

The Benefits of Multilingualism and the Importance of Language Awareness Skills for Hotel Staff at Lancaster Hotel and Spa

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Introduction

- ❖ In light of the diminishing size of the globe, hotels have emerged as hubs where guests from around the world congregate.
- ❖ The hotels must stress multilingualism and encourage the development of language recognition abilities among its personnel to serve a diverse spectrum of guests (Arsiyana and Hernadi, 2020).
- ❖ Given its extensive use throughout Europe and beyond, French is a prime example of a language that demonstrates the importance of multilingualism in the hospitality sector.
- ❖ The aim of this presentation is to demonstrate benefits of multilingualism and importance of language awareness skills.

Benefits of Multilingualism

- ❖ **Improvement of the Experience for Visitors** - Employees that speak many languages could be able to provide customers with a more relaxing and customized experience.
- ❖ **Increased Customer Satisfaction** - Multilingual hotel staff members are better able to comprehend and cater to the demands of their guests (Kroll and Dussias, 2017).
- ❖ **Competitive Advantages** - Lancaster Hotel and Spa sets itself apart from rivals in a crowded market by offering multilingual service.
- ❖ **Positive Online Review** - Positive feedback is more likely to come from customers who had a good experience.
- ❖ **Cultural Sensitivity** - In the service sector, multilingualism and cross-cultural sensitivity are highly valued traits.

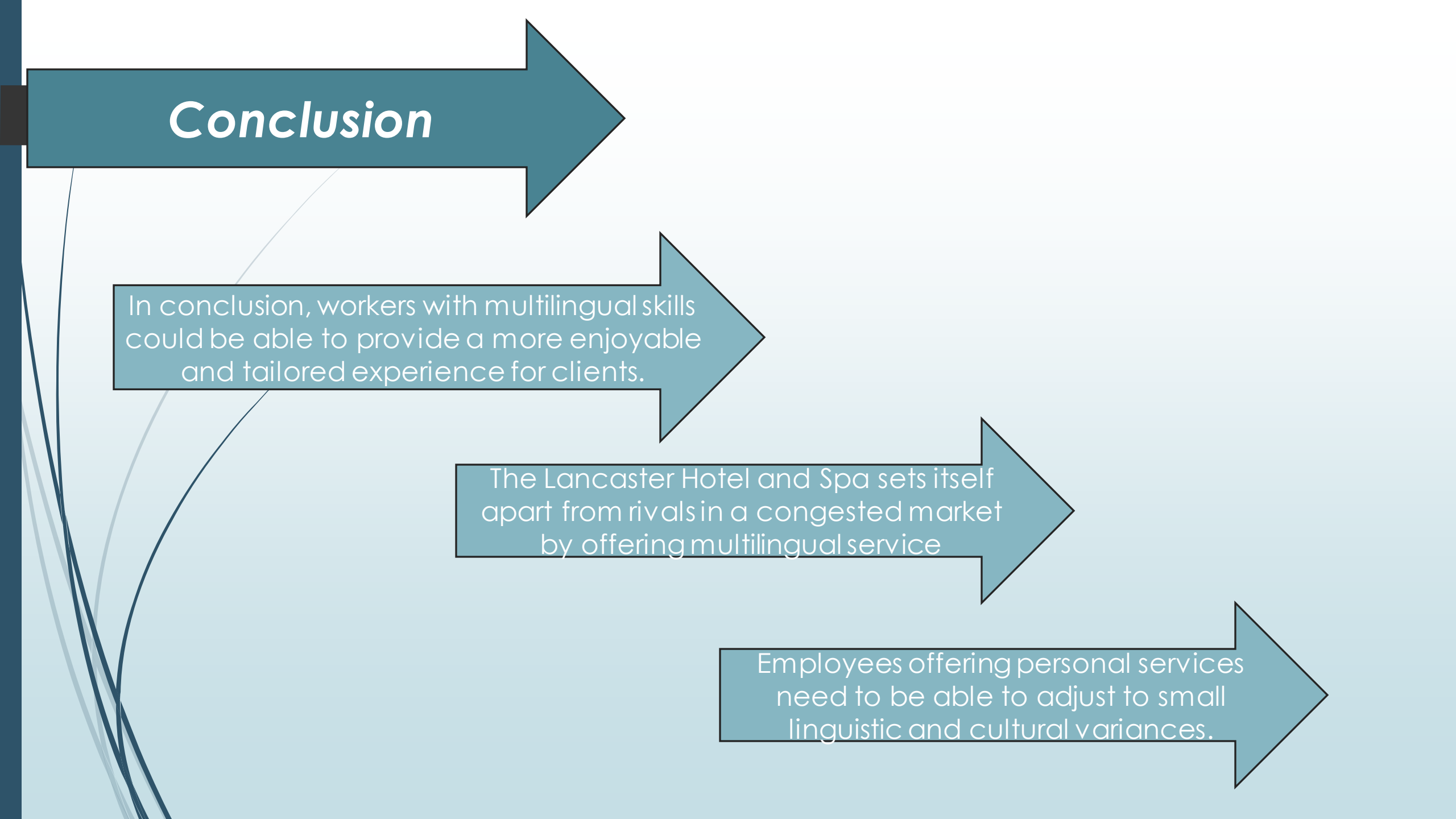
Importance of Language Awareness Skills

- ❖ **Effective Communication** - Language recognition skills include not only the ability to communicate with others
- ❖ **Polite in Business Context** - It is essential to comprehend the nuances of proper business etiquette.
- ❖ **Handling Complaints Diplomatically** - A bilingual service staff member is more equipped to deal with difficult circumstances, as when customers complain (Tziora et al., 2016).
- ❖ **Effective Cross-Cultural Communication** - French is spoken in certain African countries, as well as in parts of France, Belgium, and Canada.

Examples from Hotel Industry

- ❖ **Reservation and Check-In** - A service member who speaks French and other languages well may help those who want to buy a ticket in that language.
- ❖ **Room Service** - The person accepting the guest's room service order and making sure it is completed accurately.
- ❖ The statement "Your order is en route, Monsieur/Madame" (which translates to "Your order is en route, Sir/Madam" in English) is an example of the polite language that will be used to confirm the order.
- ❖ **Concierge Services** - Employees providing personal services need to understand the subtle cultural differences in a particular language.
- ❖ **Complaint Resolution** - An employee with many languages will be able to understand what is being said in their own language.

Conclusion



In conclusion, workers with multilingual skills could be able to provide a more enjoyable and tailored experience for clients.

The Lancaster Hotel and Spa sets itself apart from rivals in a congested market by offering multilingual service

Employees offering personal services need to be able to adjust to small linguistic and cultural variances.

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