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THE BENEFITS OF
MULTILINGUALISM AND
LANGUAGE AWARENESS SKILLS
FOR HOTEL STAFF

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INTRODUCTION

- The ability to communicate effectively in three or more languages, whether on an individual or group basis, is known as multilingualism. (Garcia, 2009)
- According to estimates, there are more multilingual speakers than monolingual speakers in the world.
- In hospitality, there are more and more interactions between staff and guests who frequently come from varied linguistic, cultural, and national backgrounds. (Baker, 2011)
- Multilingual staff can offer complete services when customers need language assistance to book reservations, organize, or look for local suggestions.



GERMAN LANGUAGE

- It is spoken in Germany, Austria, Switzerland, Belgium , Luxembourg, Liechtenstein and South Tirol in Italy.
- Over 130 million people speak German (Hammer and Tullock, 2011)
- Germany is one of the largest international tourism markets, and German tourists constantly travel abroad.
- German language is not an easy language to learn.
- Long words are a common characteristic of German language, the longest have 79 letters!!!!



POLITENESS AND ETIQUETTE IN HOSPITALITY

- Formal greeting expression as “Guten Morgen” or “Guten Tag” are preferred than a simple and non-formal “Hallo”.
- In English pronoun “you” is used in both situation formal or non-formal, in comparison in German pronoun “du” is used just with family and close friends, otherwise in formal situation is used “Sie”.
- Understanding German helps promote cross-cultural understanding between tourists and service providers because language and culture are strongly related.



IMPORTANCE OF CULTURAL SENSITIVITY IN HOSPITALITY

- Cultural sensitivity is crucial to the hospitality sector because it guarantees that visitors from various backgrounds feel welcome and appreciated
- **It is important that staff to understand guests' cultural differences to offer them excellent personalized customer service**
- **According to Wei (2000), building trust and increasing interactions can be accomplished by adapting communication styles to visitors' cultural norms**
- **A hotel can improve guest experience and build reputation embracing diversity of their staff and customers. (Crystal, 2003).**



LANGUAGE AWARENESS SKILLS

- The term "language awareness skills" refers to the capacity of a person to comprehend, evaluate, and be aware of many facets of language, such as its vocabulary, grammar rules, dialects, and cultural connotations.
- Language awareness skills improve one's ability to express ideas, opinions, and emotions more accurately and appropriately.
- Hospitality staff can build inclusive environments, engage in meaningful conversations, and appreciate linguistic variety by being aware of other languages and communication styles.
- Culture and language are closely related, and having a solid understanding of language can help one appreciate other cultures.



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