

UNLOCKING OPPORTUNITIES THROUGH MULTILINGUALISM

Ana Pesclevei

Student number: 2208738

[Recording-20231027_134017.webm](#)

**BENEFITS OF MULTILINGUALISM AT DIVERSITY
HOTEL & SPA LONDON**

THE POWER OF MULTILINGUALISM

- A multilingual staff team is an asset to the hotel as it is able to enhance guests' experiences.
- The hotel's reach and accessibility are increased by its ability to communicate in multiple dialects (Goethals, 2015).
 - Catering to diverse clientele
- Effective communication is guaranteed by a multilingual workforce, giving each visitor a unique experience.
 - Better communication
- For guests, language limitations can be a major source of aggravation.
- A smoother and more enjoyable stay is attained through multilingual staff members.
 - Positive guest experience
- Positive evaluations and repeat business are dependent on a guest feeling welcomed and understood.

LANGUAGE SPOTLIGHT – FRENCH

- French is primarily spoken in France, Canada, Monaco, Belgium, and Switzerland.
- Global influence of French
 - In many international institutions, including the United Nations, French is a diplomatic language.
 - French is widely used in the fashion and luxury industries and is frequently regarded as the language of business. The hospitality sector also falls here making this language significant in hotel activities.
- Significance of French to business activities
 - Crucial for engaging French-speaking partners and clients.



FRENCH SPEAKING COUNTRIES

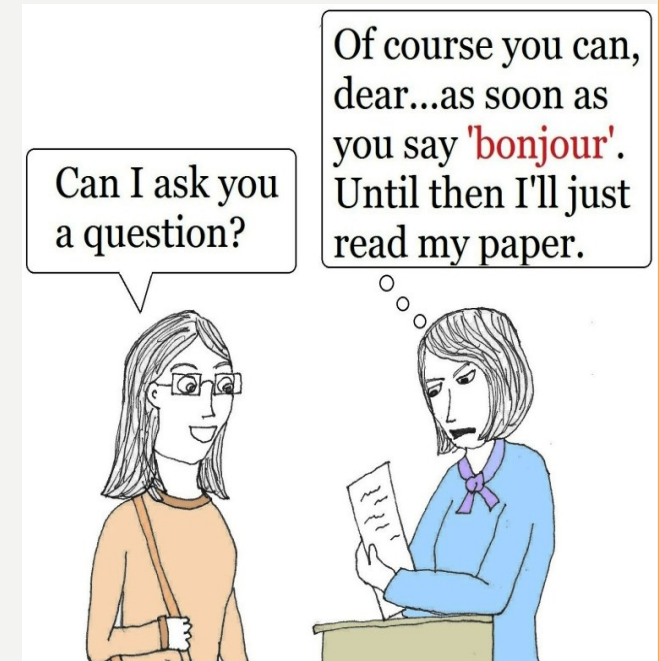
LEARNING FRENCH

- Many people consider French a hard language to learn, majorly because of its pronunciation. Every language has its set of challenges but learning French is attainable with the right resources (Byram and Wagner, 2018).
- Resources available:
 - Language exchange programs
 - Language courses
 - Educational materials
- Role of the hotel
 - Diversity hotel & spa will avail opportunities to practice languages to staff.
 - The process of learning a new language requires consistency and patience.



POLITENESS IN BUSINESS – FRENCH ETIQUETTE

- The French business culture values formality in their interactions.
- The use of titles when addressing people is very common.
- Proper greetings are essential and could involve shaking hands or even a kiss on the cheek (Paternoster, 2023).
- **Examples of polite phrases**
- Greetings will have to include hello (Bonjour) and goodbye (Au revoir).
- Express gratitude and be kind when asking for something.
- **Illustration**
- When a French-speaking guest shows up, a staff member greets them with a friendly "Bonjour" and uses their preferred title—"Madame" or "Monsieur"—according to their desire.
- The visitor feels cherished and respected, which improves their stay at Diversity Hotel & Spa.



Source: Lestz (2014)

PITFALLS TO AVOID

- Common pitfalls:
- Do not assume familiarity with titles instead ask the guests' preferences.
- Familiarize self with cultural variations in non-verbal cues to avoid unintentional discomfort.
- Avoid overfamiliarity and instead strike a balance between professionalism and warmth (Bariso, 2015).
- Potential misunderstandings in the hotel setting
- Humor: Humor needs to be Culture-sensitive. One culture's jokes might be considered offensive in another's.
- Gestures: Different cultures may interpret common gestures differently. Ensure enlightenment to avoid possible misunderstandings.
- Handling of complaints: The method clients communicate their dissatisfaction may vary based on cultural variations. Employees ought to receive proper training so they can comprehend and react appropriately.

REFERENCE LIST

- Bariso, J. (2015). *6 Stupid Written Communication Mistakes That Emotionally Intelligent People Avoid*. [online] Inc.com. Available at: <https://www.inc.com/justin-bariso/6-stupid-written-communication-mistakes-that-emotionally-intelligent-people-avoi.html>.
- Byram, M. and Wagner, M. (2018). Making a difference: Language teaching for intercultural and international dialogue. *Foreign Language Annals*, 51(1), pp.140–151. doi:<https://doi.org/10.1111/flan.12319>.
- Goethals, P. (2015). Multilingualism and international tourism: a content- and discourse-based approach to language-related judgments in web 2.0 hotel reviews. *Language and Intercultural Communication*, 16(2), pp.235–253. doi:<https://doi.org/10.1080/14708477.2015.1103249>.
- Lestz, M. (2014). *It Pays to be Polite in France*. [online] Margo Lestz - The Curious Rambler. Available at: <https://curiousrambler.com/it-pays-to-be-polite-in-france/> [Accessed 6 Oct. 2023].
- Paternoster, A. (2023). The codification of nineteenth-century etiquette. *Journal of Historical Pragmatics*, 24(1). doi:<https://doi.org/10.1075/jhp.00069.pat>.