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MULTILINGUALISM AND ITS IMPORTANCE WITHIN THE HOSPITALITY SECTOR

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Diversity Hotel & Spa London



Multilingualism and its benefits

- ❑ Multilingualism is known as the ability to know and speak different languages with proficiency (Grutman 2019)
- ❑ This is the most demanded skill in hospitality sector
- ❑ Having the ability to speak different language can help in communicating effectively
- ❑ Enhance the understanding
- ❑ It also improves the analytical and problem solving skills

Importance of language awareness skills for Hotel Staff

- Having the language awareness is essential in the hospitality sector.
- It is essential in providing quality service to guests (Liu *et al.*, 2022).
- It is necessary to have knowledge of their native language
- It is helpful for the employees in communicating effectively with guests
- It further helps in assessing the needs of the guests
- That will lead to the happy and satisfied customer

Need for Multilingualism within hospitality sector

- There is need for the hospitality industry to provide employees with language learning programs
- Employees needs to deal with guest with diversified backgrounds.
- So it is very important for the employees working in hospitality sector to have know how of the different languages (De et al., 2019).
- This will help in enhancing the overall job effectiveness
- Provide the quality service to the employees

Modern European language - Dutch

- The selected language for the discussion is Dutch
- The Dutch is the national language of the Netherlands
- The language Dutch comes from the German and English
- Also known as the Dutch Netherlands (Vonk *et al.*, 2020).
- Learning the language can be difficult for the employees who are native English speaker
- As the alphabets in both the languages are same
- However, the pronunciation of the alphabets differ in both languages
- In German there are three words "dar", "das", "die" that are used for the article "the".

Example from the Hospitality Sector

- ❑ The selected hotel brand is Whitbread
- ❑ The brand that owns the hotel chain Premier inn
- ❑ It had always provided the staff with learning opportunities
- ❑ Whitbread has encouraged staff skills enhancement
- ❑ Moreover, has introduced an e learning program for the employees
- ❑ Staff can learn the necessary or required skills in which they lack in (Hasan 2019).

Reference

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