

**Ministry of Higher Education and Scientific Research**

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**Specialty: Linguistics**

# The Role of Applied Linguistics in the workplace:

The Case of Utilizing Applied Linguistics Strategies for Improving Customer Service Communication in Some Hotels In Ouargla Province, Algeria.

Presented and publicly defended by

Yasmine Douh

Yousra Fatma Sadou

Supervised by

**Madjid Doufane**

**Jury members**

Dr Yousra Seddiki	Institution	Chairperson
Mr. Madjid Doufene	Institution	Supervisor
Dr Fouzia Gueroudj	Institution	Examiner

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### **Dedication**

I dedicate my work to my lovely sister who has always been there for me, through thick and thin. my parents, who have always loved and supported me and encouraged me greatly throughout my life. I am also grateful to them for providing me with an appropriate setting in which to do this work

I'm grateful to my incredible friends and cousins who supported me along this adventure. They have helped me so much whenever I needed it, and I want to thank them to my buddies Hadia, Aymen, Fatima, Soufiane, Lina, and Abd El Ouahab. Moufida, Melissa, and Meriem, Mohamed

I love and appreciate all of the incredible individuals in my life, and I dedicate this to them all.

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After five years of toil and hardships in pursuit of knowledge, here I stand today at my graduation, receiving the fruits of my labor and raising my hat with pride. God, praise be unto You whether I am pleased or not, for You have enabled me to achieve this success and realize my dream.

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To the one who adorned my name with the most beautiful of names, who supported me unconditionally, my first champion in my journey, my pillar, and my refuge after God – my father.

To the one whom God placed Paradise beneath her feet, who eased my hardships with her prayers, the compassionate heart, the source of my strength and success – my mother.

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To all those who offered me support and guidance, who believed in me and stood by me during challenging times, to Samar and all my friends, may God grant them success."

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### **Abstract**

THIS STUDY EXAMINED HOW APPLIED LANGUAGE PRINCIPLES ARE USED IN THE HOSPITALITY SECTOR, PARTICULARLY AT OUARGLA HOTELS EL AZIZ ROYAL AND LYNATEL PALACE HOTELS. WE HAVE TAKEN A SAMPLE OF 12 HOTEL EMPLOYEES IN ORDER TO CARRY OUT THIS INVESTIGATION. WE HAVE USED SURVEYS WITH MULTIPLE CHOICE, CLOSED-ENDED QUESTIONS, CONDUCTED INTERVIEWS, EMPLOYED A MIXED RESEARCH APPROACH (QUALITATIVE AND QUANTITATIVE), AND USED THE STATISTICAL SOFTWARE PROGRAM SPSS TO COUNT AND QUANTIFY THE RESULTS. DEL HYMES' PRINCIPLES WERE USED TO TEST, VALIDATE, AND CONFIRM THE HYPOTHESIS, WHICH SHOWED THAT THEY WERE POTENT AND SUCCESSFUL IN RAISING STAFF MEMBERS' GENERAL LANGUAGE TRAINING AND PROFICIENCY, COMMUNICATION, AND MULTICULTURAL INTERACTION SKILLS AS WELL AS THE ABILITY TO PROVIDE BETTER CUSTOMER SERVICE.

KEYWORDS: LINGUISTIC PRINCIPLES, HOSPITALITY INDUSTRY, DEL HYMES, SERVICE QUALITY, COMMUNICATIVE COMPETENCE, LANGUAGE SKILLS, COMMUNICATION.

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## **General Introduction**

The hospitality industry is about delivering great services and welcoming guests. Communication is crucial to achieve this. Applied linguistic theories and principles can help us understand how to communicate better in places such as hotels and restaurants. According to Dell Hymes, a renowned linguist, it is very crucial to grasp the social and cultural norms of communication rather than merely looking at the words that you use.

In this age of globalization, the service industry has become increasingly multicultural with guests originating from every corner of the globe staying in hotels. Consequently, hotel personnel ought to speak various languages and comprehend divergent societies for them to be able to offer the best service possible. As we refer to Dell Hymes, it seems that effective communication is not just about using correct words but also about knowledge of other people's norms and forms of expression.

### **Statement of the Problem**

Many hotel and hospitality workers face challenges when communicating with guests who speak different languages or come from different cultures. This can lead to misunderstandings and cause guests to feel unwelcome or unsatisfied. While some hotels offer language training programs, it is not clear whether these programs really help workers communicate better. The aim of this study was to understand these problems and find how communication in the hospitality industry could be made better.

### **Purpose of the Study**

Inspired by Dell Hymes' communicative competence theory, this study aims to:

- Investigate how workers in the hospitality industry apply linguistic skills, sociocultural knowledge, and communication strategies when interacting with guests from diverse backgrounds.
- Assess the effectiveness of language training programs in developing communicative competence among hospitality professionals.
- Identify practical recommendations for enhancing CC and improving guest experiences in hospitality settings guided by the principles of Dell Hymes' theory.

### **Research Questions**

In this study, we raise the following questions :

1)-How do hotel and hospitality workers demonstrate linguistic proficiency, sociocultural understanding, and pragmatic skills when communicating with guests from diverse linguistic and cultural backgrounds?

2)- How do the linguistic competencies of hospitality staff influence their ability to effectively communicate with guests from diverse linguistic backgrounds?

3)-How do hospitality staff adapt their communicative strategies to accommodate diverse guests' preferences and expectations?

### **Research Hypothesis**

Considering the abovementioned questions, the following hypotheses were formulated:

1)-Implementing strategies to enhance communicative competence among staff members in hotels will lead to improved guest satisfaction, as measured by factors such as positive guest reviews, repeat visits, and recommendations

2)-Implementing CCP in the workplace can face several obstacles, including language proficiency and cultural differences.

3)- Optimizing the effectiveness of applied linguistic strategies through language training programs to enhance employees' language skills.

### **Significance of the Study**

This study is important in the hospitality industry for the hotels and hospitality workers.

It will help to understand the necessity for good communication and find the problems faced in the hospitality industry, using (applied linguistics strategies ). In addition, it will play a significant role in the development of communication in the hospitality industry. This study may help curriculum developers in hotels choose more meaningful strategies and methods that develop the communication aspect.

## **Research Method**

In order to test the hypotheses, and reach the objectives of our research, a mixed-method approach has been employed to attain a comprehensive understanding of the use of language and communication in the hotel industry. Concerning the instrument of data collection, a survey was used. The survey will be distributed to 10 workers at hotels in Al Aziz Royale Lynatel Palace Ouargla. The questionnaire included three types: open-ended multiple-choice and close-ended.

The interview will be conducted with a sample of 2 managers in the interview, the hotel managers will be asked to reflect on the extent of fluency in English as a foreign language, their perspectives on language training programs, and their intercultural awareness

The data of the research were collected from the hotel staff survey and the hotel managers' interviews.

## **Structure of the Study**

The study includes two fundamental parts. The first one is theoretical, in which the first chapter reviews the literature including the previous studies about applied linguistics and Dell Haymes theory, its model which is (the communicative competencies model).

The practical part is the second chapter, which develops the Methodology of the research, it displays the research design, population, sample, and data collection

The third chapter is about the findings and discussion.

## **Limitations of the Study**

Since our case study was bound to only hotel staff and personnel in Ouargla and the lack of foreign tourists, the data was very limited and cannot be generalized to all hotel staff of different hotels in various areas in Algeria or all over the world. Moreover, employees' answers cannot be very reliable because they felt observed, so the answers could be given in order to satisfy the observers.

# **Chapter One**

## **Literature Review**

## **Introduction**

In the hospitality industry, effective communication is essential to providing guests experiences, from different cultural backgrounds and different languages, which is important for hotel workers to be aware of useful communication strategies for exchanging information and understanding guest needs.

This chapter defines applied linguistics, the importance of communication in the workplace, communication challenges, Dell Hymes's communicative competence theory(CC models), and the effectiveness of language training programs.

### **Overview of Applied Linguistics in the Workplace**

#### ***The Concept of Applied Linguistics***

In a field such as linguistics, it is important to first acknowledge the term applied linguistics, which has been defined as the use of linguistic theories, methods, and findings in elucidating and solving problems to do with the language that have arisen in other areas. of experience (Crystal, 1992). Schmitt and Celce-Murcia offer the following definition of applied linguistics: Applied Linguistics is using what we know about (a) language, (b) how it is learned, and (c) how it is used in order to achieve some purpose or solve some problem in the real world. In a broad sense, applied linguistics is concerned with increasing understanding of the role of language in human affairs and thereby providing the knowledge necessary for those who are responsible for making language-related decisions, whether the need for these arises in the classroom, the workplace, the law court, or the laboratory. It is the application of theories, methods, and techniques to real-world contexts; on the other hand, it plays a vital role in solving problems of language understanding, communication, and culture.

Applied linguistics is a broad field and has lots of applications in everyday life. The workplace is one such context. In the hospitality industry, applied linguistics helps to determine communication problems and suggests communication strategies for better communication between people from different linguistic and cultural backgrounds.

### ***The Importance of Effective Communication in the Workplace***

Communication can be defined as the process of transmitting information and a common understanding from one person to another (Keyton, 2011). In the hospitality industry, effective communication is paramount to success. It plays a crucial role in promoting inclusion, understanding, and clarity for customers, ensuring exceptional guest experiences and operational efficiency. According to the search results,

The nature of the hospitality industry means that you are likely to interact with many different people daily, whether they are customers, employees, or staff, so they must have effective communication. Clear communication is essential for enhancing productivity between hotel staff and management. For example, if a team at a hotel communicates well, they can quickly respond to guest requests and make sure everything runs smoothly.

Fostering collaboration: good communication encourages teamwork between hotel workers. When people talk to each other and listen to each other's ideas, they can work together better. It helps in building loyalty and trust, which eventually leads to greater job satisfaction.

Improving customer satisfaction is key in service-oriented industries like hospitality, where communication is key. When employees communicate clearly and politely with guests, it creates a positive experience.

### ***Communication Challenges in the Hospitality Industry***

Communication in the hospitality industry can face barriers, and workers sometimes find difficulties in understanding conversations with guests.

A language barrier in business communication is “the obstacles to effective communication that arise if interlocutors speak different mother tongues and lack a shared language in which they all have native proficiency (Tenzer et al, 2013).

Language barriers most often occur when one language, in most cases English, is adopted as the lingua franca, hence the language chosen to enable communication between different non-native speakers and native speakers (Piekkari, 2006). Throughout the field of language barriers, the effect on business performance, or dimensions thereof, has been researched in numerous settings. This includes, for example, trust-building in multinational teams (Tenzer et al., 2013). As we can see, the researchers said that language barriers affect the performance of communication among workers in the hospitality industry.

Also, Cultural differences can be a challenge for hospitality workers, it is important not only to speak a foreign language but also to be aware of cultural differences that exist in different countries (Luka, 2013). Cultural awareness and intercultural communication have become very important, both for hotel guests and hotel employees. Thus, to operate successfully, hospitality professionals should understand and empathize with people from different cultural backgrounds.

### ***How Applied Linguistics Can Address These Challenges and Improve Communication Effectiveness in Hospitality Settings***

Applied linguistics principles such as language teaching, intercultural communication, and discourse analysis are great instruments for enhancing communication within the hospitality industry. Language teaching, underpinned by applied linguistics, can significantly improve the language proficiency of hospitality staff, which is crucial for effective interactions with guests from diverse linguistic backgrounds (Xing, 2018). Intercultural communication skills fostered through applied linguistics, enable staff to navigate cultural differences and provide culturally responsive service, thus improving guest satisfaction and business success (Kaikybasheva et al., 2023; Kaikybasheva et al., 2024).

Discourse analysis contributes to understanding and teaching the appropriate use of language in specific hospitality contexts, such as customer service encounters, which can lead to more effective and nuanced communication (2023; Hovsepyan, 2011). By analyzing the structure and function of language in hospitality settings, discourse analysis can inform the development of communication strategies that are sensitive to the needs and expectations of international guests (Piller, 2007).

The application of these principles can lead to a more skilled and culturally aware hospitality workforce capable of delivering high-quality service. Language teaching enhances linguistic competence, intercultural communication equips staff with the ability to manage cultural diversity, and discourse analysis provides insights into the practical use of language in hospitality interactions. Collectively, all of these applied linguistic principles can address communication challenges and improve the overall communicative

### **Dell Hymes' Communicative Competence Theory**

The term 'communicative competence' was first used by Dell Hymes in 1966 in his lecture delivered at a conference on 'Developing the Language of the Disadvantaged Children',

then published as a paper entitled 'On Communicative Competence' in 1972 and republished in 2001.

Hymes reacted to Chomsky's description of linguistic competence and linguistic performance with his description of communicative competence in 1971 (Savignon, 1991). In Chomsky's theory, linguistic competence is the speaker-hearer's knowledge of his language (Chomsky, 1965). Means the ability to understand, repeat, and produce new utterances. On the other hand, linguistic performance (the actual use of the language in a concrete situation) refers to what we produce as utterances. As it is claimed that performance can never truly represent the abstract knowledge of language due to many psychophysiological reasons, it is the unobservable competence that makes an ideally homogenous speech community function (Chomsky, 1965).

Haymes argued that the focus of the linguistic theory is "to characterize the abstract abilities of the speaker-listener, which enable him to produce grammatically correct sentences." (p: 3) (Chomsky, 1965).

The last defined communicative competence as "the tacit knowledge" of the language and "the ability to use it for communication" (Hymes, 2001), and (1972) points out that communicative competence doesn't only represent the grammatical competence but also the sociolinguistic competence. He has stated that "there are rules of use without which the rules of grammar would be useless" (p. 60).

Chomsky used the term competence equals grammatical or linguistic competence, the opposite of Haymes' model, which represents only one part of communicative competence.

Haymes believes that knowledge of language structure and sociocultural rules are both important in language acquisition. A learner acquires knowledge of language not only as grammatical but also as appropriate. "He or she acquires competence as to when to speak, when not, and as to what to talk about with whom, when, where, and in what manner" (Haymes, 2001). He suggests this framework for integrating linguistic theory with the theory of communication and culture and raises these four questions on which his framework is based:

-whether (and to what degree) something is formally possible.

- Whether (and to what degree) something is feasible by the means of implementation available.



- Whether (and to what degree) something is appropriate in relation to the context in which it is used and evaluated.

- whether (and to what degree) something is done, actually performed, and what it entails. (Hymes, 2001)

**What is formally possible with language?** By formally possible, Hymes refers to the kind of social acts that will evoke a reply to someone's language use and cultural behavior." (Young, 2008).

**What is feasible?** Hymes links what is feasible to psycholinguistic aspects of a speaker's ability, such as memory limitation and comprehension, to process the utterances that are formally possible either in the production or comprehension of language (Van Compernelle, 2014).

**What is appropriate?** Appropriateness can be seen as a relationship between specific linguistic performance and its context as perceived by participants in communicative practice. Therefore, certain language use may or may not be appropriate for someone in a particular context. For example, many will not find it inappropriate when they hear a three-year-old scream "I Hate You, Mommy!" at his mother when the mother refuses to allow him to eat his candy (Young, 2008).

**What is actually done?** According to Hymes, there are probabilistic rules of language use that determine "which subset of formally possible, feasible, and appropriate utterances" will be used by participants in a particular speech context (Van Compernelle, 2014).

### ***Definition of Linguistic, Sociolinguistic, Discourse, and Strategic Communicative***

#### ***Competence According to the Hymes Framework***

Inspired by Hymes, Canale, and Swain (1980), they presented arguably the first comprehensive model of communicative competence. Canale and Swain believe in the importance of the sociolinguistic work that Hymes emphasized in his model of communicative competence. Initially, their model was composed of three sub-competences, including grammatical competence, sociolinguistic competence, and strategic competence, which later became four with the addition of discourse competence (Canale, 1983) as a distinct component instead of being an extension of sociolinguistic competence.

**1. Grammatical Competence.** Linguistic competence is the ability to use language forms correctly, i.e., to know what is grammatical in the language (Canale and Swain, 1980). This includes vocabulary and the rules of statement formation. Canale and Swain (1980) were concerned with how well one masters various parts of verbal or nonverbal communication codes in order to create effective messages. This involves knowledge about word structures, word classes (morphemic), sentence structure (syntax), meaning (semantics), and sound patterns (phonology). This competence enables the speaker to use the knowledge and skills needed for understanding and expressing the literal meaning of utterances. This knowledge is similar to Hymes' linguistic competence.

**2. Sociolinguistic Competence.** Refers to the learner's ability to use language correctly in specific social situations—for example, using proper language forms at a job interview. This knowledge is very important in interpreting and producing utterances in a social context. Knowledge of social rules is essential for producing and understanding utterances that are appropriate to the context in which language is used. It is similar to sociolinguistic competence in Hymes' model of communicative competence.

**3. Discourse Competence.** Is simply the way someone can access an L2 in written and oral form, including words, phrases, sentences, or short narratives, as well as how well he or she knows how to put these things together. According to Canale (1983, 1984), the unity of a text is enabled by cohesion in form and coherence in meaning. Cohesion is achieved by the use of cohesion devices (e.g., pronouns, conjunctions, synonyms, parallel structures, etc.), which help to link individual sentences and utterances to a structural whole. The means for achieving coherence, for instance, repetition, progression, consistency, relevance of ideas, etc., enable the organization of meaning, i.e., establish a logical relationship between groups of utterances.

**4. Strategic Competence.** Refers to strategies for effective communication when the learner's vocabulary proves inadequate for the job and the command of useful learning strategies. Strategic competence is how well the person uses both verbal and non-verbal communication to compensate for the lack of knowledge in the other three competencies. These strategies include paraphrasing, circumlocution, repetition, reluctance, avoidance of words, structures, or themes, guessing, changes of register and style, modifications of messages, etc.

### ***The Relevance of Communicative Competence Theory to the Hospitality Industry***

Communication competence theory has a huge impact on the hotel industry. Because it is directly linked to laying down the primary principles for professional communication skills that are essential when promoting tourism products and maintaining a positive image. The theory of communicative competence is greatly important in the hospitality sector; thus, this affects the way guests interact as well as how employees are prepared while services offered are made better. This also implies that when hotel workers are led by someone who has strong communication skills, it will help them maintain high levels of commitment towards their places of work. Service workers should have good professional communication skills to engage well with clients while also holding on to the code of ethics that governs their profession, such as courtesy or respectfulness when handling customers' feedback or complaints. Besides this, it helps in promoting fair engagements among different companies in the hospitality industry or even creating vendor-customer partnerships within this field.

### **Previous Research on Applied Linguistics in Hospitality**

Previous studies in applied linguistics within the hospitality industry have examined how workers communicate with their guests. They explored how language skills, understanding of different cultures, and specific communication strategies affected guest experiences.

### ***The Effectiveness of Language Training Programs***

In the hospitality industry, the success of language training is vital as it determines customer service standards and how well they can serve an international audience. Poznansky and Davis (2021) highlight the importance of English proficiency in the hospitality sector, noting that insufficient language skills can limit the industry's potential, The study recommends curriculum changes and immersion learning opportunities to improve language competencies, which are essential for effective communication with guests (Poznansky & Davis, 2021)

underscores the strategic importance of English language skills in human resource management within the logistics sector, which is analogous to the hospitality industry's need for cross-cultural communication (Rahmawati & Mege, 2023).

There have been in-depth surveys about how language training schemes affect the enhanced communicative skills of the professionals in our hotel industry sector. This communication program not only helps in employee improvement but also influences the entire hospitality industry thus customer satisfaction purposes need to be met by workers carrying out their duties,

the development of language competencies remains a key factor in achieving career success and improving service quality within the industry (Lertwannawit et al., 2011; Poznansky & Davis, 2021; Limna & Kraiwanit, 2023; Rahmawati & Mege, 2023).

These findings indicate that targeted language training can lead to improvements in linguistic proficiency, sociocultural awareness, and pragmatic skills, ultimately enhancing communication effectiveness with guests.

### ***The Impact of Sociocultural Factors:***

Communication in the hospitality industry is shaped by sociocultural factors as shown by research. Factors such as cultural norms, communication styles, and intercultural awareness play significant roles in influencing interactions between staff and guests from diverse backgrounds. These factors are crucial in shaping effective communication strategies as they influence linguistic routines and are deeply embedded in social interactions specific to different cultures (Laba & Dewi, 2018). Given its international scope, the hospitality industry requires managers and employees to be adept at navigating cultural diversity, which is a significant aspect of the global travel experience (Savic & Dariescu, 2020).

Moreover, cultural awareness and sensitivity are identified as critical for business success, along with the need for managerial skills that can effectively manage a multicultural workforce (Grobelna, 2015).

The literature mentioned above suggests that understanding and integrating sociocultural factors into communication dynamics are essential for the hospitality industry. This understanding not only facilitates better interpersonal interactions but also contributes to competitive advantages, customer satisfaction, and the development of effective employee retention strategies (Chawla, 2021; Gong, 2008; Varlani, 2020)

### ***The Role of Communication Strategies:***

Studies have explored the role of communication strategies in managing staff-guest interactions and resolving communication challenges in hospitality settings. Effective strategies such as active listening, empathy, and nonverbal communication have been identified as crucial for building rapport, addressing guest needs, and ensuring positive guest experiences.

The role of communication strategies in managing guest interactions and resolving communication challenges in hospitality settings is multifaceted and critical in ensuring

customer satisfaction and loyalty. Effective communication strategies are essential for personalizing guest experiences, addressing unique needs, and fostering a positive relationship between service providers and customers (Alshurideh et al. 2022).

Additionally, the management of customer experiences and strategic use of communication to create personal connections are crucial in a competitive market (Anggadwita & Luturlean, 2016).

In summary, communication strategies in hospitality settings are vital to enhance guest interactions and resolve communication challenges. Training and strategic management of communication can lead to improved customer experiences, fostering loyalty and repeat business (Wilayate & Deshmukh, 2014; Bharwani & Mathews, 2016; Kasemsap, 2017; Gulzar, 2023; Mandlik, 2023).

### **Theoretical Framework for the Study**

In this study, we used Dell Hymes' communicative competence theory as the foundation for understanding and improving communication practices among hospitality professionals.

#### ***Hymes' Communicative Competence Theory***

The term was introduced by Dell Hymes in 1966 as a response to the perceived insufficiency of Noam Chomsky's (1965) differentiation between linguistic competence and performance. Haymes came up with four main questions as a base for his framework: whether something is formally possible, whether something is feasible in virtue of means of implementation available, whether something is appropriate in relation to a context in which it is used and evaluated, whether something done actually performed, and what it's doing entails (Haymes, 2000) these four mentioned questions amount to four elements of communicative competence according to Canale and Swain's seminal work in 1980 grammatical, sociolinguistic, discourse, and strategic competence (Canale, 1987). Linguistic competence refers to knowledge of grammar and vocabulary; sociolinguistic competence involves understanding social norms and beliefs; discourse competence is the ability to organize and produce coherent messages; and strategic competence refers to the ability to use communication strategies to achieve communication goals.

Dell Haymes' theory suggests that effective communication involves more than just knowing the language. It also includes an understanding of the social and cultural rules of communication.

We use this theory to explore how hospitality professionals can improve their communication skills by focusing on linguistic proficiency, sociocultural awareness, and strategic communication strategies.

### ***Operationalization and Measurement***

Linguistic proficiency refers to how well a person knows a language. We measured this by asking basic questions regarding language use and proficiency. Sociocultural awareness involves an understanding of different cultural norms and customs. We measure this by examining how well hospitality professionals navigate cultural differences in their interactions with guests.

Strategic communication strategies refer to the techniques used by people to convey their messages effectively. We measure this by asking how hospitality professionals adapt their communication styles to meet the needs of diverse guests.

Hypothesis 1: Hospitality professionals with higher linguistic proficiency, greater sociocultural awareness, and more effective communication strategies will demonstrate better communication practices with guests.

Hypothesis 2: Participation in language training programs leads to improvements in linguistic proficiency, sociocultural awareness, and strategic communication strategies among hospitality professionals.

Hypothesis 3: Enhanced communicative competence among hospitality workers will positively impact guest experiences, leading to higher levels of guest satisfaction and loyalty.

### **Conclusion**

According to the theories of communicative competence by Dell Haymes, effective communication lies beyond the grammatical correctness of an utterance. Rather, it includes pragmatic, sociolinguistic, and other relevant factors across various contexts and disciplines.

Moreover, we mentioned the different models of Dell Haymes which are: Linguistic competence, Sociolinguistic Competence, Discourse Competence, and Strategic Competence.

After that, we highlight the Effectiveness of Language Training Programs and the Impact of Sociocultural Factors and we illustrate the Role of Communication Strategies. Finally, we

highlighted the Theoretical Framework for our Study and gave an Operationalization and Measurement.

# **Chapter Two**

# **Methodology**

# **and Research**

# **Design**



## **Introduction**

Del Hymes' communicative competence principles theory states that effective communication in all fields requires not only the production of grammatically correct sentences but also the consideration of pragmatic, sociolinguistic, and other measures. This theory will serve as the foundation for the investigation into the sample's capacity to demonstrate various proficiencies, including linguistic proficiency, sociocultural understanding, pragmatic skills, the effectiveness of communicating with guests from various regions of the world, and the adaptation of those strategies with foreigners.

### ***1. Research Design***

To get correct results, a range of research instruments are needed. The procedures for data analysis and basic guidelines for acquiring data are part of a research design, which also looks for potential problems.

Making sure the data gathered is relevant to the aim of a study design.

### ***2. Case Study***

A case study is a comprehensive analysis of a single person, entity, or occasion. Nearly every aspect of the subject's past and present is examined in a case study in an effort to identify trends and explanations for behavior. Numerous disciplines, including psychology, medicine, education, anthropology, political science, and social work, can benefit from the utilization of case studies.

The case study offers comprehensive explanations of certain phenomena in order to provide a broad principle by generalizing and deriving conclusions; this is the most suitable approach for determining whether a certain theory is applicable to real-world occurrences. The following components of a case study design should be taken into account: elicitation, hypothesis identification, and specification of the analytic units.

### ***3. Population and Sample***

The purpose of the study sample is to provide findings that can be applied to the entire community. It is a subset of the study population that is selected either randomly or systematically to represent the complete study population.

The population of the current study is hotel workers from receptionists to managers to staff in Al Aziz Royale and Lynatel, Palace Ouargla. The total population includes about 12

employees. We randomly selected four sections using the names concerning the sample of the study to examine.

#### ***4. Instruments of the Research***

This study was carried out using surveys and interviews distributed to hotel employees with the intention of gathering data from the previously mentioned, to better understand the significance of linguistic proficiency, language training, and sociocultural understanding.

**Survey.** Surveys in research are systematic data collection methods involving direct solicitation from a population or sample, typically through interviews or questionnaires. They focus on gathering primary data related to people's beliefs, opinions, attitudes, motivations, and behaviors

**Employees Survey.** The survey was given to hotel employees to know about their level of proficiency in foreign languages (English), their sociocultural awareness of other cultures, their strategic ways of navigating through those cultural differences, and language training programs.

**Types of Questions.** The researchers used three different types of questionnaires: open-ended, multiple-choice, and close-ended. The two types differ from each other in several ways.

- Close-ended questions require Yes/No answers.
  
- Multiple choice questions involve a set of responses and the informants are required to select one answer or more.

**Interview.** In research methods, "interviews" refer to organized discussions in which investigators pose questions in order to collect data for social science studies. These interviews provide valuable insights into people's knowledge, opinions, and experiences and are crucial to qualitative and mixed methods study designs in applied linguistics.

**Employees Interview.** Similarly, Hotel managers were interviewed to find out about their knowledge of various cultures, the extent of fluency in English as a foreign language, their perspectives on language training programs, and their intercultural awareness.

**Types of Questions.** The researchers used two types of questions: Structured interviews and semi-structured interviews each one having its own approach

➤ A set of planned questions is used in structured interviews to provide a standardized method of gathering data.

### ***5. Data Collection***

An essential first step in our present case study-based research project is gathering data. The process of information gathering gives the researcher the ability to assess results and respond to relevant inquiries. Research involves gathering data, which is a component shared by many academic disciplines, The purpose of data collecting is to obtain relevant evidence, which leads to data analysis and provides a strong response to the researcher's questions.

**Setting.** In my academic study that collects data needs to have a specific context (location and time) in which it is done. All of the data used in our research came from the two hotels in the state of Ouargla, Lynatel Palace and Al Aziz Royal. After gathering all the required data during the years 2023–2024, the job was completed in a single year.

**Workers's Profile.** Managers, receptionists, and other hotel employees of all stripes were selected as subjects. In total, 12 workers were selected to participate in surveys and interviews regarding the usefulness of language training and the function of linguistic principles in light of Del Hymes' CCP theory.

**Research Objectives.** The main purpose of this research work is to Examine the way in which employees in the hospitality sector use language proficiency, cultural awareness, and effective communication techniques when engaging with clients from a variety of backgrounds, as an important part of providing foreign customers and clients with the best service.

## ***6. Data Analysis Tools***

Examining, organizing, converting, and modeling data in order to find patterns, recommendations, findings, and tools to help with decision-making is the process of data analysis. Reporting study findings involves this crucial step. Data analysis can take two forms: qualitative or quantitative, depending on the collected data. To do a good data analysis, one must follow these steps:

- The researcher needs to be knowledgeable about data analysis methods.
- Establish which approaches will be most useful in addressing the study question.
- Following analysis, the researcher needs to understand how the data's limitations impact the findings.

**Qualitative Data Analysis.** Textual data is formulated by it. The coding technique, which entails summarizing each response's product and grouping responses together based on their content, is the main emphasis of qualitative data analysis.

Following data collection, the research conducted a two-step qualitative analysis method that is as follows:

- Data reduction is the process of choosing and interpreting data through transcription or field notes.
- Data visualization, comprising charts, graphs, and matrices that show the trends and conclusions

**Quantitative Data Analysis.** Information that can be measured, tallied, or otherwise quantified and assigned a numerical value is referred to as quantitative data. A researcher will use quantitative data as necessary to analyze an issue and provide "what," "how many," and "how often" responses. This kind of data is commonly utilized in statistical analysis, algorithms, and arithmetic computations.

## **Conclusion**

As a result, this section provides an explanation of the reasoning behind the selection of the case study as a research design and the methodology employed in the project. The various tools were emphasized and are consistent with both qualitative and quantitative research paradigms. Lastly, we present the techniques, sampling, analysis, and data collection methods.

The analysis of the collected data is covered in the next chapter. In addition, there will be provided a series of ideas and recommendations for handling the current circumstance.

# Chapter

# Three

**Results, Analysis, and Discussion**

## **Introduction**

This chapter examines and discusses the information gathered from employee surveys and interviews conducted with 12 workers at the Lynatel Palace and Al Aziz Royal hotels prior to administering the vocabulary test. The suggested theories for the thesis. The data from the survey and interviews, as well as the pre-and post-results of both, will be analyzed using the SPSS statistical program. To aid in the extraction of results, the survey and interview results will be presented and discussed within patterns of tables and figures. Lastly, since these are data collection techniques that highlight the quantitative and qualitative aspects of the study, the results will be evidently displayed.

### ***The Administration of the Workers' Survey***

Hotel staff members were given the survey. Two researchers looked at 12 employees from two different hotels. In order to reflect the total population, this sample was chosen at random.

The selection of this sample was based on the observation that hotel employees and workers are at the forefront of dealing with foreigners, who are most likely to speak foreign languages primarily English. The purpose of this study was to examine how staff members use linguistics principles to overcome linguistic barriers and cultural differences, as well as the strategies they employ to do so. This was the primary goal of the investigation.

### ***Data Analysis***

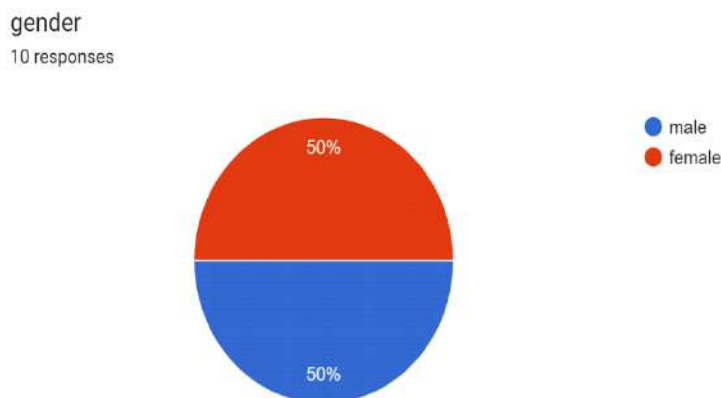
Initially, we inspected every question posed to the staff to figure out the significance of linguistic proficiency and training in this domain for enhancing communication and delivering optimal service. Thus, in accordance with Del Hymes CCP, we aimed to investigate the role of hospitality communication practices and competence in raising the quality of service. Our choice was to concentrate on the type of participants who were most likely to interact with foreigners; such as front desk workers, receptionists, and managers, we divided the survey into eight sections the first section was dedicated to personal information, the second one for Linguistic proficiency and communication effectiveness, the third one for sociocultural understanding, and the fourth one for Pragmatic Skills and Adaptation the fifth one for Understanding Language Skills and Communication, the sixth for Overcoming Communication Challenges, the seventh Training and Support for Improved Communication, the eighth and last one for Sharing Experience.

## Examination of Workers Survey Data:

### Section 1: Personal Information

#### Item 1: Gender:

Figure1



Gender of workers

The resulting image shows a gender distribution with 50% female and 50% male. This suggests an equal representation of both genders in the surveyed population. Understanding gender demographics is important for tailoring services and marketing strategies to effectively meet the needs of diverse customer groups.

#### Item 2: Position/Job Title:



Figure2

2. Position/Job Title:

10 responses



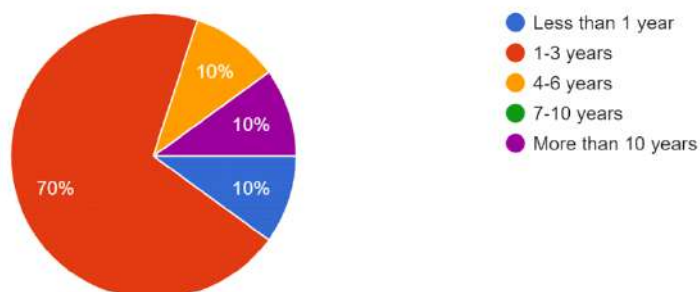
position-job title

**Item 3: This question was asked mainly to know how many years of experience the employees have in the field**

Figure3

3. Years of Experience in the Hospitality Industry: Please select all that apply.

10 responses



years of experience in the hospitality industry

The resulting image presents a breakdown of years of experience in the hospitality industry. It indicates that 70% have 1-3 years of experience, 10% have less than 1 year, 10% have 4-6 years, and 10% have more than 10 years. Understanding the distribution of experience levels helps in tailoring training programs and career development opportunities.

## Section 2: Linguistic Proficiency and Communication Effectiveness

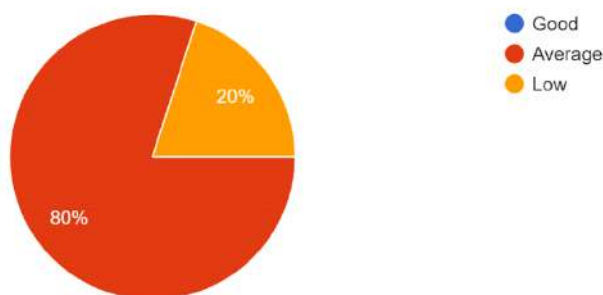
### Item 1: participants were asked to rate communication proficiency in English from good to low

to get insight into their language level

Figure4

1. rate your communication proficiency in English:

10 responses



rate your communication proficiency in English

The resulting image presents a question asking respondents to rate their communication proficiency in English, offering options such as "good," "Average," and "Low," allowing respondents to indicate their proficiency level. The average communication proficiency rating in English, based on the given responses, is 1, indicating an "Average" proficiency level for the majority 80%, while low 20%.

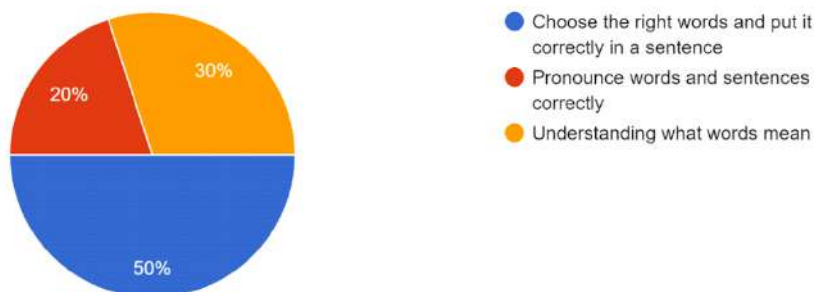
### Item 2: we asked when it comes to using language effectively, which of the following do you think is important

this question aims to assess their linguistic competence, specifically their ability to understand basic aspects of language use.

- a) Choose the right words and put it correctly in a sentence
- b) Pronounce words and sentences correctly
- c) Understanding what words mean

Figure5

2. When it comes to using language effectively, which of the following do you think are important?  
10 responses



what is important when using language effectively

The resulting image presents a question about factors important for effective language use. 50% prioritize "Choosing the right words", while 30% emphasize "Understanding what words mean " and 20% choose pronounced words and sentences correctly.

This suggests a recognition of both vocabulary selection and comprehension, with some emphasis on pronunciation.

### Section 3: Sociocultural Understanding

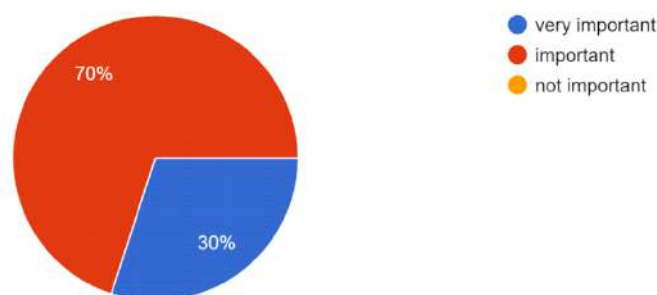
**Item 1: we asked How important they believe it is to understand the cultural backgrounds of guests in the hospitality industry from Very important, Important, Not important**

as it is extremely important according to del Hymes to understand someone's culture to communicate effectively

Figure6

1. How important do you believe it is to understand the cultural backgrounds of guests in the hospitality industry?

10 responses



importance of understanding the cultural backgrounds of guests in the hospitality industry

The resulting image is a survey question asking respondents to rate the importance of understanding guests' cultural backgrounds in the hospitality industry. It seems that the majority of respondents 70% indicated it's important, while 30% see that it is very important. Understanding cultural backgrounds in hospitality is crucial for providing personalized experiences, accommodating dietary restrictions, and showing respect for guests' traditions. This knowledge fosters better communication, minimizes misunderstandings, and enhances overall guest satisfaction, making it a fundamental aspect of successful hospitality management.

**Item 2: participants were asked how they demonstrated sociocultural understanding with guests from different cultural backgrounds as a follow-up to the previous question. they were asked to select all that apply. from the answers mentioned right under**

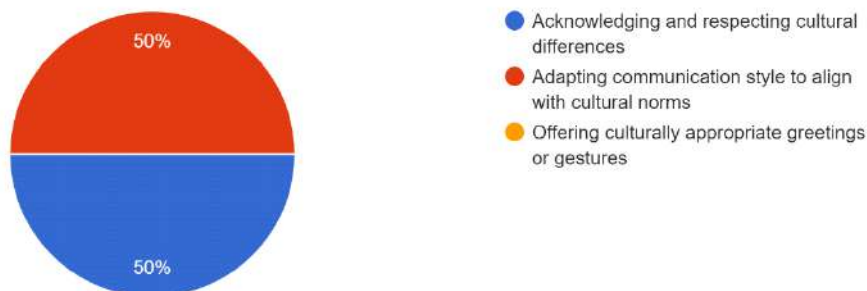
- a) Acknowledging and respecting cultural differences
- b) Adapting communication style to align with cultural norms

c)Offering culturally appropriate greetings or gestures

Figure7

2.In your interactions with guests from different cultural backgrounds, how have you demonstrated sociocultural understanding?

10 responses



how to demonstrate sociocultural understanding

The resulting image depicts responses regarding demonstrating sociocultural sensitivity in interactions with guests from diverse cultural backgrounds. The figure indicates that respondents recognize the importance of both "Adapting communication style to align with cultural norms" and "Acknowledging and respecting cultural differences," with an unspecified count for each option.

#### Section 4: Pragmatic Skills and Adaptation

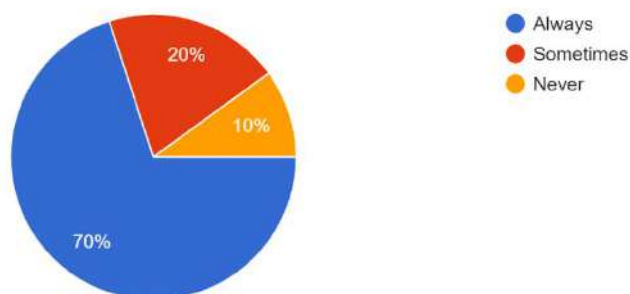
**Item 1: The sample was asked How often they adjust their communication style to accommodate the preferences and expectations of guests from diverse backgrounds. from Always, Sometimes, and never**

By this question, we want to know if the participants adapt their communication accordingly to the communication need at hand

Figure8

#### 4: Pragmatic Skills and Adaptation

10 responses



how do they adjust their communication style?

The image contains a question querying how often individuals adapt their communication style to suit guest preferences. It appears that the most common choice is "Always," indicating a strong tendency among respondents to consistently adjust their communication style to accommodate guest preferences 70%, while 20% sometimes and the other 10% choose never.

**Item 2: Have you received any training or guidance on how to adapt your communication strategies to effectively engage with guests from different linguistic and cultural backgrounds?**

the answers to choose from being

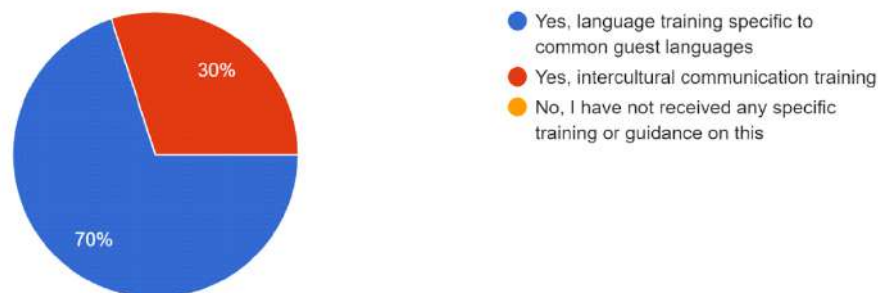
- a) Yes, language training specific to common guest languages
- b) Yes, intercultural communication training
- c) No, I have not received any specific training or guidance on this

this multiple choice question was asked for the sole purpose of knowing whether staff and personnel get any training when it comes to adapting to guests from different cultural backgrounds prior if yes what kind of training

Figure9

2. Have you received any training or guidance on how to adapt your communication strategies to effectively engage with guests from different linguistic and cultural backgrounds?

10 responses



training or guidance on how to adapt your communication strategies

The image figure displays responses regarding training or guidance on adapting communication strategies for effective engagement. It's clear that 70% received language training, while 30% received intercultural training, and no one chose that they had not received any specific training or guidance on this.

## Section 5: Understanding Language Skills and Communication

**Item 1: Do you believe that improving your language skills could help you better understand and communicate with guests from different countries and cultural backgrounds?**

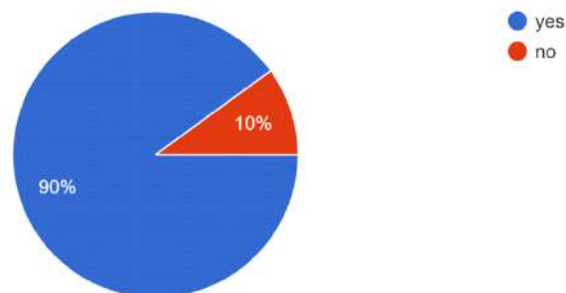
the answers were: yes or no

this question was asked to get insights into whether the workers were aware of the importance of improving language skills and communication as mentioned in the CCP or they were not

Figure10

1. Do you believe that improving your language skills could help you better understand and communicate with guests from different countries and cultural backgrounds?

10 responses



improving language skills could help to better understand and communicate with guests

The image presents a question regarding the potential benefits of enhancing language skills to improve guest understanding and communication. Despite the absence of specific counts, it seems that all respondents answered "Yes," 90% while the other 10% indicated unanimous agreement on the positive impact of language proficiency in guest interactions.

**Item 2: Have you noticed any differences in guest satisfaction or interaction when you are able to communicate effectively in the guests' language?**

answers to choose from being

a) Yes, I noticed an improvement

b) No, I didn't notice

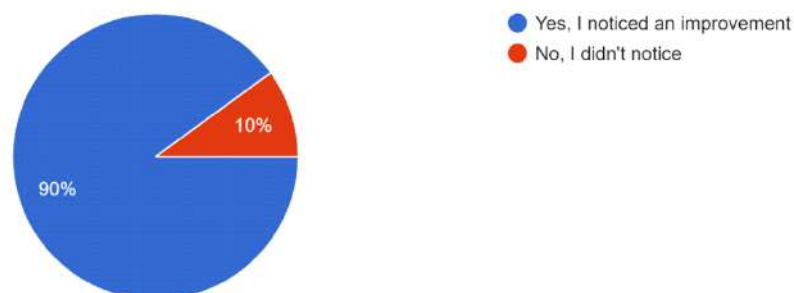
the last was asked to know more about the positive feedback of recipients on effective communication



Figure 11

2. Have you noticed any differences in guest satisfaction or interaction when you are able to communicate effectively in the guest's language?

10 responses



note differences in guest satisfaction or interaction when they able to communicate

The figure presents a question concerning whether respondents have observed differences in guest satisfaction or interaction based on their communication abilities. It suggests that a significant majority, around 90% out of 100% of respondents, noted an improvement ("Yes"), while the other 10% in guest satisfaction or interaction when they could communicate effectively.

## Section 6: Overcoming Communication Challenges

### Item 1: What are some challenges you face when communicating with guests who speak languages you are less familiar with?

choices being:

- a) Difficulty understanding languages
- b) Difficulty understanding and exchanging information
- c) Potential misunderstandings

this was asked to know the most common difficulties staff and workers face when interacting with foreign guests.

Figure12

1. What are the challenges you face when communicating with guests who speak languages you are less familiar with?

10 responses



the challenges faced when communicating with guests who speak they do not know it

The image depicts responses to challenges encountered when communicating with guests speaking less familiar languages. Among respondents, 50% selected option A, indicating difficulty understanding and exchanging information, while 30% chose option B, representing difficulty understanding languages. Option C, suggesting potential misunderstandings, was chosen by 20% of respondents.

**Item 2: What are the strategies or approaches that have helped you overcome language barriers or misunderstandings with guests from diverse linguistic backgrounds?**

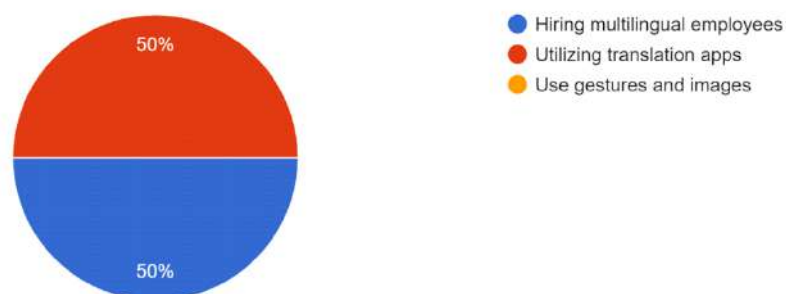
- a) Hiring multilingual employees
- b) Utilizing translation apps
- c) Use gestures and images

this was asked to know if the participants were familiar with any communication strategies and if they were using them in their field of work

Figure13

what are the strategies or approaches that have helped you overcome language barriers or misunderstandings with guests from diverse linguistic backgrounds?

10 responses



the strategies or approaches helped them overcome language barriers or misunderstandings with guests from diverse linguistic backgrounds

The image displays responses regarding strategies to overcome language barriers or misunderstandings. respondents were asked to select between options such as "Hiring multilingual employees" (chosen by 50%), "Utilizing translation apps" (chosen by 50%), and Using gestures and images (chosen by 0).

### **Training and Support for Improved Communication**

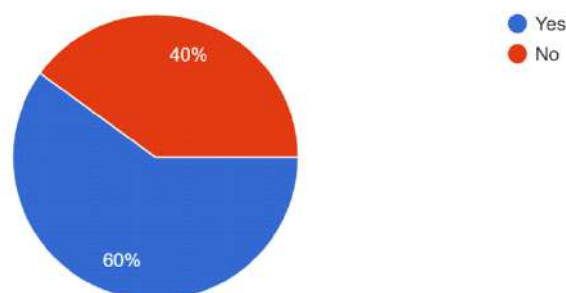
**Item 1: Have you received any training or support from your workplace to improve your communication skills with guests?**

this yes/no question aim was to investigate whether workers have been through any training on communication skills

Figure 14

1. Have you received any training or support from your workplace to improve your communication skills with guests?

10 responses



receive training or support from the workplace to improve communication skills with guests

The image presents responses regarding whether respondents received training or support from their workplace to enhance communication skills with guests. Approximately 60% answered "Yes," indicating they did receive such support, while 40% responded "No." This suggests a majority of respondents have received training or support from their workplace in improving guest communication skills.

**Item 2: How do you think additional training or support in communication skills, including language training, could benefit you and your colleagues in your interactions with guests?**

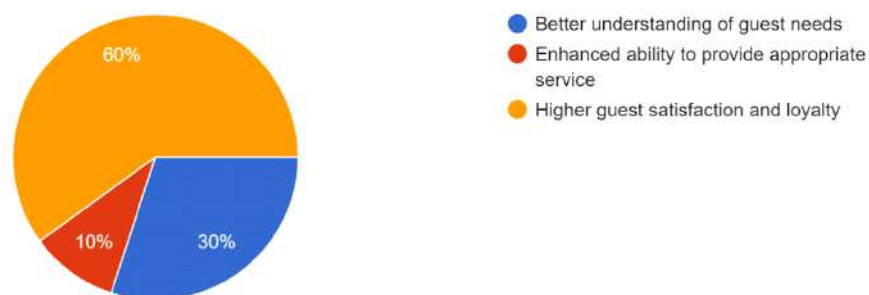
- a) Better understanding of guest needs
- b) Enhanced ability to provide appropriate service
- d) Higher guest satisfaction and loyalty

This question aims to show the benefits of communication skills training

Figure 15

2. How do you think additional training or support in communication skills, including language training, could benefit you and your colleagues in your interactions with guests?

10 responses



The benefit of additional training or support in communication skills, including language training

The image depicts responses regarding the perceived benefits of additional training or support in communication skills, including language training. Among respondents, 10% selected "Enhanced ability to provide appropriate service," 30% chose "Better understanding of guest needs," and 60% opted for "Higher guest satisfaction and loyalty." This suggests recognition of varied benefits from such training or support.

### **Managers' Interview**

We conducted this interview with the aim of gathering in-depth insights and perspectives from managers in the hospitality industry regarding communication practices and communicative competence among professionals. We interviewed two managers each in the hotels mentioned prior. This interview is a set of six sections each section divided into three questions.

## **Manager 1**

### **1 Cultural Awareness and Sensitivity:**

Q1. How do cultural differences influence communication dynamics in your interactions with guests and colleagues?

A1. Generally, there is not much difficulty cause hotels have specific services accommodation, and catering that's it

Q2. What strategies do you use to navigate cultural differences and ensure effective communication with guests from diverse backgrounds?

A2. so our behavior is gonna be liberal but with limitations, of course, our staff must speak 3 languages at minimum our staff will communicate with foreign guests easily and orient them to what they want; it is a must for our front desk worker to have clear and direct fixed

### **2:Language Training and Development:**

Q1.Is there a training program adopted by the hotel to improve the communication skills of hotel staff?

A1. Yes, we do generally attend training in any hotel there should be training for every group and of course, they should have majored in hostelry

Q2. Reflecting on your experience, what aspects of language training have been most beneficial for improving your communication skills?

A2. we don't have training that is specific to language or language training

### **3:Language Use and Communication Challenges:**

Q1. How do you adapt your communication style when interacting with guests who speak languages other than your primary language?

A1. First of all, I see the body language of the client and I adapt to him accordingly

Q2. Can you describe a recent experience where language barriers affected your communication with a guest or colleague?

A2. I remember once we had a guest from Korea we provided him and his family all sorts of comfort but the thing that I noticed was that what I did and the kind of words I said were very

normal he did not show any reaction to some of the things I said and did that someone from Algeria or that speaks Arabic would react differently

#### **4: Personal Background and Experience:**

Q1. Is there anything else you would like to share about your experiences related to language and communication in the hospitality industry?

A1. In hospitality, I would say respect your job first and give love from your voice and the words you say so you can receive that back

In this interview, the manager displays a moderate level of cultural awareness and sensitivity in their responses. They are aware of the role cultural differences can play in communication dynamics but find themselves treating it at a pretty simple and broad level, primarily trying to explain the mere existence of basic hotel services.

The manager stresses the importance of multilingual staff and a liberal yet respectful approach to communication as strategies for navigating cultural differences; however, there is no specific cultural competency training program that can be singled out, hence depicting some chasm regarding meeting the needs of different guests.

Regarding language training and development, he mentioned attending general training sessions but failed to point out specific programs that were geared towards language and, therefore, may indicate a lost opportunity in the enhancement of staff communication, particularly in multilingual environments.

The manager, when expressing the communication challenges he has ever faced, is aware that one has to change his or her communication style depending on the guest's body language. However, he provides a limited example of a language barrier situation; his experience with language barriers, as he would like to call it, seems a rather superficial awareness.

### **Manager 2**

#### **1 Cultural Awareness and Sensitivity:**

Q1. How do cultural differences influence communication dynamics in your interactions with guests and colleagues?

A1. In general, there is no effect because foreign guests come through a specific travel agency and they have a person in charge of them who communicates with us about their needs.

Q2. What strategies do you use to navigate cultural differences and ensure effective communication with guests from diverse backgrounds?

A2. A good understanding of the needs of the employees while respecting their culture.

## **2:Language Training and Development:**

Q1.Is there a training program adopted by the hotel to improve the communication skills of hotel staff?

A1. Here we did not find a suitable structure for training the employees. In principle, there is no special training, because often when guests from other countries come to us, they have an official with them, meaning there is no direct contact with them.

Q2. Reflecting on your experience, what aspects of language training have been most beneficial for improving your communication skills?

A2. In principle, there is no special training, because often when guests from other countries come to us, they have an official with them, meaning there is no direct contact with them.

## **3:Language Use and Communication Challenges:**

Q1. How do you adapt your communication style when interacting with guests who speak languages other than your primary language?

A1. I have not had a specific situation because of the groups of guests that come to us, I think They are advised by their superiors not to speak to the staff at the hotel.

Q2. Can you describe a recent experience where language barriers affected your communication with a guest or colleague?

A2. If I am fluent in the guest's language, I speak to him directly, understand what he wants, and fulfill his desires.

## **4: Personal Background and Experience:**

Q1. Is there anything else you would like to share about your experiences related to language and communication in the hospitality industry?



A1. I have been in the field of tourism and hotels for 47 years and have obtained several certificates: one of which is an official certificate from the Tunisian state and a tourism consultant. I am still continuing to develop myself, the last of which is I am a participant in the institute, studying with America Online, a special program.

This manager shows a limited awareness of cultural diversity and its importance for communication dynamics in the hospitality industry. It does not recognize how cultural differences can influence interactions with guests and colleagues. The responses show a reliance on intermediaries for communication with foreign guests and do not give due weight to direct engagement and the identification of cultural nuances.

In terms of language training and development, the manager admits that there is a lack of structured training programs. This is, in a sense, a lost opportunity to increase the communication skills of staff, considering that international clientele is normal in the hospitality industry. Moreover, the experience of this manager seems to be the reason for not fully appreciating the importance of language development in the future.

The manager's responses about language use and communication problems reflect a dismissive attitude toward potential language barriers. Although they assert that the most serious language problems do not appear, reliance on intermediaries and a lack of direct communication with guests may be the cause of this impression.

## **Conclusion**

The main objective of this study was to examine the importance of language use and the application of Dell Hymes' communicative competence model and its relation to the hospitality industry. This study was conducted and applied to workers at Lynatel Palace and Al Aziz Royal hotels in Ouargla. Additionally, the research aimed to investigate how hotel staff interact and communicate with guests from different cultural backgrounds and whether they have any training programs or strategies adapted for this purpose. Finally, the study attempted to reveal and shed light on the importance of using this technique as an effective method for fruitful communication and language use in advertising.

Based on the results obtained from the statistical analysis of the research tools, this chapter includes the results of the research. In addition, it includes a conclusion of the study as well as some suggestions for further research in the future in this field of study.

## **General Conclusion**

Hotel staff and workers at both hotels (Al Aziz Royala and Lynatel Palace) take into account the importance of language proficiency and sociocultural awareness even though some managers showed more interest in the matter than others what was concluded was that there was little to no programs when it came to language training in the industry

After developing the study questions and hypotheses, the two researchers gave a theoretical framework in the first chapter to acquire fresh insights from the literature by defining the main concept and providing context for the research problem. The second chapter focused on the experimental stage in this context, while the final chapter analyzed the results acquired from the questionnaire distributed to the staff and workers of the aforementioned enterprises in order to improve the reliability of the research findings. Furthermore, the information gathered was examined and interpreted. The outcomes of the collected data verified the two hypotheses indicated.

### **Recommendation and Pedagogical Implication**

To conclude and close our study that encounters the use of linguistics principles, specifically Dell Haymes's communicative competence principles theory in the hospitality industry, we suggest some recommendations that hopefully will be useful and helpful in the interest of achieving a fuller understanding of the importance of the correct language use and the aspects that were explored here.

- ✓ It is recommended that the workers improve their ability to communicate effectively with people in hotels; also they should develop tailored language courses that are all-inclusive by providing practical terminology and delivering instruction with regard to culture. Use technology to make it easy for them to learn at any time they wish while ensuring that there are means through which they can give their feedback and thus improve daily.
- ✓ We recommend employers focus on real-world applications among other strategies in order to include social-cultural interaction in their curricula. They should use lifetime studying mechanisms plus review strategies to monitor and refer to figures that specialize in linguistics so as to prevent inefficiency during training. Their top goal is to develop better customer experience through enhancement of communication abilities hence improvement of service quality in rendering hospitality services.

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## Appendices

### Appendix A

#### Hotels Staff Questionnaire

##### Hospitality Communication Practices and Competence Survey

Thank you for participating in this survey. Your insights are invaluable for understanding communication practices and enhancing communicative competence in the hospitality industry.

This questionnaire aims to assess your perceptions and experiences regarding communication skills, language training programs, and overall communication competence in interacting with guests from diverse backgrounds.

our responses will remain confidential and will be used solely for research purposes. Please answer the following questions honestly and to the best of your ability.

#### 1: Personal Information

1. Name:

2. Gender:

a)Male

b)Female

3. Position/Job Title:

4. Years of Experience in the Hospitality Industry: Please select all that apply.

a)Less than 1 year

b)1-3 years

c)4-6 years

d)7-10 years

e)More than 10 years

## **2: Linguistic Proficiency and Communication Effectiveness**

1. rate your communication proficiency in English:

a) Good

b)Average

c) Poor

2. When it comes to using language effectively, which of the following do you think is important?

a) Choose the right words and put it correctly in a sentence

b) Pronounce words and sentences correctly

c) Understanding what words mean

## **3: Sociocultural Understanding**

1. How important do you believe it is to understand the cultural backgrounds of guests in the hospitality industry?

a)Very important

b) Important

c)Not important

2. In your interactions with guests from different cultural backgrounds, how have you demonstrated sociocultural understanding?

a)Acknowledging and respecting cultural differences

b)Adapting communication style to align with cultural norms

c)Offering culturally appropriate greetings or gestures

## **4: Pragmatic Skills and Adaptation**



1. How often do you adjust your communication style to accommodate the preferences and expectations of guests from diverse backgrounds?

- a) Always
- b) Sometimes
- c) Never

2. Have you received any training or guidance on how to adapt your communication strategies to effectively engage with guests from different linguistic and cultural backgrounds?

- a) Yes, language training specific to common guest languages
- b) Yes, intercultural communication training
- d) No, I have not received any specific training or guidance on this

### **5: Understanding Language Skills and Communication**

1. Do you believe that improving your language skills could help you better understand and communicate with guests from different countries and cultural backgrounds?

- a) Yes
- b) No

2. Have you noticed any differences in guest satisfaction or interaction when you are able to communicate effectively in the guest's language?

- a) Yes, I noticed an improvement
- b) No, I didn't notice

### **6: Overcoming Communication Challenges**

1. What are the challenges you face when communicating with guests who speak languages you are less familiar with?

- a) Difficulty understanding languages
- b) Difficulty understanding and exchanging information

c) Potential misunderstandings

2. What are the strategies or approaches that have helped you overcome language barriers or misunderstandings with guests from diverse linguistic backgrounds?

a) Hiring multilingual employees

b) Utilizing translation apps

c) Use gestures and images

## **7: Training and Support for Improved Communication**

1. Have you received any training or support from your workplace to improve your communication skills with guests?

a) Yes

b) No

2. How do you think additional training or support in communication skills, including language training, could benefit you and your colleagues in your interactions with guests?

a) Better understanding of guest needs

b) Enhanced ability to provide appropriate service

d) Higher guest satisfaction and loyalty

## **Appendix B**

### **Managers interview**

#### **1 Cultural Awareness and Sensitivity:**

Q1. How do cultural differences influence communication dynamics in your interactions with guests and colleagues?

Q2. What strategies do you use to navigate cultural differences and ensure effective communication with guests from diverse backgrounds?

## **2:Language Training and Development:**

Q1.Is there a training program adopted by the hotel to improve the communication skills of hotel staff?

Q2. Reflecting on your experience, what aspects of language training have been most beneficial for improving your communication skills?

## **3:Language Use and Communication Challenges:**

Q1. How do you adapt your communication style when interacting with guests who speak languages other than your primary language?

Q2. Can you describe a recent experience where language barriers affected your communication with a guest or colleague?

## **4: Personal Background and Experience:**

Q1. Is there anything else you would like to share about your experiences related to language and communication in the hospitality industry

## ملخص

تتطرق هذه الدراسة العلمية استكشاف دور اللسانيات التطبيقية في توفير استراتيجيات لفهم اللغة وضمان تواصل جيد في مجال الضيافة, وكيف يمكن تطبيق مبادئ ونظريات ديل هايمز للكفاءات التواصلية لتقديم استراتيجية في مجال الضيافة . يوفر دراسة مفصلة حول عمال فنادق ليناتال و العزيز رويال والصعوبات التي يواجهونها عند التواصل مع ضيف من خلفية ثقافية مختلفة و ماهي الاليات المتبعة لضمان نجاح التواصل معهم , وهل يؤثر عدم معرفة لغة الضيف على التواصل معهم . الشئ الجدير بالملاحظة ان اغلب عمال الفنادق مدركين لأهمية كيفية التواصل مع الضيف لضمان تقديم خدمة جيدة.

## Résumé:

Cette recherche scientifique comprend l'exploration du rôle de la linguistique appliquée en des stratégies permettant de comprendre le langage et d'assurer une bonne communication dans le domaine de l'hôtellerie, ainsi que la manière dont les principes et les théories de Dale Haymes sur les compétences communicatives peuvent être appliqués à la création de stratégies dans le domaine de l'hôtellerie. elle fournit une perception détaillé sur les travailleurs des hôtels Lynatel et Al Aziz Royal et les difficultés auxquelles ils sont confrontés lorsqu'ils communiquent avec des clients issus de milieux culturels différents, et quelles sont les stratégies utilisées pour assurer une communication réussite, et est ce que le manque de conscience ou de connaissance de la langue du client affectent la communication avec ce dernier ? Ce qu'il convient de noter, c'est que la plupart des employés de l'hôtellerie sont conscients de l'importance de savoir communiquer avec le client pour assurer sa fidélité et lui fournir un bon service.

## Summary :

This scientific research includes exploring the role of applied linguistics in providing strategies for understanding language and ensuring good communication in the field of hospitality, and how Dale Haymes' principles and theories of communicative competencies can be applied in creating strategies in the field of hospitality. It provides a detailed perspective about the workers of the Lynatel and Al Aziz Royal hotels and the difficulties they face when communicating with guests from different cultural backgrounds, and what are the strategies used to ensure the success of communication with them, and does the lack of awareness or knowledge of the guest's language affect communication with them? What is worth noting is that most hotel workers are aware of the importance of knowing how to communicate with guests to ensure their loyalty and provide them with good service.

