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BA INTERNATIONAL HOTEL MANAGEMENT

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Multilingualism and Language Awareness of The Beaumont Hotel

Table of Contents

- ▶ Introduction
- ▶ Benefits of Multilingualism
- ▶ Importance of Language Awareness Skills for Hotel Staff
- ▶ Referring to A Modern European Language
- ▶ Conclusion
- ▶ References

Introduction

- ▶ According to Suhaimi and Abdullah (2017), multilingualism is the capability of someone to speak more than one language.
- ▶ Based on the Beaumont Hotel, this presentation will showcase some topics related to multilingualism and language awareness referring to French which is a modern European language.

Benefits of Multilingualism

- Improved Guest Experience
- Respect for Other Cultures
- Better Customer Reach
- Problem-Solving Improvement
- Better Team Cohesion

Importance of Language Awareness Skills for Hotel Staff

Catering Diverse Sets of Guests

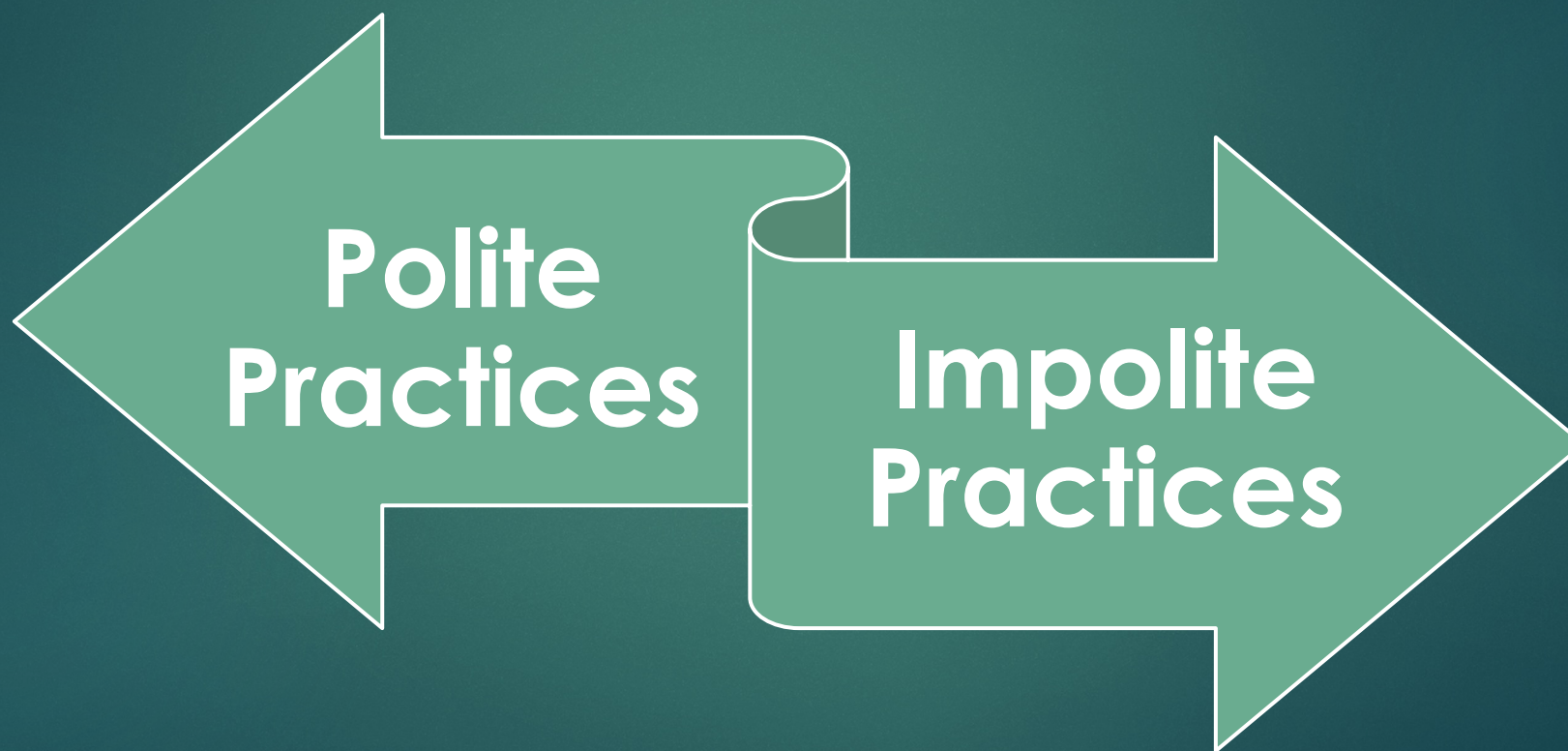
Ensuring Effective Communication

Enhancing Cultural Respect

Conflict Resolution

Brand Image Improvement

Referring to A Modern European Language



Conclusion

- ▶ The Beaumont Hotel places a premium on a staff that is bilingual and culturally attuned.
- ▶ Improved guest experiences, avoided conflicts, and a stronger hotel brand can all result from staff members who are good communicators, culturally aware, and fluent in the hotel's primary languages.

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