



PORTFOLIO

Module: Foreign Languages and Cultural Awareness

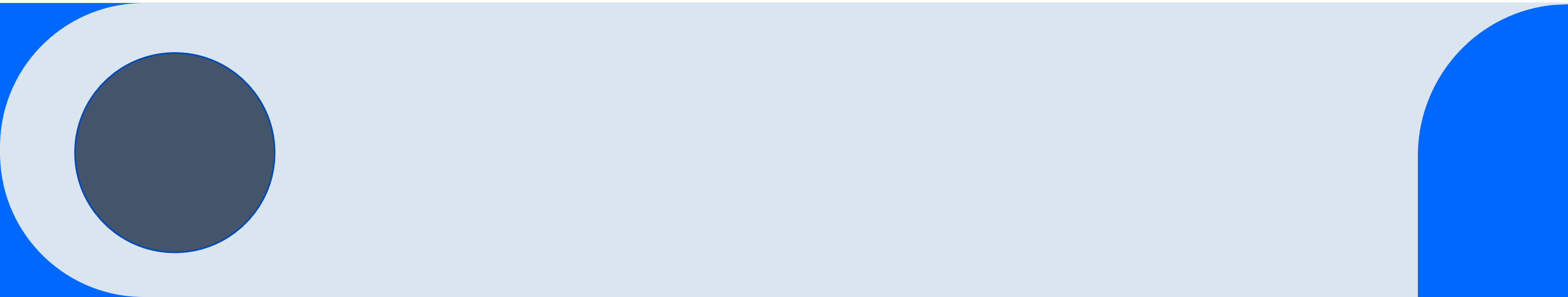
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Link to the Presentation video: [Recording-20231026_235523.webm](#)



Benefits of Multilingualism

The capacity to speak and comprehend various languages is called multilingualism (Cenoz, 2013).

- Speaking more than one language is becoming increasingly important in today's global economy, particularly in competitive industries such as international trade, diplomacy, and translation.
- Flexible thinking
- Hotels that offer multilingual services differentiate themselves from their rivals by serving a broader global clientele. This could be advantageous for both leisure and business travelers (Clyne, 2017).



Importance of language awareness skills



The geographical reach of French and its importance

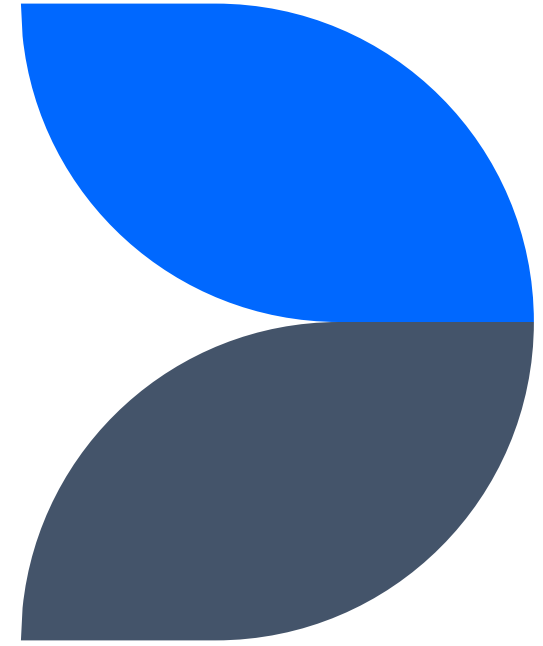
- While it is the official language of France, French is also widely spoken in several other nations and regions around the world (Bajerski, 2011). These include Belgium, Switzerland, Canada (especially Quebec), numerous countries in Africa, and the Caribbean.

- Hotel employees would do well to learn some of the languages spoken by customers worldwide.
- Knowing the prevalence of French in a region helps service providers accommodate customers' linguistic choices.



Learning difficulty

- Learning French is difficult for many people who are not native speakers because of its intricate grammar and pronunciation (De Carlos et al., 2019).
- However, a command of essential phrases and idiomatic idioms is sometimes sufficient for hotel workers rather than fluency.
- Realistic expectations for language proficiency and enough funding for language training can be achieved if staff members know how challenging a language is to learn.



Politeness in business context

- The importance of etiquette and social conventions in French corporate culture cannot be overstated.
- When interacting with new persons, it is customary to utilize their titles (such as "Monsieur" or "Madame") and more formal terminology.
- Hotel employees should be sensitive to cultural norms because they may need to utilize formal titles and polite expressions like s'il vous plait (please) and merci (thank you) while interacting with visitors from other cultures.

Oui <i>yes</i>	Non <i>no</i>
Merci <i>thank you</i>	De rien <i>you're welcome</i>
Bonjour <i>hello</i>	Au revoir <i>good-bye</i>
Merci <i>thank you</i>	De rien <i>you're welcome</i>
Comment allez-vous? <i>How are you?</i>	Ça va ? <i>How are you?</i>
Et toi/et vous? <i>and you?</i>	Enchanté! <i>Nice to meet you!</i>
Je ne sais pas. <i>I don't know.</i>	Comment vous appelez-vous ? <i>What's your name?</i>
Où est...? <i>Where is...?</i>	Je m'appelle <i>My name is...</i>
Pardon! <i>Sorry!</i>	Excusez-moi! <i>Excuse me!</i>

EXAMPLES

When greeting French-speaking visitors, hotel employees should offer courteous greetings like "Bonjour, Monsieur/Madame" (Good morning, Sir/Madame).

Check-Out: Staff members may ask, "*Avez-vous passé un bon séjour?*" to guests as they are checking out. (Was your stay enjoyable?) Furthermore, "*Nous espérons vous revoir bientôt*" means "We hope to see you again soon."



Room Service: Employees should say things like:

"Voici votre commande, s'il vous plaît" (This is your order, please) and "*Est-ce que vous avez besoin d'autre chose?*" when delivering room service. Is there anything else you require? (BNG, 2022).

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