse Portfolio: Marriott International operates a vast range of hotel brands, from luxury to budget, in locations around the globe. Multilingualism is a key component of their customer service strategy.

Marriott Bonvoy Loyalty Program: Marriott's loyalty program, Marriott Bonvoy, offers members the convenience of booking, earning rewards, and communicating with the hotel staff in multiple languages through their digital platform.

Local Flavor: Marriott's approach often involves embracing local culture and language. In regions where multiple languages are spoken, the staff is often proficient in the local languages to enhance the guest experience.

In all these hotels, multilingualism is not just a skill; it's a part of their commitment to delivering exceptional service. It allows them to cater to a diverse global clientele effectively, ensuring that guests feel welcome and understood regardless of their linguistic background. Whether it's assisting with reservations, providing concierge services, or enhancing the dining experience, multilingual staff members contribute significantly to the overall satisfaction of guests.



Savoy Hotel
The Ritz
Marriott international

The great big monsters are Multilingual



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