

**Foreign Languages & Cultural Awareness
(BMIH5003)**

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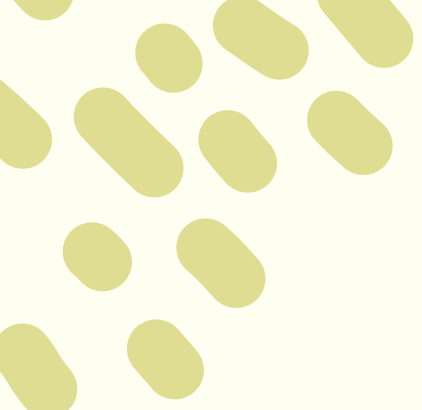




BENEFITS OF MULTILINGUALISM AND THE IMPORTANCE OF LANGUAGE AWARENESS SKILLS FOR HOTEL STAFF

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Presented by Beatrice Crisan



THE BENEFITS OF MULTILINGUALISM AND THE IMPORTANCE OF LANGUAGE AWARENESS SKILLS AT DIVERSITY HOTEL & SPA LONDON



Introduction:

Welcome to Diversity Hotel & SPA
London.

Multilingualism and language
awareness skills are vital for our
staff.

Let's explore the benefits and delve
into a modern European language -
French.



Benefits of Multilingualism:

Enhanced Guest Experience:

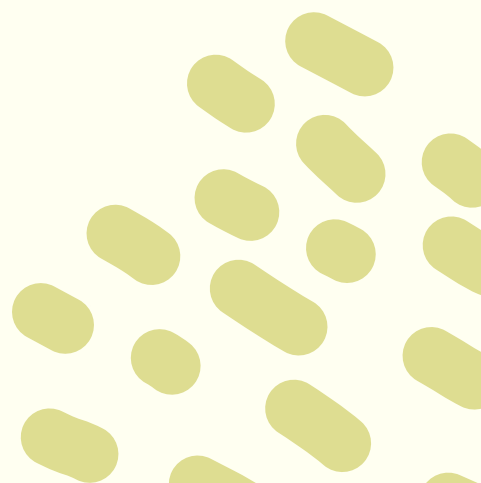
Speaking a guest's language, such as French,
makes them feel welcome.

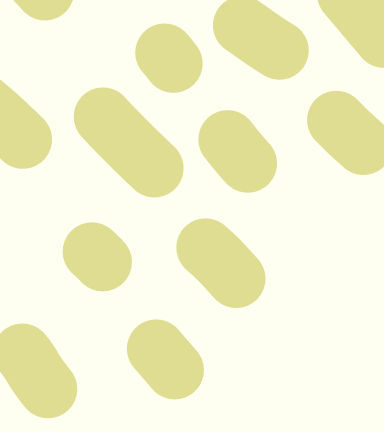
Example: Greeting a French guest with
"Bonjour!" can create a positive impression.

Improved Communication:

Clear communication avoids
misunderstandings. (Backer, 2011).

Example: Accurate orders in the hotel
restaurant lead to customer satisfaction.





BENEFITS OF MULTILINGUALISM:



Increased Revenue:

Multilingual staff can attract international guests.

Example: A French-speaking concierge can recommend nearby attractions (Backer, 2011).

Cultural Sensitivity:

Understanding customs avoids unintentional offense (Crystal, 1997).

Example: Knowing that "tu" is informal and "vous" is formal in French helps staff address guests appropriately.





LANGUAGE AWARENESS SKILLS - FRENCH:



Where is French Spoken?

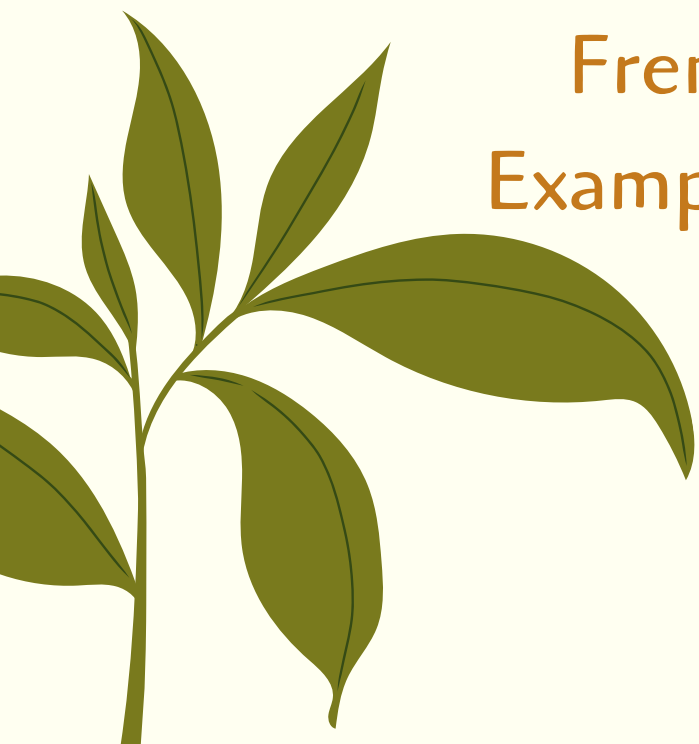
French is spoken in France, Belgium, Canada, Switzerland, and parts of Africa.
Example: A guest from Montreal may appreciate French-speaking staff.

Polite vs. Impolite:

Politeness is crucial in French culture.
Example: Saying "S'il vous plaît" (please) and "Merci" (thank you) is polite (Baker, 2011).

Is French Hard to Learn?

French can be challenging due to pronunciation and gendered nouns.
Example: Learning French phrases relevant to the hotel industry can be manageable..



DIRECT EXAMPLES FROM DIVERSITY HOTEL & SPA LONDON:

ENHANCED GUEST EXPERIENCE:

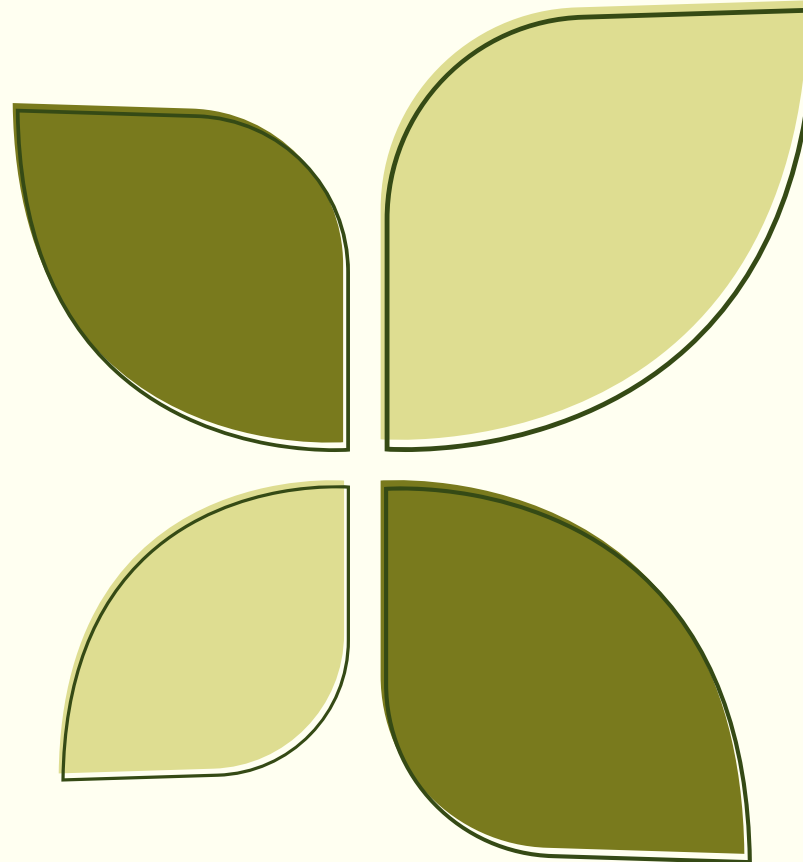
A multilingual concierge greeted a French family in their native language, creating an immediate connection (Crystal, 1997)

The family was delighted with the personalized service and left positive reviews.

INCREASED REVENUE:

A French-speaking sales manager successfully negotiated a corporate event contract with a French company (Crystal, 1997).

The event brought significant revenue to the hotel.



IMPROVED COMMUNICATION:

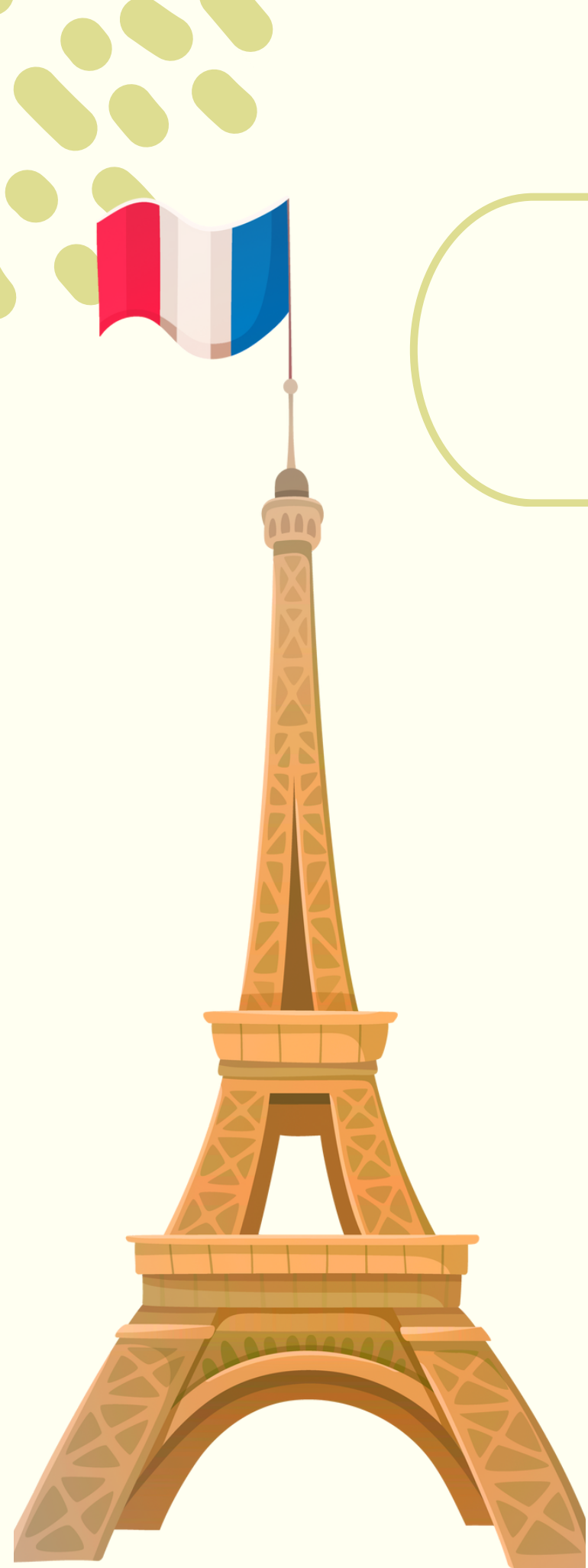
A guest requested a special dietary meal in French.

A staff member with language awareness skills accurately communicated the request to the kitchen.

CULTURAL SENSITIVITY:

A French guest addressed a staff member informally.

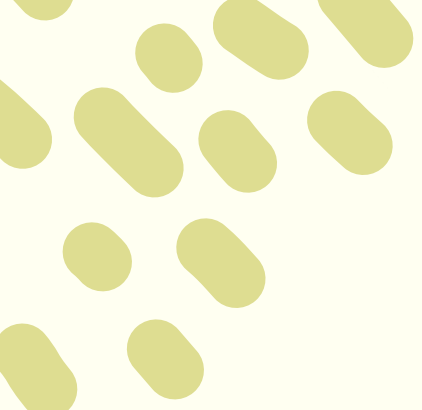
The staff member, aware of the distinction, responded politely using formal language.



CONCLUSIONS

- 1 Multilingualism and language awareness skills benefit Diversity Hotel & SPA London immensely.
- 2 French, as an example, illustrates the advantages of catering to diverse linguistic needs.
- 3 Let's continue to embrace language diversity and elevate guest experiences.





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