

PEOPLES' DEMOCRATIC REPUBLIC OF ALGERIA
MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH
UNIVERSITY OF ABDELHAMID IBN BADIS -MOSTAGANEM-
FACULTY OF FOREIGN LANGUAGES
DEPARTMENT OF ENGLISH

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The Importance of ESP for Front office Staff
Case study: AL Mansour Palace Hotel, Jumeirah Beach
Hotel

SUBMITTED BY: KERROUM YASSINE

Supervisor: BEKRI LEILA

Jury : HANANE SARNOU

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Abstract

There is a little doubt that skills in the language of another country are invaluable when communicating with people from that country. As English has become an international language, it makes sense that it is vital within the hospitality sector. When a person works in by a hotel, one can expect to have a good level of English??. This research investigates the importance of ESP training to the hotel industry staff and the use of English by front office workers with politeness strategies. To conduct this research study, two data collection instruments were used in the four to five-stars' hotels 'Jumeirah Beach Hotel' in Dubai and in the hotel 'Al Mansour Palace' in Mostaganem. An interview with the FO manager and the former FO manager for both hotels and observations. The results revealed that the ESP training in Dubai's hotel enables the front office staff to interact effectively and overcome communication issues easily. However, the absence of this training in Algerian hotels causes communication difficulties which reflect a negative reputation about the local hotels.

Dedication

I dedicate this work to my loving parents and my friends,

Special thanks to my special ones

TO ALL WHO ENCOURAGED ME

Acknowledgments

To my Mother, I hope that this achievement will complete the dream that you had for me
May you rest in peace.

This thesis becomes a reality with the kind support and help of many individuals; I would like to extend my sincere thanks to all of them.

List of abbreviations

ESP: English for specific purposes

EOP: English for occupational purposes

FO: Front office

PMS: Property management system

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General Introduction

Global changes have influenced almost every part of humans' lives including social, political, cultural life and economy. Tourism is an example of how globalization affected positively the world, as it contributed to the development of other industries such as business and hotel industry. Behind this globalized world and development in all sectors, the English language has been a powerful instrument for people to communicate effectively. Research indicates that the English language has influenced the development and advancement of the economic sector in a powerful way. With this progress, the hotel industry aims at developing and improving their service. Therefore, English training and hotel management training is offered and provided to the front office workers. Using the English language to facilitate the communication process since English has become a necessity in the hotel industry.

Cities like Dubai uses the English language in all sectors like the hotel industry to deal and communicate with customers, and therefore, hotels in Dubai provide English language courses for hotel management. While the tourism industry in Algeria is detraining, due to the use of French to communicate and study the hotel industry, this resulted badly in the local hotel industry. The use of the English language in the country is likely to spread, but where the use of English is limited and no ESP training is offered to front office employees by the hotels to manage situations where English is mandatory. Front office workers often find difficulties when meeting clients who do not speak French; this led to bad experiences and the lack of professionalism in hotel services. In order to encourage hotels to provide ESP training to their FO workers and to improve tourism and hotels services in Algeria, this study aims to unveil the role of ESP training for front office workers, by comparing between two hotels in different locations, Jumeriah Beach Hotel in Dubai, UAE and Al Mansour Palace in Mostaganem, Algeria.

The main research questions are:

What is the position of ESP in Algeria ?.

What strategies the front office staff need ?.

How ESP training affects the Hotel Management ?.

Attempting the questions above, the following hypotheses guide the study

ESP in Algeria is progressing due to the globalization

Front office staff need a specialized language to succeed in their job

The present dissertation is divided into three chapters. The first chapters present an overview of the importance of the English language in the hotel industry. As for the second chapter it describes in details the methodology followed in the fulfillment of the research. The last chapter tackled the data analysis and discussion of our findings.

Chapter One: Overview

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Introduction

The first chapter presents the background of our research which gives an idea about the importance of English language in the hotel industry. As a start, we deal with the rise of the ESP field and its types. Then, we focus on EOP and more specifically in Algerian hotels. At last, the use of English as an important medium for communication for front office staff will be highlighted along with the politeness strategies used to achieve effective communication.

1. ESP

The prevalent use of the English language as an international means of communication is in constant expansion. This fact is reflected in different fields and in various domains where English is considered as a working tool, English for Specific Purposes - ESP according to (Dudley Evans, 1997) is defined to meet the specific needs of the learners, and to make use of underlying methodology and activities of the discipline it serves, and it is centered on the language appropriate to these activities in terms of grammar, lexis, register, study skills, discourse and genre.

Hutchinson and Waters (1997) said: “ESP is an approach to language teaching in which all decisions as to content and method are based on the learner’s reason for learning”.

The emergence of ESP started with the economic power of the United States in post-war world thus English language became the most important international language and it became a revolution in linguistics. Some linguists began to focus on the ways in which language is used in real communications for it varies according to different situations in order to meet the needs of learners in specific contexts, more attention was given to the ways in which learners acquire

Since the 1960s ESP has become one of the most active branches language and differences in the ways language is acquired of Applied Linguistics in general, and of Teaching English as a Foreign Language (TEFL) in particular. Among the factors that could explain its vitality and its expansion is, as previously mentioned, the emergence of English as a world language, for this reason, the necessity to cope with the different teaching situations and needs that such a position brings about. Such necessity implies an understanding of its

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development, types and the different teaching concepts of ESP. However, it is of great importance to start with the main definitions stated by the linguists concerning ESP.

“ESP is generally used to refer to the teaching of English for a clearly utilitarian purpose.” Mackay and Mount ford (1978) Apparent variations in the interpretation of ESP definitions can be observed; Some people described ESP as simply being the teaching of English for any purpose that could be specified. Others, however, were more precise describing it as the teaching of English used in academic studies or the teaching of English for vocational or professional purposes. Anthony (1997).

Generally, **S**tudents that study English “not because they are interested in the English Language or English culture as such, but because they need English for study or work purposes” (Robinson, 1991). In ESP, “language is learnt not for its own sake or for the sake of gaining a general education, but to smooth the path to entry or greater linguistic efficiency in academic, professional or workplace environments” Basturkmen (2006). This denotes that, the role of ESP is to help language learners to build up the needed abilities to use them in a specific field of inquiry, occupation, or workplace, the learners of ESP are usually adults who already have some knowledge of English and are learning the language in order to communicate a set of professional skills and to perform particular job-related functions. An ESP programme is therefore built on the needs and the functions for which English is required it concentrates more on language in content than on teaching grammar and language structures. English is not taught as a subject separated from the student’s real world. Instead it is integrated into a subject matter area important to the learners. In ESP, the needs analysis determines which language skills are most needed by the learners. In fact, ESP combines subject matter and English language teaching, this is highly motivating because the learners are able to apply what they learn in English classes to their main field of study, whether it is accounting, business management, economics or tourism in this study.

1.1.1 Types of ESP

The emergence of ESP through time knew multiple views concerning its subdivision. Different types are proposed by the linguists; the present study relies on Hutchinson and Waters’ subdivision. In 1987, they rooted one of the most well-known and useful theories regarding English language teaching branches with the, in which they divided ESP into three types:

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- a). English for Science and Technology (EST).
- b). English for Business and Economics (EBE).
- c) English for Social Studies (ESS).

Each type is concerned with a specific field of scientific knowledge as technology, business and economy or the social fields in general; with its various and a large amount of human sciences studies. Additionally, each of these is divided into further sub-branches: English for Academic Purposes (EAP) and English for Occupational Purposes (EOP). Yet Hutchinson and Water's classification of EAP and EOP is rather unclear; that is why further clarification is needed to distinguish between them.

1.2 EOP

Hutchinson and Waters admitted that there is not a precise distinction between EAP and EOP: People can work and study simultaneously; it is also likely that in many cases the language learnt for immediate use in a study environment will be used later when the student takes up, or returns to a job. (Hutchinson and Waters, 1987).

The key principles of English for Occupational Purposes (EOP) is stated by Swales (1990, in Salmani-Nodoushan 2002, 8) and it is recited by Rautenbach et. al (2018) mentions five "enduring" conceptions as the underlying, essential principles of ESP: - authenticity – the use of authentic materials to learn ESP (based on the real-life field of specialization of learners in their chosen occupation); - research base – the register analysis of the corpus, in terms of texts utilized in the learners' chosen field of occupation and specialization; - language/text – register considered, in terms of lexicon and grammar, instead of discourse analyzed for communication; - learning needs – needs to be determined using needs analysis for the learners' field of specialization, or occupation; - learning methodology – this should be chosen, based on the fact that ESP is learner-centered.

1.2.1 ESP and EOP in Algeria

English, is considered to be the most widely used language in the world. Therefore, ESP in Algeria has several problems. Most of the teachers in different departments have not received the appropriate amount of training in the ESP field. Besides, the time allocated is insufficient for just one class in a week, the students do not give importance to this module. It

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can be due to the lack of motivation. Moreover; the teachers in these departments do not bother giving good marks or at least the average to all students even if they are absent during all the semester. Although English is an obligatory module, the students consider it as additive module for its coefficient is only one. Effective communication is necessary for all working environments where business can be conducted productively, to facilitate a flow of information that is vital for both customers and colleagues to achieve their goals harmoniously.

The teaching of English for Occupational Purposes (EOP) has emerged in Algeria during the last two decades in response to a growing need for an English proficient workforce.

This new emphasis has become part of the efforts the country has made to meet the demands of globalization. Multinational Hotels companies with significant investments in Algeria have faced problems due to the inadequate English language skills of many of their employees, especially with the front office staff.

Hotel Industry in Algeria has witnessed a tremendous boom in the recent years, with more than 520 rated hotels. Hotel Industry is linked somehow to the tourism industry, and the development in the Algerian tourism industry has fuelled the growth of the Algerian hotel industry. However, according to research released by the World Economic Forum in 2019, Algeria ranks 116th out of 140 countries in conditions of travel and tourism competitiveness, lagging far behind its neighbours Morocco and Tunisia, which rank at 66th and 85th, respectively. With this tremendous number of hotels, there is a definite problem with services provided, price, and politeness, to be more specific, this problem lies in Hotel Management. The objective of most hospitality establishments is to produce a profit, to achieve this goal, factors such as current economic conditions, marketing plans, competition, and staff size and ability are reviewed continuously.

The shortage of skilled employees is one of the most significant challenges in the hospitality industry. It is the unavailability of quality workforce in different skill levels. Hospitality has failed to retain the right professionals for customer expectations. Trying always to exceed expectations, starting from the first gate of the hotel till the check-out, guests must be satisfied.

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1.2.2 Building relationships in hotel management

Front office department is responsible for communicating with all other departments in the hotel as well as different sections within the department. To get the front office and back office jobs done successfully, the front office staff members need to communicate with their peers as well as the colleagues and subordinates. Within the department, the staff of front office communicate with each other to provide the best possible guest services such as reserving accommodations, registering guests, managing guest accounts, handling guest mails, and personalized guest services.

There are different sections/sub departments in front office department of a hotel. These sections include Reservation, Reception, Cashier's desk, Bell desk, Concierge, Telephone Exchange and Business center all of the staff of the front office need to perform as a team, and do not blame each other or telling the guest that this is not his/her fault. These sub departments are further classified based on their location in the department such as Front-of-the house or Back-of-the House. According to Tarmoezi Dan Manu rung (2000), the definition of front office hotel is the department that responds in-room selling based on the systematic procedure through reservation until room dropping to the guest and gives information service to them while they are in the hotel.

The front office is also called the hotel's soul because it is the centre of the main activities. Besides, the employee who takes this responsibility must have good knowledge and good ability while communicating to the guest, know well about the hotel's products and also how to sell them, the worker of the front office must have all the answers related to the hotel. In addition, front office staff must know well all the guests (faces and names) who came to the hotel. the daily tasks that they are faced are deliver and accompany the guests to the hotel room, explain the hotel's facilities, and handle problems by working as a team, they must do those tasks willingly and friendly. Valley did Sugiarito (1998) argues that the front office has vital functions for the hotel. Almost all of the front office's tasks are related to the guests directly and indirectly. Therefore, front office has a very important role for the hotel's operations.

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1.3 Politeness Strategies

Effective communication is necessary for all working environments where business can be conducted productively, to facilitate a flow of information that is vital for both customers and colleagues to achieve their goals harmoniously. In hospitality industry, it is the skill that is used the most and there are many communications that happen from time to time such as greeting and talking to the guest, attending to guests at the front desk and helping in documentation like menus, bills, reports and other hotel procedures, dealing with guest complaints, coordinating between departments, situation handling and so on.

Effective communication system is crucial to the success of organization in the hospitality and tourism industry. The guests desire to be treated with dignity and respect. Guests are happy and willing to go back for the services and goods provided by the hotel if they are treated and spoken to in a way that makes them feel good about themselves. On the other hand, if guests are treated with disrespect, they can be unhappy and not willing to go back and this may lead to the business going down or even collapsing by losing important guests and obviously this will lead to a bad reputation, one of the major benefits of the development of the hospitality industry in any economy is the provision of employment.

In Algeria, the hoteliers are looking for ways of improving the use of polite language in order to achieve smooth communication between the guests and their employees. However, this is not always the case as sometimes the employees may seem impolite to guests even when they don't mean to. Face expressions also play a major role in the politeness strategy, according to Brown and Levinson, (1987) politeness is a redressive action taken to counterbalance the effects of face-threatening acts. By being polite one shows that he/she wants the interaction to be smooth and satisfying. Expressions of politeness could be achieved by saying something that makes the addressee feel important or by showing appreciation towards what the addressee has done or said, or not saying something that can potentially offend or demean the addressee (Brown & Levinson, 1987). Politeness is a persuasive strategy, designed to influence the guest in different moods.

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1.4 Persuasive language

It is nearly impossible to go through a day without the use of communication, verbal or non-verbal, and with different nationalities, the English language is a must for the Front Office workers, while the management in the hotel industry around the globe involves the work of reserving accommodations in the hotel, registering guests, maintaining guest accounts with the hotel, night auditing, and coordination with various other departments for providing best guest services, including a persuasive language and gestures. Phrases that focus on the target of persuasion are highly effective for FO workers in selling and renting for the hotel industry. This is because people pay more attention and are more receptive to what is said when they specifically become the centre of attention. For example, people instinctually turn when they hear their name called and they cannot help but look at themselves when walking past a mirror or reflective glass. Likewise, carefully watch someone look at a group photograph and you'll see that they are the first person they seek out in the picture.

“Persuasive speak” is considered as the best way to convince the guest. If not accomplishing these goals in communications, then it is not maximizing the persuasive power. When consistently used with internal and external customers and guests, it enhances the bottom line. The secret of a persuasive speech is simple – the verbal focus should be on the target of persuasion, rather than on the speaker. It sounds simple and obvious, yet it is easy to fall short. It takes practice to do it effortlessly since people tend to be self-centred and consequently phrase their speech in terms of themselves (e.g., frequent use of “I,” “me” and “my”). However, turn this proverbial coin over, these are the basis for a powerful tactic of persuasion.

Communication has always taken into consideration the ways, and the method speakers and writers present their ideas, and how the receiver uses exclusive means to develop a correct interpretation, the principle aim of the front desk worker messages is to persuade people and to make them trust these messages. “Using special efforts to make the guest believe what he sees and hears” said A. Al Baluchi .

Many persuasive messages can be found in advertising, in public relations and advocacy, and there is a training programme used by the front office trainers. Qualified instructors pursuing a career in the hotel industry will be called on many times to develop or restructure the target organization.

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The people who are part of these operational plans, such as managers and assistants, will have a direct influence on the type of structure developed or reorganized. The goals of the hotel must be paramount in the decision-making process, workers from any department while talking to the guest need to know some proper expression techniques while they are talking, this politeness should come from the behaviour, gesture, posture and most importantly from the used language. Most advertisements are simple in structure and easy to understand in their original format, though, they use several techniques of persuasion to attract people's attention and gain credibility in the hotel industry.

Flexibility is necessary to make the plan work, and it is the key to the hospitality management at the operations level, familiarity with the staff's strengths and weaknesses is essential to meeting the demands of the situation. When the property experiences an expected slow period, regrouping may be necessary to maintain full-time positions. The front office manager may have to assist the marketing and sales office in advertising or hosting tour directors for a specific weekend; this interdepartmental cooperation provides the backdrop for a smooth-running organization. Besides, such flexibility prevents departmental jealousies and territoriality from becoming roadblocks to communication.

The English for Hotel industry course increases confidence in using English in all aspects of communication in tourism, including conversational fluency in interacting with guests, telephone interaction and inquiries, workplace correspondence, dealing with complaints, taking orders, reception duties, describing, comparing and promoting facilities, attractions and events.

Conclusion

This chapter presented different key concept related to the importance of English language in the hotel industry. It tackled the rise of the field of ESP and its types. It also dealt with EOP in Algerian hotels. It also discussed how effective communication can be achieved through politeness strategies and the emphasizes on the use of English as a medium in front offices. The next chapter presents the research methodology followed in this study.

Chapter Two: Methodology

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Introduction

The main aim of this chapter is to provide a description of the practical part in which the current research work is explained. It deals with the research methods, the context in which this study has relevance and significance, participants, research instruments, the procedure followed while gathering process.

2.1.1 Research Methods

The objective of this study is to investigate the use of English and politeness strategies during the interaction between guests and hotel employees in hospitality service delivery. A case study was conducted in the four to five stars hotels ‘Jumeirah Beach Hotel’ in Dubai and the hotel ‘Al Mansour Palace’ in Mostaganem. The primary objective of this dissertation is to investigate realities, by observation or in other terms “shadowing”, interviews, and working experience that took place in the first and the second semester as data collection for the study.

2.1.2 Procedure

This study explores the use of English in two different hotels. Firstly, a direct observation was carried out during my work in ‘Al Mansour Palace’ hotel in Mostaganem from June 2019 to October 2019. Then, the observation process at ‘Jumeirah Beach Hotel’ (Dubai) took place from November 2019 to the end of January 2020. As for the interview, the ‘Jumeirah Beach Hotel’ staff were interviewed the 1st and the 2nd December 2019. The observation aimed at having a non-biased data in a real-life situation, while the interviews were for gathering data about training and politeness strategies in depth.

2.1.3 Context

As already mentioned, this investigation was carried out in two different countries, in the website of “Jumeirah each Hotel”, the hotel is s a Dubai national champion and an acclaimed luxury hospitality leader — operating 24 Jumeirah branded properties (6,747 keys) in eight countries, and employing more than 13,500 colleagues across 140 nationalities. As exemplified through its flagship hotel, and global icon, Burj Al Arab, Jumeirah has transformed the way that luxury is defined. Its strategic positioning puts Food & Beverage as a core brand pillar and its strongest differentiator. No other hotel in Dubai can compete with Jumeirah for properties or rich dining experiences, and new restaurant concepts will be central

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to our international development strategy, with a renewed determination to lead luxury hospitality, Jumeirah has recommitted to deliver personalised guest experiences by offering service that goes beyond expectations. The hotel set new standards within the industry by creating environments that stir emotion; in our restaurants, spas, guest rooms and lobbies, you will find harmonious spaces, signature landscapes, and iconic architecture inspired by the iconic Burj Al Arab. Travel experiences are enhanced for Jumeirah guests, through warm hospitality, luxurious atmospheres and a sense of calm that each Jumeirah hotel evokes.

Hotel “El Mansour Palace” on the other hand is located 100 meters from the Sablettes beach, with its 150 standing rooms, two restaurants, two swimming pools (Men / Women), a SPA, entertainment for children and direct access to the beach. It is a place for clients to organize professional and family events as it includes a seminars and events’ room that holds 400 people, and lunch and dinner services in a 360-degree restaurant and cafeterias.

2.1.4 Job description

It is well known that the front office staff is the essential key point of a hotel due to its primary importance in revenue turning on the booking of rooms. It is considered by the hotel schools in Algeria as the “face” of the hotel, with direct contact with the guests. So, the employees who work in this department must have good qualities, job-related skills and professional attitudes. Considering this point of view, the hotelier should be attentive while recruiting someone in this department. The front office staff must achieve the following conditions:

1-Smiling	-As a sign face of politeness -The Front office workers should maintain a cheerful attitude. -Helps to make the guest feel free and comfortable
2-Dealing with complaints	-FO workers should keep good faith to help the guest since “the customer is always right”. -A complaint indicates that there must be loopholes in the service and this is the right chance to solve the problem. -The worker is obliged to treat the guest with the proper way and do their best to understand and solve the problem.
3-Etiquette and manner	-Being able to welcome people from various horizons while treating them with respect, good manners, courtesy, and politeness must be carried on in service

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To sum up, the duties of FO receptionist are simply to greet, welcome the guest at the hotel, be in contact with the client, request for a stay voucher, check if the voucher corresponds to the reservation (hotel name, length of stay, type of room, etc.), Their job also consists in filling in the travel form. If the room is already ready, giving the guest the most useful information about the hotel (restaurant timetable, safe key, pool or beach cards etc.) and give them the key card is the first receptionist' tasks. On the other hand, if the room is not yet ready, the latter should tell the client the exact time when their room will be ready and invite them to have a drink, meal or other according to the waiting time.

The diverse services at Jumeirah Beach Hotel made it the Middle East's Leading Family & MICE Hotel 2019 award winner, and in the top five best hotels in Dubai. For this reason, choosing it was a great experience to deal with. Besides, working in Al Mansour Palace Hotel as a personal experience helped understand the major role of ESP training of the Front Office workers.

2.1.5 Participants

As previously stated, the first study was conducted in Jumeirah Beach Hotel of Dubai. Hence, the front office manager and receptionists were the informants. On the other hand, the second study took place in Al Mansour Palace Hotel.

The reason behind selecting these two hotels is that they have the same staff, but not the same training, and the aim of the study is to show the importance of ESP for receptionists and its effectiveness. The mentioned participants are considered to be the most important ones to use English due to the direct contact with the guests. As a result, the provided context is the most suitable data to explore the use of English.

2.1.6 Data Collection Instruments

A case study is an in-depth study of a person, group or event. In this case study, two types of data collections methods were used. The first method was direct observations, the strategy involves observing the subject, often in a natural setting it allows to collect live data from live situations. The second method aimed at gathering information through interviews with managers, in Algeria and Dubai. The aim of those interviews was to investigate the informants' ideas, views and perception on the subject.

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2.2.1 Observations

Scholars define ‘Observation’ as a technique that involves systematically selecting, watching, listening, reading, and recording behavior and characteristics of the area under study. Direct observation refers to the situation when the observer remains physically present and personally monitors what takes place. This approach is very flexible because it allows the observer to react to and report subtle aspects of events as they occur. Bailey (1987) classifies observational studies by the degree of structure in the environmental setting and the amount of structure imposed on the environment by the researchers. During the act of observation, the observer is free to change the focus of observation, concentrate on unexpected events, or even change the place of observation if the situation demands. Therefore, this research was divided into two sub-categories:

a- Explanatory case studies: These are often used to do causal investigations. In other words, researchers are interested in looking at factors that may have actually caused certain things to solve, which is the case here.

b- Exploratory case studies: Many scholars acknowledged that these are sometimes used as a prelude to further, more in-depth research. This allows researchers to gather more information before developing their research questions and hypotheses.

2.2.2 Description of the observations

In this research, the observation was conducted during the summer of 2019, for five months (from June to October 2019) in Al Mansour Palace hotel, and three months in Jumeirah beach hotel (from November 2019 to January 2020). These particular seasons are considered as the most rentable calendar for both countries. Dubai is hot and crowded in winter, and the hotel of Al Mansour Palace was full during the past summer. The observation took place during my work shift, and the main objective was to describe the hotel services and the kind of language used by the employees of the front office with clients. In addition, the English training offered by the hotel was a useful indicator of the FO workers’ proficiency in English.

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2.2.3 The Interview

Interviews are one of the most important methods for gathering information in case studies. An interview can involve structured survey-type questions or more open-ended questions. According to Gary Dessler (2017), “Interview is a selection procedure designed to predict future job performance on the basis of applicants’ oral responses to oral inquiries.” The interviews provide an open space for participants and researchers to discuss and express opinions with a focus on the purpose of the whole research and research questions.

2.2.4 Description of the Interview

In this study, interviews were chosen to get a broader picture of the topic and try to solve the real problems regarding the employees’ training in general, politeness strategies, and the English language training specifically. Both interviews were conducted in English, separately with the FO manager and FO workers in Dubai, and only with the FO manager in Algeria. The questions aim at understanding and exploring the hotel services and the kind of the language used with clients by FO employees, as well as to discuss the English training offered by the hotel. The questions to the Jumeriah Beach Hotel (JBHFO) manager Mr A.AL BALUSHI:

a. How would you describe the hotel?

This question aims at having an overall idea about the hotel, its policies and procedures, and departments.

b. How to describe the nature of politeness strategies used by FO employees during their interaction with the guests?

Through this question, we reveal how the front office staff use politeness strategies.

c. How to deal with the guests and complaints?

In this question, the interviewee should give real life examples of how to deal with the guests and complaints.

d. What are the techniques you use to motivate your FO staff to learn English?

The objective of this question is to see how the hotel promotes language learning.

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e. What is the professional training for FO staff?

This aims at discovering the kind of training offered by the hotel.

The questions to the Al Mansour Palace Director, Former FO manager Mr Belmadi Abdelhak:

a. How would you describe the hotel?

This question aims at having an overall idea about AL Mansour Palace hotel

b. Why there is no English language training?

This question aims to highlight the direct reasons for the absence of English language training

c. In your hotel, have you faced an exigent situation where English was required? And how did the FO staff behave in these situations?

This question aims at shedding light on the situations that require English use and how the staff responded without receiving English training.

d. What do you suggest for your employees to develop and learn more English?

This question investigates future hotel policies towards promoting the use of English.

e. What are the difficulties the FO staff face when using English?

This question unveils the challenge that occurs while using English.

f. How do you encourage your employees for better job performance?

The purpose of this question is to know the kind of strategies taken by the managers to improve the hotel services.

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Conclusion

Through this chapter, all the procedures behind the methodological process that characterized, this investigation have been brought to light. Collecting information through the various research methods, Understanding the context, and discussing with the participants contributed to the fulfillment of the present study. A detailed description of the data collection instruments was provided. The data obtained through these instruments will be analyzed and interpreted in the next chapter.

Chapter Three: Data Analysis and Results

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Introduction

The present chapter aims to report the findings extracted from the data collected by using well-established tools of researching. It will discuss the interpretation of both the hotel observation, and the manager's interview. Also, it discusses the key aspects of the importance of ESP training for front office workers.

3.1 Data of the observations

Here is a list of the most important observations that were made in the five stars Jumeirah Beach Hotel (Dubai), to start with, the professional appearance is highly important because the front office worker is the first person the client encounters. Even though the hotel lobby can be the first thing the guest sees while checking in. These professionals are essentially the face of the company, and employers are searching for individuals who can play this role and promote their brand. Secondly speaking in several languages, for Dubai with travelers from all over the world are likely to meet up in this city and the hotel in particular. However, multilingual is not needed in most hotels for front desk positions, only English and Arabic, yet any other language the FO work masters is appreciated by many employers. Thirdly is the ability to remain calm under pressure from the shadowing process, December is the high season, multitasking was a skill for front desk employees as they need to pick up the phone at any given moment, welcoming guests, sign up for a package and process a credit card transaction or cash at the same time. Employers are searching for people that can do so without having to lose their cool.

Furthermore, here is another list of the main notes taken in Al Mansour Palace Hotel in Mostaganem. The lack of effective communication in English (written and verbal) with no English training many front desk duties involve the ability to effectively communicate in English such as responding to guest emails to writing down directions to local attractions. In many cases, they have had to call me from home just to translate for guests, this may lead to a bad reputation for foreigners. Also, in the case of computer literacy, most employees don't know their way around the Microsoft Office software suite, property management system (PMS) which is the software that facilitates the hotel's reservation management and administrative tasks. Nearly every posted position requires basic programming skills and for FO workers are likely to have much more detailed. Candidates with experience using hotel property management tools will have the greatest luck in securing jobs available here and

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around the world, every PMS system should be mastered by any FO worker, and most important the hotel can't stand working without visitors. For that reason, guest service is one of the most demanded skills for the front desk job, using the discussed politeness strategies, actually, FO workers at hotel Al Mansour Palace share a good deal in problem-solving skills, this to ensure a good experience for hotel clients, also showing the shortcomings of the hotel. Although there might not be many personal interactions for some time, workers at the front desk will always be the first individual visitors goes to for assistance. To avoid guests' disappointments, Al Mansour Palace group want to recruit experts at the front desk, who can deal with problems and solves them immediately when they arise.

3.2 Data of the interview

As mentioned in the previous chapter, interviews with several questions were carried out and handed out to the manager of Jumeirah Beach Hotel and Al Mansour Palace Hotel. The interviews went as followed:

The first interview with Mr. A.AL BALUSHI manager of the Jumeirah Beach Hotel

Q- How would you describe the Hotel?

A-Jumeirah is a world-class international hotel which opened in 1997.The hotel contains 598 rooms and suites, 19 beachfront villas, and 20 restaurants and bars. This wave-shaped hotel complements the sail-shaped Burj Al Arab, which is adjacent to the Jumeirah Beach Hotel.

Q- How to describe the nature of politeness strategies used by FO employees during their interaction with the guests?

A-The principle aim of the front desk worker messages is to persuade people and to make them trust these messages. Using special efforts to make the guest believe what he sees and hears.

Many persuasive messages can be found in advertising, in public relations and advocacy, and there is a training program used by the front office trainers. Qualified instructors pursuing a career in the hotel industry will be called on many times to develop or restructure the target organization.

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Q-How to deal with the guests and complaints?

A-Dealing with someone complaining even about little things, an FO worker should keep good faith to help the guest because it has been said that the « customer is always right ». A complaint indicates that there must be loopholes in the service and this is the right chance to solve the problem. The worker is obliged to get the guests feelings and do their best to understand and solve the problem. As it was mentioned that they are paying money and it is their right to complain even about something that seems small, indeed the guests expect five stars service a hundred percent through their entire staying, so their expectations and wishes must be fulfilled.

The worker needs to take into consideration the complaints and always need to be calm and always show understanding to what the guest has to say, it is also fundamental to try to find the best solutions and appropriate language when talking. Using polite language, trying to express one's point of view and start explaining with nice words and expressions is the most advisable way to handle any complaints; the guest will start feeling that the worker understands his feelings and that he cares about him.

Finding the solutions is through the worker himself either through his/her experience or through what he/she thinks will be the best solution. All of the staff can handle a situation with the guest's complaint.

One of the essential things an FO worker must have is knowing how to handle people and how to interact with them correctly. Moreover, some people have it naturally, while others gain it through training.

Q-What are the techniques you use to motivate your FO staff to learn English?

A-In order to motivate our FO workers to learn English, we provide our staff with an English language training in a pleasant environment. We also reward them. I mean if you want to keep them motivated, financial incentives are to be considered.

Q- What is the professional training for FO staff?

A-The English for Hotel industry course increases confidence in using English in all aspects of communication in tourism, including conversational fluency in interacting with guests, telephone interaction and inquiries, workplace correspondence, dealing with complaints,

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taking orders, reception duties, describing, comparing and promoting facilities, attractions and events.

The second interview with Mr. Belmadi Abdelhak director and former FO manager of AL Mansour Palace

Q- How would you describe the hotel?

A- Al Mansour Palace is a four-star hotel. It contains 138 rooms and 10 suites, three restaurants. Our 360-degree restaurant is the best way to ensure a great stay with view on the sea to our clients.

Q-Why there is no English language training?

A- Algeria's second language is French, and most clients we receive are French speakers. Therefore, the use of the English language is not very common among our employees and for that reason, we do not offer English language training at our hotel.

Q-In your hotel, have you faced an exigent situation where English was required? And how did the FO staff behave in these situations?

A- Yes, we did. The experience was not very pleasant as we had to look for someone who knew English in order to communicate with the client since the employee who was in the FO did not handle the situation according to our standards.

Q-What do you suggest for your employee to develop and learn more English?

A- I think after the few situations we had where the use of English was mandatory. I think that learning English for hotels is a must, in addition the use of English nowadays is very common even in French speaking countries.

Q-What are the difficulties the FO staff face when using English?

A- Not knowing what to say and starting to get nervous which puts both the client and the employee in a very uncomfortable situation which eventually can have a negative outcome to our hotel reputation.

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Q-How do you encourage your employees for better job performance?

A-We work every day to make our hotel the best one in Mostaganem. Therefore, to make sure that the performance of our employees pleases the clients, we offer promotions and benefits from our services.

3.3 Data Analysis and results

Throughout the observations both hotels work to improve their performances for a better stay for the clients.

Then come to the interviews to confirm the observation. The English training in Jumeriah Beach hotel is mandatory since most of the clients are English speakers and the use of English language in Dubai is very common. The training is a way to improve the work of FO employees in order to help clients with their demands.

English for hotel industry course increases confidence in using English in all aspects of communication in tourism. The principle aim of the front desk worker messages is to persuade people and to make them trust these messages, using politeness strategies in knowing how to deal with complaints, telephone interaction and inquiries, to maintain the same standards of the hotel for a better stay and comeback for the client.

On the other hand, Al Mansour Palace hotel needs to offer English training to the FO employees because employees with poor language skills can lead to mixed customer experience, poor ratings and lost sales. This eventually will give a bad image about the hotel where the clients will decide not to come back again.

Communication has always been taken into consideration the ways, and the method speakers and writers present their ideas, and how the receiver uses exclusive means to develop a correct interpretation. The lack of these qualities in our society, led to tourism deteriorating, even in the five stars hotels, the staff are required to respect and value guests in all events, and to treat them properly with patience and tolerate complaints with the suitable communication.

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3.4 Suggestions

Now that Algeria holds great potential as a touristic destination, it stills face challenges. Auxiliary services and personnel training may still lag impeding progress. Thus, hotel policies should consider language training as an obligation to attract and provide a decent service for clients. Every hotel should be as a second home for the guest to ensure a comfortable, relaxing hotel stay, there's nothing more inviting than a perfect guest treatment starting from the hotel lobby. Hotels pride themselves around the globe on the quality of customer services, but not every establishment upholds their promise which is, unfortunately, the case for many hotels here in Algeria.

This chapter has been a documentation of the analysis of the data that we gathered from the two instruments that we used observation and managers' interviews. The results have shown the enormous differences between the two hotels. Dubai's hotel affords the right language training that enable the front office staff to communicate effectively with the clients.

However, Algerian hotels do not afford such training which reflects badly on the services; this chapter is not to criticize the quality of the hotels in here, on the contrary, it is a contribution to improve the situation in hotels, and provide suggestions to overcome this challenge such as reducing some prices here in Algeria for the services provided, because unfortunately, you may pay the same price for a night in both JBH and Al Mansour palace hotel. Providing the whole staff, these staff (not only FO workers) with the appropriate training should be in every hotel in Algeria the guest is always right, this is a very important point responding to all guest requests, and always try to make it right when things go wrong and this happens a lot. Well-trained employees will definitely lead to satisfied guests.

General Conclusion

There has never been in the past a language spoken more widely in the world than English is today. English has exerted an immense impact on all aspects of modern life. These include travel, tourism, and hospitality industry, in all of which the use of English has become a necessity and much more than mere ostentation. Nowadays, the competition in the hotel industry has been growing and increasingly has come to understand the importance of good services and customer satisfaction which led to a global need for front office staff, known as customer services employees that are able to communicate efficiently with customers. As a result, hotels provide language training for their front office staff.

Dubai as a tourist destination is expanding. Thus, Dubai provides English language courses as language efficiency helps in welcoming international customers and gives the best service for multicultural guests. However, Algeria until recent years has witnessed tremendous growth in tourism and hotel industry. Yet the English language is not widely used and hotels do not offer English language training. The lack of training is a challenge that needs to be overcome in order to reflect a good image of the hotel.

This research has investigated and compared the use of English and politeness strategies during the interaction between guests and hotel employees in a five stars hotel in Dubai and in a four stars hotel in Algeria.

The results have shown the enormous differences between the two hotels. The Jumeirah Beach five-stars Hotel (Dubai) affords mandatory language training since most of the clients are English speakers. The course enables the front office staff to communicate effectively with the clients. However, Al Mansour four-stars Palace hotel (Mostaganem) does not afford such trainings which reflects badly on the services.

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