

(BMIH5003) BA International Hotel Management

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Introduction

- Effective communication is the foundation of excellent guest experiences in the changing and global hospitality sector (Dovalil, 2022).
- Multilingualism and language awareness abilities are crucial in establishing a welcoming atmosphere for a varied foreign guest population.
- This presentation discusses the advantages of linguistic variety and the need for language awareness for hotel employees.





Benefits of Multilingualism

Enhanced Guest Experience:
Diversity Hotel & Spa
London's multilingual team
can make foreign visitors feel
welcomed and understood,
resulting in unique and
rewarding experiences.

Increased Market
Competitiveness: The
multilingual capabilities of our
hotel draw a diverse consumer
base, helping us to distinguish
out in a competitive business
(Ioriatti and Di Micco, 2018).

The Significance of Language Awareness

- The hotel understands the significance of language proficiency (Kenesei and Stier, 2017).
- Understanding the visitors' languages is important for offering excellent service.
- Diversity Hotel & Spa appreciates the capacity to communicate in several languages simply and respectfully.
- Language knowledge allows us to traverse cultural subtleties and preferences successfully.



Exploring Language – Mandarin

01

Mandarin is one of the most commonly spoken languages on the planet.

02

Understanding its subtleties can lead to a large consumer base (Li'el, Williams, and Kane, 2019).

03

Learning Mandarin may be complex, but the rewards are worthy it.

04

Politeness and etiquette are highly appreciated in Mandarin-speaking areas.

The Presentation for Hotel Staff

- This presentation is a helpful tool for teaching employees about language awareness.
- It encourages employees to learn the fundamentals of a relevant language (Pudelko and Tenzer, 2019).
- Staff will learn how to communicate in a variety of hospitality circumstances successfully.
- Business entertainment, local information, phone interactions, travel, and guest demands are among the areas of emphasis.



References

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