Impact of Multi-Lingualism on the Development of Tourism

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ABSTRACT

The study emphasises the necessity of multilingualism in the development of the tourism sector worldwide. In the present study, primary data is collected from 101 employees associated with tourism companies by following the quantitative method. A survey is conducted through developing questionnaires and Google forms to gather information from participants. IBM SPSS is utilized to evaluate the quantitative data and descriptive research design, deductive approach and positivism philosophy are followed in the current study. The primary data analysis has been done through the IBM SPSS tool and the graphical analysis that has been done has presented the percentage of the responses and the comparison of the responses has also been presented through the graphical analysis. The study showcases mean and SD values of variables that are close to 1; it indicates a low variance of the dataset. The highest mean value of the dataset is 4.52 and the lowest mean value is 4.32 in the research paper. The correlation value is 0.852 and the lowest Pearson correlation value is 0.678 which is close to 1. The model summary and the ANOVA test have the outcome that the independent variables and the dependent variables have interconnection and positive relationships.

Descriptive statistics and correlation analysis help to understand the variance and central tendency of a dataset. The development of tourism and multilingualism are associated with each other. The study has positive and valid outcomes based on statistical analysis of the study. Multilingual tour guides are required for the sector to attract national and international tourists successfully. Language attitude is valuable for the tourism industry to earn high profits from the international market. The study critically concludes the role of multilingualism in overall tourism's growth. Enhancing tourists' experience, economic activities increase and consumer satisfaction are concluded as factors associated with the multilingualism approach, especially among the tour guides by which development of the industry can be pursued more accordingly. Lack of qualitative information has been concluded as a critical limitation of the study which enhances future scope for researchers.

Keywords: Tourism, Multilingualism, Language attitude, Communication

Introduction

Multilingual is one type of characteristic of individuals and these people, consisting of the present trait, can speak, read, and write in more than one language. Multilingualism creates a positive impact on the performance and profitability of tourism sector in the global market. A wider audience base is created by the industry through engagement of multilingual tour guides. A polyglot can understand different languages and communicate with others properly (Noprival, Rafli & Nuruddin, 2021). Every tourism company tries to practise multilingualism in the workplace to reach a

broader audience. The sector provides effective content among customers in multiple languages. This aspect helps consumers to understand the specific services of the tourist companies successfully.

This modern aspect helps to enhance revenue and growth opportunities of the sector effectively. Collaboration, and communication in different languages can enhance the experiences of customers and create a strong sense of hospitality among customers. The language barrier is mitigated by the sector through the engagement of multilingualism during working hours (Litre et al. 2022). Different cultural understanding is developed through the acceptance of multilingual tour guides. These individuals can understand the different languages and cultural differences of customers from different places. Communication between customers and tour guides is improved through the positive impact of multilingualism.

The development of tourism is a dependent variable (DV) of the research topic. It is associated with planning and implementing strategies to enhance a destination's attractiveness. It is valuable to attract national and international tourists and make a strong tourist base in the industry. The sector has been one type of fast-growing industry for decades among another sector. Economic growth, infrastructure development, and job creation in the industry are developed with the development of tourism (Nguyen, 2021). Tourism development creates a negative impact on the environment by damaging coral reefs. Sustainable tourism development is valuable to attract national, and international tourists effectively in the workplace.
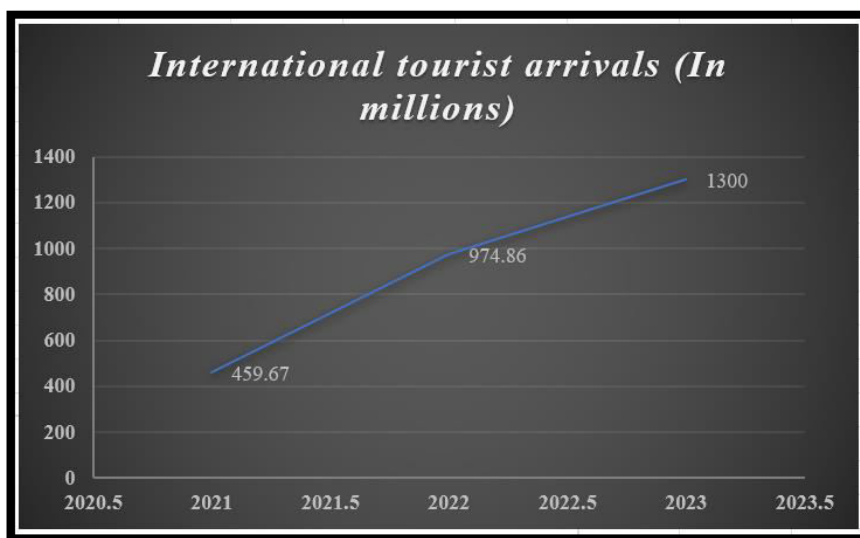

Figure 1: Engagement of international tourists' arrival worldwide

(Source: MS Excel)

Multilingualism is the use of more than one language by an individual in the tourism industry. Several national and international tourists are engaged with the industry worldwide. The number of international tourists arrival was 459.67 million in 2021. The value increased to 974.86 million in the next year (Statista Research Department, 2024). The inbound tourist arrivals are 1300 million in 2023 and it helps to drive sales and profitability of the sector. The industry should engage polyglot in the workplace to maintain strong communication and collaboration successfully.
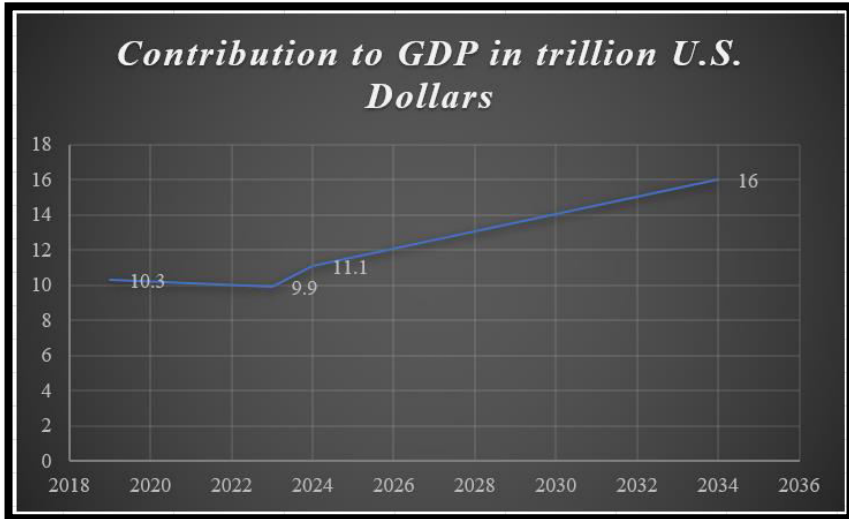

Figure 2: Contribution of the tourism sector to GDP worldwide

(Source: MS Excel)

Language policies in the tourism industry are valuable to enhance customer satisfaction and motivate international tourists systematically. These strategies are beneficial to address language barriers and create a positive experience for tourists. Translation services are required for the sector to mitigate the gap between local and international tourists. The sector contributes a huge amount to the economy and "Gross Domestic Product (GDP)" worldwide. The above graph shows that the industry contributed 10.3 trillion U.S. dollars and 9.9 trillion U.S. dollars in 2019 and 2023 respectively, and the value increased to 11.1 trillion USD in 2024 (Statista Research Department, 2024). After using multilingual tour guides in the workplace, the financial performance will be improved by 16 trillion USD in 2034. The usage of multilingual tour guides is valuable to improve the global; economy and performance effectively.

Language attitude is valuable for the sector to attract national and international tourists successfully. Multilingual characteristics help the sector to improve communication and collaboration effectively (Benavides et al. 2021). Minority language in the foreign tourism sector is boosted through language attitude. It helps to improve cultural diversity in the industry successfully and earn high profits from the market.

Aim: The study aims to discuss the necessity of multilingualism in the development of the tourism industry worldwide.

Research Objectives:

- To identify the impact of multilingualism on tourist satisfaction
- To investigate the importance of multilingualism in tourism development regarding diverse cultural contexts
- To analyse the role of language policies and attitudes in promoting multilingualism in tourism
- To examine the challenges faced by the tourism industry in implementing multilingualism

Hypothesis (H1): Multilingualism helps to develop tourist satisfaction and cross-cultural understanding in the tourism industry.

Literature review

Multilingualism in the tourism industry is an important part of the foreign tourists and multilingual content for foreign tourists can make them understand the significance of the particular tourism. According to Abdullah et al. (2020), the multilingual program depends on the government of the respective countries and the governments must take initiatives about multilingualism. The initiatives from the government can assist foreign travellers to understand the value of the specific tourist spots. From the viewpoints of Artawa et al. (2023), multilingualism in ancient tourism is most important and multilingualism in ancient tourism can increase the attractiveness of tourism and the foreign tourists can follow the multilingual content as a tourist guide for the place. As per Khorsheed & Saleh, (2024), Engagement of multilingualism helps to improve guest experiences and the sector tries to communicate with guests in their native language. Multilingual characteristics among tour guides are essential for the sector to attract national and international tourists and these individuals can understand their requirements and needs. According to Kozlova (2020), better customer care service is provided by the industry through the positive impact of multilingualism.

The tourism sector can attract several customers in the sector with the help of multilingual tour content and guides. From the viewpoints of Lonardi (2022), Different cultures, and backgrounds of local, national, and international tourists are attached to the sector and the tourism companies should focus on the engagement of Multilingualism to communicate with different individuals. Various factors have been chosen for the study that have important impacts on multilingualism such as language policy, multilingual websites, increase of vocabulary and sociolinguistic approaches. The factors that have been selected to be explored having the great impact on the tourism industry and the IBM SPSS tools can help to make the evaluation of the variables and can assist to state the impacts of the variables on the development of the tourism industry.

According to Munoz, C., & Pavlenko, A. (2015) their research investigates the demand for language skills in tourism-related employment, particularly in multilingual destinations. It explores how proficiency in multiple languages impacts job opportunities and economic outcomes in tourism. The authors, Cohen and Cooper (2014) argue that multilingual customer service in the hospitality industry significantly enhances customer satisfaction and loyalty, creating a competitive edge for businesses catering to a linguistically diverse clientele. In line with Cohen and Cooper (2014), Muñoz and Pavlenko (2015) emphasize the role of multilingual staff in increasing tourism employment opportunities.

The notable tagline,'Saudi By Saudis', according to Khan Khan et al (2024) serves as a pivotal component in conveying the overarching message. The results reveal a sophisticated multimodal semiotic system within a professional tourism campaign titled'Saudi By Saudis', encompassing linguistic, visual, audio, gestural, and spatial elements. These modalities are intricately interconnected in constructing the meaning of the advertisement, resulting in a message that is intelligible to the audience. Additionally, Govers and Go (2005) examined how multilingualism supports global tourism branding, and asserts how multilingualism is essential for effective branding in the global tourism market, as it fosters cross-cultural communication and allows destinations to resonate with a broader international audience, improving their appeal and accessibility to diverse groups of tourists.

This study by Kraft, E., & Furlan, R. (2018) presents statistical evidence showing that multilingual destinations attract 30% more international tourists compared to monolingual destinations. It also highlights that tourists are 25% more likely to return to a destination if services are offered in their native language. Similarly, Reisinger, Y., & Dimanche, F. (2017) provides statistical data showing that destinations with multilingual marketing strategies experienced a 15% increase in tourist bookings. Additionally, it notes that multilingual staff improve customer satisfaction ratings by 20% in hospitality services.

Methodology

Choosing the proper methods for conducting the study is necessary, and the study that is based on the impact of multilingualism on the growth of tourism needs a systematic way of data collection. The first step of the methodology is to choose a philosophy and the positivism philosophy can be the significant philosophy for the study. Positivism philosophy relies on measurable data (Maksimovic & Evtimov, 2023). The measurable data can provide a chance to make the evaluation in a systematic way and can provide a chance to observe the population and phenomena. The current study needs a proper and systematic data collection and examination based on the observations of the measurable data (Ganesha & Aithal, 2020). The second stage of the methodology is to choose an appropriate approach. A deductive approach is the most useful approach for the study and the deductive approach can give the opportunity to collect the data and can give a scope to examine the hypotheses in a systematic way.

Considering the present study, the factors and the hypotheses related to the current subject can be evaluated with the adoption of the deductive approach. The chosen approach provides a scope to examine the impact of multilingualism and its related factors on tourism development (Seraphin et al. 2023). The next step is to choose a "research design" and a "descriptive research design" is a suitable design for the study. Considering the philosophy and approach this particular research design can be utilized for the study. On the other hand, the descriptive design supports quantitative data and tests of the data in a numerical way (Mohajan, 2020). For the collection of data for the study that can be appropriate to adopt primary "quantitative data collection". Primary quantitative data can be collected through the surveys.

The participants for the survey are chosen through the simple random sampling method. In this particular method a small number of people are selected from a larger population (Piotrowski & Napiorkowski, 2020). For the current study 101 participants are selected and a close-ended questionnaire is followed in the field of gathering the numerical data for the study. The "google form" has been used to conduct the survey. Certain close-ended questions from the questionnaire have been asked to participants, and the options are provided to them by following 5-point Likert scale. The questions are designated from "1 to 5", 1 is denoting the "strongly disagree" and 5 is denoting the "strongly agree". The respondents who are selected through the sampling method are employees in the tourism industry. Considering the data collection method, the quantitative data examination has to be used. For the current study the "IBM-SPSS" is used for testing the numerical data (Fiandini & Nandiyanto, 2024). The tests of the quantitative data can provide descriptive statistics, correlations between the various factors and the way that impacts tourism development.

Results

Primary quantitative analysis has been done by the researcher through statistical analysis in the research paper. Descriptive, correlation, regression analysis has been done by the researcher to analyse gathered primary data. Different "types of variables" such as "dependent" and "independent" are identified in the study. Central tendency of these variables and relationship among variables are calculated with the help of descriptive and correlation statistics respectively. Mean, and standard deviation values of variables are calculated and mentioned in descriptive analysis (Siedlecki, 2020). Development of tourism is a DV of the research paper and the mean value of this variable is 4.32 and std. deviation value is 0.979 which is effectively close to 1. It means data points of DV are close to the mean which indicates low variance.

Multilingualism is the IV1 of the study and it has the mean value of 4.52 and SD value is 0.986. It is close to 1 that showcases low variance among all variables in the research. Language policies is the second IV and it has mean value of 4.41 and SD value is 0.929 which is lower than 1. The value indicates low variance of the dataset in the research paper. Vocabulary is another IV and it has a SD value by 1.076 which is greater than 1. It indicates high variance among variables in the research paper.

Table 1: Descriptive Statistics

Question	Mean	Standard Deviation
Development of tourism is dependent upon attracting the travellers from different nations and several cultural backgrounds	4.32	0.979
Multilingual tour guides enhance the tourists' experience	4.52	0.986
Multilingual websites attract more international tourists following different languages and belonging to different cultural backgrounds	4.34	0.920
Language policies help tour guides in attracting international tourists by improving the communication level	4.41	0.929
Language policy can prioritise the usage of translated content for the benefits of tourists	4.38	1.057
Increase in vocabulary can meet the challenges in communicating with people from different cultures	4.41	0.982
Quality of vocabulary can assist to use proper application of words for communication	4.32	1.076
Sociolinguistic attitudes support cultural diversity in the tourism industry	4.42	1.032
Sociolinguistic attitudes help to identify the ancient languages in historic tourism	4.37	0.987
Language attitude from the tourists can enlighten minority language in foreign tourism	4.39	1.049
Language attitude of the institutions can assist to make a person multilingual	4.33	1.001

Sociolinguistic has mean value with 4.42 and SD value 1.032 and it showcases high variance in the dataset. Language attitude has the highest mean value of 4.39 and SD value 1.049. This value indicates high variance. From the above discussion, it can be stated that, central tendency of the dataset is valid and reliable for the research paper. Pearson correlation values of variables are discussed in the research paper through correlation analysis. The relationship between IVs and DV is identified through correlation analysis in the study (Makowski et al. 2020). The highest Pearson correlation value is 0.852 which is close to 1; hence it can be concluded that development of tourism and multilingualism are correlated with each other in the study.

Table 2: Correlation statistics

	DV (Development of Tourism)	IV1 (Multilingualism)	IV3 (Vocabulary)	IV5 (Language attitude)
Pearson correlation value	1	.852**	.822**	.678**

Vocabulary and language attitude are correlated with the growth of tourism in the research paper with low "Pearson correlation" value. From the descriptive and correlation analysis, it can be concluded that the relationship between development of tourism and multilingualism is stronger in comparison with other variables. In this case, the Pearson correlation value is .852 which is close to 1.

Table 3: Development of tourism is dependent upon attracting the travellers from different nations and several cultural backgrounds

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	5	5.0	5.0	5.0
Disagree	2	2.0	2.0	6.9
Neutral	1	1.0	1.0	7.9
Agree	41	40.6	40.6	48.5
Strongly Agree	52	51.5	51.5	100.0
Total	101	100.0	100.0	

Development of tourism is dependent on attracting the travellers from the different nations and cultures and has got the most of the positive response, that is 51.5%. 40.6% of people have agreed to the notion. Very few of the respondents 2% have disagreed with the notion and following the perception of the respondents that has been proved that the statement is true.

Table 4: Multilingual tour guides enhance the tourist's experience

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	4	4.0	4.0	4.0
Disagree	3	3.0	3.0	6.9
Neutral	3	3.0	3.0	9.9
Agree	17	16.8	16.8	26.7
Strongly Agree	74	73.3	73.3	100.0
Total	101	100.0	100.0	

This is also true that multilingual tour guides have the potential to enhance the tourists' experience. A maximum number of 73.3% of participants strongly supported the statement and 16.8% of participants responded with their agreed opinion for the statement. The observation of the perceptions of the respondents has proved that a multilingual tour guide enhances the tourist experience. In this question, 3% of participants disagreed with the statement and 4% "strongly disagreed". Despite being the disagree and strongly disagreed responses the maximum positive responses have proved the positivity of the Multilingual guides.

Table 5: Language policy can prioritize the usage of translated content for the benefit of tourists

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	5.9	5.9	5.9
Disagree	2	2.0	2.0	7.9
Neutral	2	2.0	2.0	9.9
Agree	29	28.7	28.7	38.6
Strongly Agree	62	61.4	61.4	100.0
Total	101	100.0	100.0	

Language policy is one of the important aspects that have to be implemented that support the translation of the contents that can provide benefits to tourists. 61.4% of respondents supported the viewpoint and 28.7% of participants agreed to the statement to prove the statement. That is also noticed that 2% of participants disagreed with the statement and 5.9% provided their negative statements of "strongly disagree". However, they disagree and strongly disagree responses are there, still the number of positive responses have denoted that the language policy can prioritize the usage of translated content for the benefit.

Table 6: Quality of Vocabulary can Assist in using a proper application of words for communication

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	5.9	5.9	5.9
Disagree	3	3.0	3.0	8.9
Neutral	2	2.0	2.0	10.9
Agree	32	31.7	31.7	42.6
Strongly Agree	58	57.4	57.4	100.0
Total	101	100.0	100.0	

Quality of vocabulary is another factor that can help people to use proper application of words for effective communication. 57.4% of participants supported the notion of the statement and 31.7% agreed with the present statement. A small number of respondents 3% disagreed with the statement. The positive opinions from the population have proved that the quality of vocabulary has its impacts on communication. However, the maximum number of participants have agreed with the statement, still the 3% of participants have not supported and 5.9% of respondents have strongly disagreed with the current statement. Compared to the agreed responses it is negligible and the maximum positive responses have proved the statement true.

Table 7: Sociolinguistic Attitudes support cultural diversity in the tourism industry

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	5	5.0	5.0	5.0
Disagree	3	3.0	3.0	7.9
Neutral	2	2.0	2.0	9.9
Agree	26	25.7	25.7	35.6
Strongly Agree	65	64.4	64.4	100.0
Total	101	100.0	100.0	

Sociolinguistic attitudes support cultural diversity, it's true and 64.4% of the respondents also have the opinion. Simultaneously 25.7% of participants have supported "agree" responses for the statement and a smaller number of 3% of respondents have disagreed with the statement. Following the perceptions of the respondents this is true that sociolinguistic attitudes support cultural diversity in the tourism industry. From the survey it has been noticed that 3% of participants have disagreed and 5% of participants have strongly disagreed with the statement. However, the participants disagreed.

Table 8: Language attitudes from the tourists can enlighten the minority language

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	5	5.0	5.0	5.0
Disagree	4	4.0	4.0	8.9
Neutral	1	1.0	1.0	9.9
Agree	28	27.7	27.7	37.6
Strongly Agree	63	62.4	62.4	100.0
Total	101	100.0	100.0	

Minority language and its enlightenment is important and the attitudes are needed from the tourists. As per the survey results, 62.4% participants have given their responses positively supported the notion and 27.7% of respondents support the relation between the language attitude and enlighten of multilingualism. The percentage of the agree and strongly agree has proved that a language attitude can help to enlighten the minority language. According to the survey a number of 4% of respondents have disagreed with the statement, still a maximum number of participants have agreed with the statement.

Table 9: Model summary

Model	R	R Square	Adjusted R Square
1	.878[a]	.770	.766

"R value" and the "R square" value denote the relation between the IV and DV for the current study. According to the table the value of R is .878 and the value of the R Square is .770 both are positive values that denote the inter connection between the "dependent variables" and "independent variables"; and the adjusted R Square value is .766.

Table 10: ANOVA

Model		Sig.
1	Regression	.000[b]
	Residual	
	Total	

a. Predictors (Constant), Multilingualism, Language policies, Vocabulary, Sociolinguistics, Language attitude

b. Dependent Variable: Development of Tourism

Requirement of "ANOVA" test is to signify the statistical relationships between the "independent variables" and "dependent variables". The sig value of the

test denotes the relationship and according to the current topic the sig value 0.000^{b}, that signifies that the "independent variables" and the "dependent variables" have positive relationships.

Discussion

Multilingualism has been recognised as a crucial aspect regarding the management of tourism activities as it plays a vital role in understanding tourists' expectations as well as providing them with the most preferable services. Primary quantitative data analysis has been done for the study and according to the survey and the graphical analysis the percentages of the responses has been noticed. There are various factors that have an impact on tourism development. Multilingual contents, socio lingual attitude, language attitudes and other factors have been analysed for the study. The respondents have given the positive responses of the questions and most of the questions have got the maximum agreed and strongly agreed responses. The responses from the participants have the most important role for the study to observe the perception of the employees of the tourism industry. The data that are collected from the survey has given the results for the study and the model summary and the "ANOVA" test of the study has proved that the "independent variables" that have been chosen are interconnected with the dependent variable and have their impacts.

The results from the data analysis of this study also reflect the requirement of multilingualism in the development of tourism in a specific region. According to the findings of the survey constructed in this study, most participants showcase a strong agreement on the concept of the essentiality of attracting travellers from different nations to enhance the popularity of the tourism industry accordingly. In this regard, Fernández et al. (2020) stated that attracting international tourists enhances economic activities in the tourism industry in a nation. Therefore, prioritising multilingualism can be stated as an appropriate aspect by which the growth of the tourism sector in a nation can be established.

This analysis of data collected in this study also indicates that the concept of multilingualism is a productive aspect associated with providing a positive experience to the tourists which can also be considered as a pillar of enhancement of productivity of the tourism sector of a nation. According to Suhartanto et al. (2020), tourists' loyalty mainly depends on the experience gained from the visit. Therefore, the adoption of a multilingualism approach in terms of guiding visitors can be considered another essential factor by which the development of tourism can be pursued accordingly. The correlation analysis performed in this study also indicates a strong and "positive correlation" between the adoption of the multilingualism approach and the enhancement of the popularity of tourism which effectively indicates the effectiveness of the approach in enhancing tourism activities in a nation by providing a positive experience to the visitors.

It is outlined from the positive outcome of the study that the language policy is a crucial player in promoting tourists' well-being by supporting them while visiting a new place. This also indicates the role of adopting a multilingualism approach, especially among the tour guides by which they can communicate more effectively with international visitors. According to earlier research, travellers favour visiting places where they may converse in their tongue (Carvalho, 2023). This is also

justifying the finding of this study regarding the adoption of language policies especially among the tour guides in terms of promoting positive experiences among visitors. This also indicates the effectiveness of adopting a multilingualism approach in terms of enhancing the positive experience of the visitors which can result in the efficiency of the tourism sector of a nation.

The outcomes of this research also indicate a "linear interrelation" between the "dependent" and "independent variables" by which it can be considered that the multilingualism approach in the sector of tourism might play a pivotal role in the overall development of the tourism industry, especially through enhancing economic activities, tourists' positive experience and satisfaction. Overall, the outline of this research critically justifies the role of multilingualism in enhancing tourism activities in a nation which can also be considered to have a direct impact on the economic condition of a country as well as social perspectives of a country. Therefore, considering the outcomes from this study, it can be stated that multilingualism has a positive impact on the growth of the selected sector.

Conclusion

This study mainly highlights the associated factors with multilingualism which has a direct and positive interrelation with the development of tourism. An online survey has been constructed to collect data from the viewpoints of the visitors as well as employees working in the tourism industry. Based on the findings and associated discussion on the findings it can be concluded that multilingualism is an essential aspect from the viewpoint of current conditions in the global tourism industry as it helps in attracting international tourists as well as helping the organisations in promoting positive consumer experience. Depending on the results, it can also be concluded that this approach provides language support to the visitors which helps in communicating more freely in a newly visited place. This has been identified to enhance repeat visits of tourists to a particular place. Hence, from this study, it can be concluded that the multiple language support from the tourism industry can effectively shape the industry.

The study has been constructed by using only primary quantitative data which can be considered as a limitation of the study which restricts the findings to only the quantitative information. However, sufficient information has been provided in this study by which the significance of multilingualism in the enhancement of chosen sector can be determined in an effective course of action. Including qualitative information especially from the primary sources can be considered to provide more strength to the outcome of the study as it would justify the concept of the study more significantly. Nevertheless, it can be considered as a potential future scope for the researchers to conduct research and include qualitative information based on a similar context as this study by which more detailed and descriptive information would be generated.

Acknowledgement Statement:

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