



Developing Business English Competencies for Non-Native Speakers in Global Hotel Chains

Anyim Joseph Uchechuckwu¹, Kide Mokafo Moubarak², Akim Akondo³

¹English Instructor at OHL Lome, TOGO

²English Teacher Lome, TOGO

³Marketing digital Expert Lome, TOGO

Abstract

The global hospitality industry, particularly hotel chains, relies heavily on effective communication to deliver high-quality service. With English widely accepted as the global language of business, non-native English-speaking staff in these hotels face unique challenges. This paper explores how global hotel chains are developing Business English competencies among their non-native employees to ensure consistent service standards across multiple locations. By focusing on key areas such as staff training, language development programs, and practical applications, the study examines how these initiatives impact communication effectiveness and customer satisfaction. The research draws on case studies from international hotel chains that have successfully implemented English training programs. It highlights the importance of not only language fluency but also understanding cultural nuances and hospitality-specific terminologies. Furthermore, the paper delves into the role of technology in language learning, such as e-learning platforms and mobile apps, which are becoming increasingly important tools for hotel staff training. This study underscores the need for continuous investment in language skills as a strategic approach for hotel chains operating globally. Ultimately, this paper argues that improving Business English competencies is critical for ensuring that staff can provide seamless service experiences, fostering customer loyalty and contributing to a hotel's international success.

Keywords: communication effectiveness, customer satisfaction, hospitality industry, language training, service standards