

# The benefits of multilingualism and the importance of language awareness skills for hotel staff

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# Introduction



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Around the world, the utilisation of foreign languages puts in great demand for most businesses' ultimate growth. Globalisation has changed the way businesses look at the use of foreign languages and culture awareness.

- **direct interaction**
- **customer satisfaction**
- **different countries, cultures and people speaking a different native tongues**
- **cultural awareness and multilingualism.**



(Christiansen et al., 2020)

# The benefits of multilingualism and the importance of language awareness skills for hotel staff



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Psychology of Multilingualism

## Improved Guest Experience

Diversity Hotel and Spa London staff members' multilingualism is essential to delivering an exceptional guest experience. Multilingual staff members are required in order to avoid future difficulties that may arise when interacting with the customers.

## Increased Cultural Sensitivity

The hotel's multilingual staff promotes a more inclusive and socially sensitive atmosphere by having a deeper awareness of various cultures and customs. Being aware of the various cultures and customs around the world, builds up and helps towards the creation of the ultimate customer satisfaction.

## Competitive Advantage

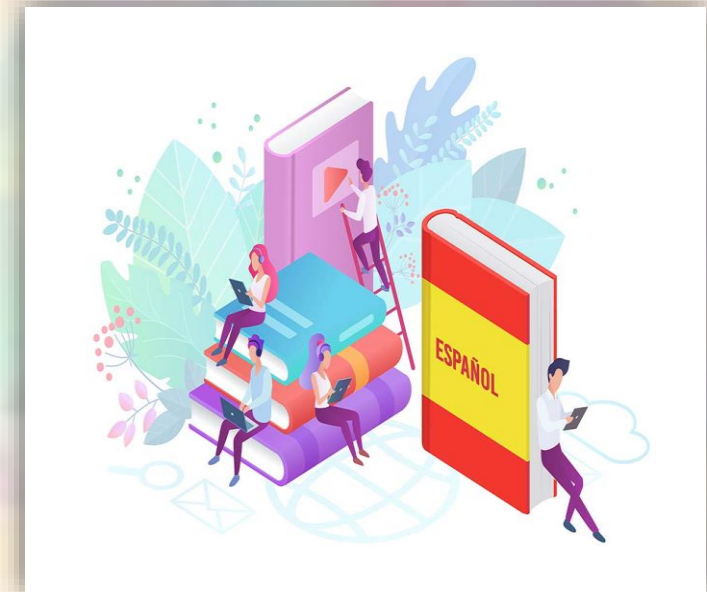
Diversity Hotel and Spa London can differentiate itself in the crowded hospitality market by providing multilingual services and encouraging language awareness.

# Importance of Spanish Language in Hospitality Management



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- Language spoken in Spain and Latin America
- Efficient interaction with the visitors
- Increased sense of acceptance and comprehension
- Improved visitor experience
- Hotel accessible to a larger pool of Spanish speaking visitors
- Not a difficult language



(Abramson, N.R. and Moran, 2018)

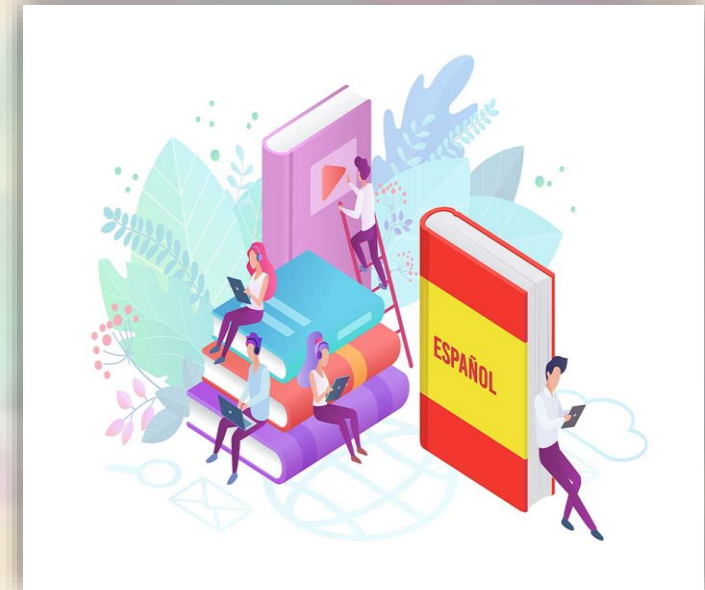


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# Importance of Spanish Language in Hospitality Management

Basic interpersonal abilities can significantly improve guest interactions, making guests feel more at ease and valued even though mastering the language may be difficult.

Official forms of address such as "usted" and "ustedes" are utilised to convey deference and courtesy, particularly in situations involving strangers, senior citizens, or professionals. However, Spanish also offers avenues for informal and relaxed conversation. A more casual and familiar tone is indicated by the use of "tú" and colloquial language.



(Abramson, N.R. and Moran, 2018)

# Different organisational examples that used Spanish language thoroughly



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Within numerous organisations worldwide, Spanish is widely used. Several healthcare facilities, such as clinics and hospitals, cater to a sizable Spanish-speaking population in the United States.

Spanish has been incorporated into the operations of major retail chains like Walmart and Target to serve a diverse clientele.

Companies that speak Spanish as their native tongue of business in financial services include BBVA and Banco Santander, two of the biggest players.



(Hofstede, 2010)

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