

Multilingualism Matters

Enhancing Service in Any Language

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A session with the staff at Diversity Hotel

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Multilingualism and Why Languages Skills Are Essential

- Communicating effectively with diverse guests allows us to provide exceptional service and create a welcoming environment for all (*Edwards, 2020*).

Impact of French Around the Globe

- French has widespread global reach, spoken as an official language in 29 different countries (Culture Crossing, 2022).

French Etiquette

- Greeting guests with a handshake at arrival and departure is an important French custom that makes a positive first impression and shows gratitude.
 - Maintaining eye contact when speaking conveys attentiveness and interest in providing excellent service.
1. Addressing guests properly with formal titles like Monsieur or Madame demonstrates respect and makes guests feel valued.
 2. Using the formal "vous" instead of the informal "tu" maintains an appropriate level of politeness with French-speaking guests.

French Hospitality Phrases

- Welcoming guests by warmly saying "**Bonjour Monsieur/Madame**" upon arrival establishes a friendly tone.
- Leaving guests with "**Au revoir/Bonne journée**" provides a gracious send off.

Benefits of Multilingualism in the Hotel Industry

- Enhanced communication from multilingual skills results in higher guest satisfaction and positive word-of-mouth.
- Knowledge of cultural etiquette creates a respectful, welcoming environment where guests feel comfortable and understood.
- Multilingual staff creates a cosmopolitan, sophisticated impression. Travelers expect and appreciate the ability to communicate in their native language while abroad.

References

1. Multilingualism in the Hospitality Industry, J. Edwards 2020
2. French Cultural Guide, Culture Crossing 2022
3. French Hospitality Phrases, Living Language 2021
4. Benefits of Multilingual Staff, Harvard Business Review 2019
5. French Etiquette Tips, Bonjour La France 2022