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German

Guest Experience through Multilingualism

**Foreign Languages and Cultural Awareness
BMIH5003.**

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Willkommen

Welcome

What is Multilingualism

Individuals or communities that make use of more than one language are said to be multilingual. The number of people who can speak more than one language is thought to exceed the number of people who can speak only one.



Benefits of Multilingualism in Hospitality

Increased guest satisfaction and personalization

Removing obstacles to communication

Bringing in a wider range of customers

Competitive advantage in the hospitality market

Establishing closer, better connections with customers

Understanding German

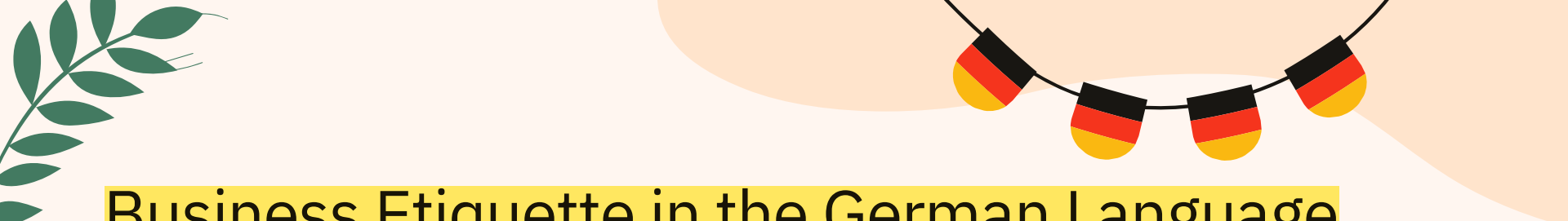
A Key European Language

Primarily spoken in Germany, Austria, Switzerland, and certain areas of other nearby nations

A large number of tourists speak German

Basic difficulties of learning German and benefits





Business Etiquette in the German Language

On-time arrival is highly appreciated

Directness in communication is a norm, not rudeness unless invited to use the informal (du), professionals should use the formal address (Sie).

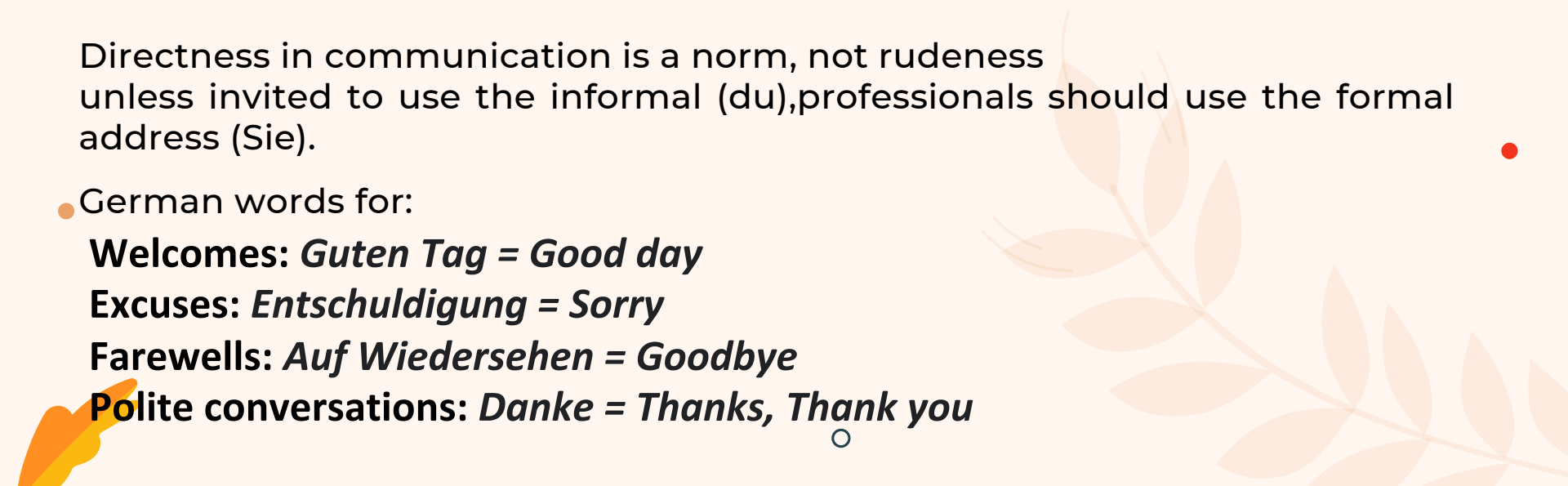
- German words for:

Welcomes: *Guten Tag* = Good day

Excuses: *Entschuldigung* = Sorry

Farewells: *Auf Wiedersehen* = Goodbye

Polite conversations: *Danke* = Thanks, Thank you



Direct Impact on the Hotel Industry

01

Tailored services

Dining Preferences: Serve a full breakfast (bread, cold cuts, cheeses) and respect German dining timings. Serve Schnitzel, Bratwurst, Strudel, and famous German beers and wines.

Room Customizations: Address German efficiency and practicality demands. German guests value cleanliness, so keep rooms spotless.

02

Loyalty

Touched by personalized gestures, the customers will write reviews on popular travel websites and share their experiences with friends and family, leading to several new bookings from German guests.

03

Bringing it all back home

Implementing the shared responsibility among all of us necessitates active participation and commitment from the entire team to create a more inclusive and welcoming atmosphere. From this experience, we win as a team and as individuals

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Thanks

