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Hotel Diversity & Spa London

The Benefits of Multilingualism and
Language Awareness in the Hotel
Industry

"A multilingual approach can
transform the experience of our guests
and our position in the market."



Presenter: Andreea Balanescu ID: 2211130

Why multilingualism?



The Added Value of Multilingualism

- **Improved customer relationship:** Being able to respond in the native language of guests increases their confidence and comfort (Hofstede *et al.*, 2010).
- **Cultural Connections:** Enables staff to better connect and understand guests' cultural backgrounds (Hofstede *et al.*, 2010).
- **Global Reputation:** Displays a high level of professionalism and training, appealing to a global market (Christiansen *et al.*, 2020).



Language Awareness



Why does it matter not only WHAT we say, but HOW we say it? French offensive gestures.

- **Cultural Perceptions:** Words and gestures can have different meanings in different cultures (Abramson and Moran, 2018).
- **Effective communication:** Understanding not only the language but also the cultural context, prevents confusion and misunderstandings (Deresky, 2017).
- **Practical applications:** From serving in a restaurant to welcoming guests - language awareness allows us to provide a higher quality service (Abramson and Moran, 2018).



French in Depth

Diversification of our French Language Services

- **Where is it spoken?** France, Belgium, Switzerland, Canada (Quebec) and many African countries.
- **Learning challenges:** Complex grammar, but rich and useful vocabulary in tourism.
- **Business politeness:** Appropriate greetings ("Bonjour", "Bonsoir"), use of the form "vous", avoiding intrusive personal questions.
- **Hospitality Industry:** Tips for interacting with French-speaking guests - for example, offering a local newspaper in French, morning greetings and local restaurant suggestions.



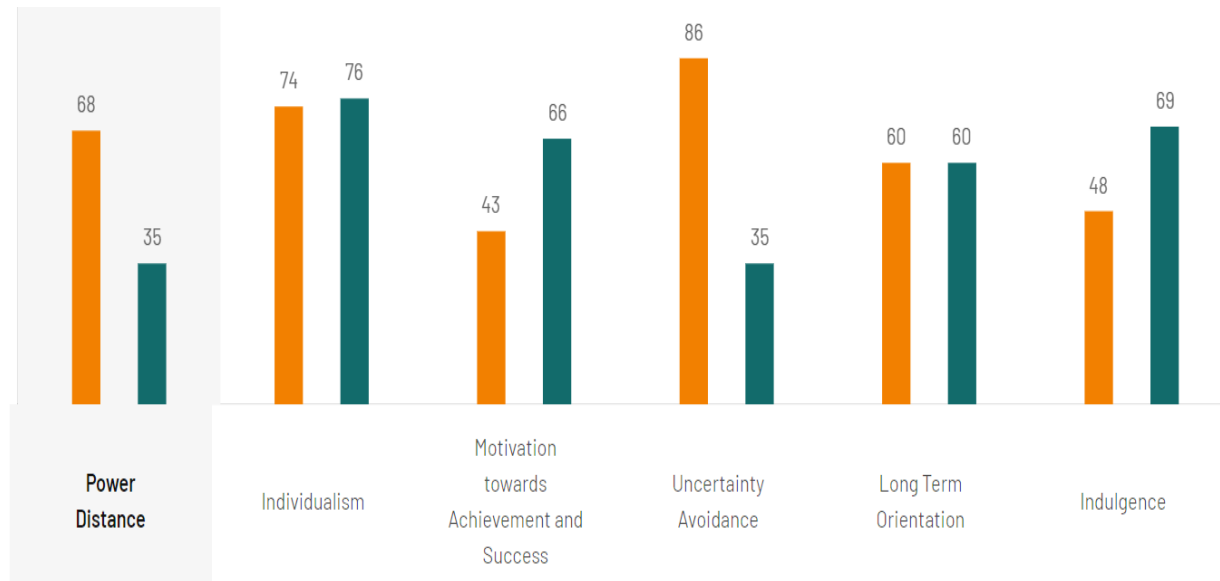
French Speaking Nations



Cultural value comparisons between cultural dimensions



France vs United Kingdom



Application in Hotel Diversity & Spa London



Transforming the Guest Experience Through Multilingualism

By implementing multilingualism and cultural awareness, we can offer a unique experience based on extensive research in the field (GLOBE, 2020).

- **Efficient bookings:** Ensuring staff understand and can confirm details in multiple languages.
- **Events and Activities:** Organizing themed events based on various cultures, guided by staff who know those cultures and languages.
- **Multilingual feedback:** Creating a feedback system where guests can leave reviews in their native language, helping to identify strengths and areas for improvement.

(Hofstede *et al.*, 2010).



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Thank you! Merci beaucoup!