

THE BENEFITS OF MULTILINGUALISM AND THE IMPORTANCE OF LANGUAGE AWARENESS SKILLS

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- Multilingual skills

INTRODUCTION

- Language awareness skills



- ❖ Enhanced Customer Service
- ❖ Increased Guest Comfort
- ❖ Competitive Advantage
- ❖ Cultural Sensitivity
- ❖ Better Problem Solving

BENEFITS OF MULTILINGUALISM



LANGUAGE AWARENESS SKILLS



- ❖ Effective Communication
- ❖ Guest Comfort
- ❖ Problem Solving
- ❖ Cultural Competence
- ❖ Upselling Opportunities

CASE STUDY: GERMAN

- ❖ Complex and considered to be a difficult language to learn
- ❖ Spoken by more than 90 million people
- ❖ It is the official language of Germany, Austria and one of the official languages in Switzerland and Luxembourg
- ❖ Formal language and business style





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SUMMARY

Multilingualism is a valuable asset for hotel staff, as it allows them to communicate effectively with guests from different linguistic and cultural backgrounds.

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