



Benefits of multilingualism and importance of language awareness

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Introduction



- The capacity to speak in various languages enables people to interact and with a greater variety of cultures.
- Hotel employees that deal with international visitors particularly need to possess this ability.



Benefits of multilingualism for hotel staff

- Multilingual staff can better understand and meet the needs of customers from different cultures.
- Hotels with multilingual staff are more likely to attract international guests.
- Multilingual employees often feel more respected and valued in a multicultural workplace.
- Hotels with multilingual staff can provide more individualized service and accommodate a wider range of guests.

Importance of language awareness skills for hotel staff

- Effectively communicate with visitors from a variety of ethnic backgrounds
- Recognize and employ language in a range of cultural settings.
- Recognize how language use affects different cultures.
- Employ language to provide a satisfying visitor experience
- Show that the staff are cognizant of and respectful of the guests primary languages
- Recognize and use the guests native tongues.
- Establish rapport with visitors from various cultural background
- Establish a personal connection with the guests.

French language

- With over 270 million speakers, French is the second most spoken language in the world.
- 29 countries have French as their official language, including numerous African nations as well as France, Canada, Belgium, and Switzerland.
- With more than 70 million speakers, French is one of the three working languages of the European Union.
- When addressing others in French, make sure to shake hands and smile, use official titles, refrain from using slang, and show consideration for cultural differences.

Example

- ❑ Example includes of Hotel Lion and Swon, Ramada Hotel, Notting Hill
- ❑ These hotels have a well-trained staff that creates huge sales of these hotels due to their multilingualism skills that cater every need of customers.
- ❑ They first check the profile of guests and ask their preferences in their own language.

Conclusion

- Multilingualism and language awareness skills are essential for hotel staff to provide excellent customer service and create a positive guest experience.
- Hotels should invest in training their staff in foreign languages and cultural awareness.

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