

The Language of Hospitality: Linguistic Strategies for Improving Tourist Satisfaction

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ABSTRACT

The present study aims to examine the complex dynamics of linguistic techniques employed in the hospitality business and their influence on the level of satisfaction experienced by tourists. By employing quantitative analysis, this study investigates the associations between several linguistic and cultural variables and the level of satisfaction among tourists. The aim is to provide insights into effective approaches to improve the overall experience of visitors Baghdad and other south cities. The data is collected on many criteria to measure variables such as cultural sensitivity, communication efficacy, personalization, emotional involvement, and language accessibility, using a sample of 92 travelers from seven hotels in Erbil. The findings demonstrate the noteworthy favorable associations between these variables and the level of satisfaction experienced by tourists, underscoring the significance of cultural sensitivity, proficient communication, tailored encounters, and inclusiveness in influencing tourists' perspectives. In addition, the investigation of reliability serves to validate the internal consistency of the measurement scales employed, thus strengthening the credibility of the research outcomes. Suggestions for stakeholders in the hospitality industry encompass allocating resources towards

cultural sensitivity training, enhancing communication channels, tailoring guest experiences to individual preferences, and fostering genuine cultural exchanges.

1. Introduction

Language becomes a powerful instrument in the ever-changing world of tourism, where experiences are the king and customer satisfaction is the queen, impacting how passengers perceive and experience their vacation. In order to create unforgettable experiences, build meaningful relationships, and, in the end, make tourists happier, the complexities of language are crucial. Stakeholders in the hotel business from Kurdistan region of Iraq must comprehend and utilize linguistic tactics to their advantage as destinations around the world compete for attention and good ratings. The current study examines the impact of language tactics on the improvement of tourist satisfaction in the context of the hospitality sector in Erbil. The aim of the study is to uncover successful methods that can overcome language gaps, promote cultural understanding, and enhance the overall visitor experience by analyzing collected data via questionnaire from travelers in Erbil. The study seeks to offer valuable insights and practical recommendations to stakeholders in the tourism sector. By conducting a thorough analysis, the study hopes to empower them to enhance their communication methods. This, in turn, would lead to improved tourist satisfaction and contribute to the sustainable expansion of destinations.

The significance of language in the context of hospitality cannot be overemphasized. It breaks down barriers of culture and lets people connect on a deeper level, making it the main way hosts and guests communicate (Zheng et al., 2023). The use of language at every stage, from the first point of contact—where cordial exchanges and warm greetings set the tone for the whole experience—to the supply of vital information and recommendations, delivers personalized and engaging services. The ability to tell a compelling tale is foundational to good communication in the hospitality industry. Those working in the hospitality industry may make an indelible mark on guests by crafting stories that speak to their dreams and passions. Stories

enhance the tourist experience by providing depth and authenticity, whether they are about a destination's rich history and legacy, local customs and traditions, or distinctive attractions and activities (Wei et al., 2023).

Furthermore, language is vital for making sure that information is transmitted clearly and easily. Directions, safety instructions, and smooth transactions all depend on clear and succinct communication. Translation services, multilingual signs, and language-specific materials can help accommodate a global audience and increase inclusivity in our increasingly linked world, where tourists come from varied cultural and linguistic backgrounds. In addition, the subtleties of one's language style can greatly influence how tourists see things and how satisfied they are. Effective communication with guests can be achieved by employing a tone, register, and word choice that are both kind and professional. This could have a long-lasting impact on the guests' perception of the service provider. Linguistic style is a key factor in determining the quality of the client experience, whether it's the politeness of frontline employees, the individualization of concierge responses, or the captivating stories told by tour guides (Shin and Nicolau, 2022).

Language serves as the foundation of successful hospitality in the bustling world of tourism, where experiences are the predominant form of currency and satisfaction is the goal. When it comes to tourism, the language that is used plays a significant role in defining the experiences that tourists have. This is true whether it is the friendly greetings that are extended upon arrival, the helpful directions that are supplied by locals, or the nuanced advice that is provided by guides. Because of the intense competition among locations for the attention of tourists and good evaluations, it is essential to have a comprehensive awareness of the complicated dynamics of linguistic techniques in order to guarantee not only satisfaction but also long-lasting impressions and loyalty (Martín et al., 2020).

The significance of clarity and accessibility in the broadcast of information, and the art of storytelling in the process of creating experiences that are unforgettable. It is possible for stakeholders in the tourism sector to not only meet but also surpass the

expectations of tourists by adopting these language tactics. In light of the above, the purpose of this study is to investigate the complex interplay between language and hospitality, with an eye toward developing language plans to boost visitors' satisfaction (Mantra et al., 2020). Topics covered in the paper will include storytelling methods, communication standards, language style, technological advancements, and best practices in the hospitality industry, as well as findings from case studies and research. This study aims to offer practical ideas and valuable insights to hospitality in Kurdistan region and particularly in Erbil, who want to optimize their language strategies and elevate the quality of service by examining the function of language in shaping tourist experiences and satisfaction levels.

1.2 Problem Statement

The Kurdistan region of Iraq has witnessed a growing interest in tourism in recent years, presenting opportunities for economic development and cultural exchange. However, despite efforts to promote tourism, there remains a gap in understanding how linguistic strategies can enhance tourist satisfaction and overall visitor experience. (Sobhanifard and Vaeyasi, 2020) While hospitality plays a crucial role in attracting and retaining tourists, there is limited research specifically addressing linguistic aspects of hospitality in the context of Kurdistan's tourism industry (Mahmood and Saleh, 2023).

Effective communication plays a crucial role in ensuring that the guests visiting the region or another country are satisfied and have an enjoyable experience. However, a lack of understanding of the language of hospitality can prevent timely communications, which is especially essential considering the short duration of most tourism visits. Moreover, the language barrier may prevent travelers from obtaining the necessary information, which is against the spirit of re-visiting a favored destination. Both the agencies and personnel equally viewed the language of communication as an essential tool in ensuring that field operations run without difficulty. However, many of the agencies recurrently report pervasive communication barriers emphasizing the exigency of intervention to resolve the problem.

This study endeavours to fill this gap by investigating linguistic strategies that can contribute to improving tourist satisfaction in the Kurdistan region of Iraq. By examining how language is used in hospitality interactions, including greetings, service encounters, and cultural exchanges, the research seeks to identify effective communication practices that can enhance the overall quality of the tourist experience. Through an exploration of linguistic nuances and cultural sensitivities, the purpose of the study is to provide insights and recommendations for tourism stakeholders, including hospitality professionals, tour guides, and policymakers, to better meet the linguistic needs and preferences of tourists visiting Kurdistan. Ultimately, addressing this research problem can contribute to the sustainable development of tourism in the region and foster positive perceptions of Kurdistan as a welcoming and culturally rich destination for visitors.

1.3 Research Questions

Based on the focus of the study described, here are three potential research questions:

1. What is the relationship between cultural sensitivity and tourist satisfaction in the hospitality industry of Erbil?
2. How do personalized encounters and emotional involvement influence the perceptions and satisfaction levels of tourists in Erbil's hotels?
3. What is the impact of language accessibility on the satisfaction of international tourists in Erbil's hospitality sector?

2. Literature Review

Language plays an essential part in the hospitality sector, serving as a key instrument that molds the dynamics between hosts and guests, ultimately exerting a substantial impact on the levels of satisfaction experienced by tourists. This study examines the impact of linguistic techniques on tourist satisfaction, providing insights into the diverse methods utilized by stakeholders in the tourism industry to improve communication and provide visitors with meaningful experiences.

2.1 Cultural Sensitivity and Greetings

Cultural sensitivity in greetings is a crucial aspect in the ever-changing field of hospitality, where the quality of interactions between hosts and visitors can significantly impact the whole experience. It surpasses mere procedural requirements, encapsulating a tacit yet impactful action that establishes the foundation for all subsequent engagements. The opening salutation serves as more than a brief interaction; rather, it signifies the host's profound comprehension and reverence for the varied cultural heritages of their visitors (Alemán Carreón et al., 2021). Brown and Levinson's influential (1987) study highlight the crucial significance of politeness techniques in cross-cultural communication. This research emphasizes the importance for hosts to modify their language and greetings in order to align with the cultural norms and expectations of their visitors. This adaptation does not solely focus on strict adherence to protocols but rather serves as a significant manifestation of cultural understanding and respect, establishing the fundamental basis for fostering positive rapport and creating a hospitable environment (Cenni et al., 2020). Cultural sensitivity in greetings plays a crucial role in fostering meaningful ties between hosts and tourists, rather than being a mere gesture. It represents a recognition of common humanity and a commemoration of variety, cultivating an atmosphere where visitors feel esteemed and comprehended. By means of these preliminary interactions, hosts could establish a foundation for more profound involvement and enduring connections with their guests (Wang et al., 2023). Through an exploration of the complexities of cultural sensitivity in the context of greetings, hosts could harness the inherent capacity to generate genuine and enduring experiences for tourists. These interactions establish the overall atmosphere for the guest's encounter, impacting their perceptions, emotions, and ultimately, their degrees of pleasure. As Xu & Zhao (2022) accurately propose, the focus on cultural subtleties in greetings extends beyond superficial exchanges; it aims to cultivate an atmosphere where each visitor feels acknowledged, esteemed, and embraced. The study formulated the following research hypothesis based on the literature review and previous studies:

(H1): Cultural sensitivity in greetings positively influences tourist satisfaction.

2.2 Communication Effectiveness

Effective communication has a crucial role in ensuring the satisfaction of tourists, as it permeates all aspects of their journey. The effective communication of information by hosts and service providers has a crucial role in shaping visitors' comfort and confidence throughout their whole travel experience, starting from their arrival at the location and continuing until the conclusion of their explorations (Cenni & Goethals, 2020). Effective communication plays a crucial role in ensuring that tourists feel welcomed, informed, and valued during various interactions, such as receiving a warm embrace upon arrival, receiving thorough instructions for touring attractions, or receiving thoughtful recommendations for eating local delicacies. Delivering a welcome effectively shapes the entire experience by creating a positive first impression and establishing the groundwork for subsequent interactions (Shen et al., 2020).

Effective and succinct communication not only facilitates tourists' comprehension of logistical particulars, but also amplifies their overall pleasure and contentment. The research conducted by Mehraliyev et al. (2022), highlights the significant association between satisfaction with communication and overall satisfaction among tourists. Their research highlights the crucial importance of clear and consistent communication across the visitor's whole experience, starting from making lodging reservations to seeking help during their stay (Mariani et al., 2020). Moreover, effective communication fosters trust between hosts and tourists, guaranteeing visitors that their needs and inquiries will receive attention and knowledge. Explicit guidelines for navigating sites or engaging in activities minimize ambiguity and doubt, enabling tourists to actively interact with their environment and maximize their experience (Bueno et al., 2021).

Effective communication is not solely a logistical requirement but rather a crucial element in influencing the perceptions and experiences of tourists. By placing emphasis on effective and succinct communication at every interaction, hospitality

providers can enhance the general contentment of tourists, guaranteeing that they leave with positive recollections and a longing to revisit (Sann & Lai, 2021). This study formulated the research hypothesis, drawing upon the literature review and previous studies.

(H2): Communication effectiveness positively influences tourist satisfaction.

2.3 Cultural Sensitivity and Authenticity

Tourists constantly seek genuine cultural encounters, underscoring the importance of language as a uniting factor across diverse cultures. In order to help visitors better understand and appreciate the destination's legacy, hosts should use language in a way that is sensitive to different cultures. Studies conducted by Lertchalermtipakoon et al. (2021), highlight the importance of being real when traveling, with language playing a key role in creating meaningful connections that stay with tourists even after they leave. More than just a tool for conveying ideas, language is fundamental to a person's sense of self and their history. Hosts can foster an environment of acceptance and gratitude by using words to demonstrate their appreciation for their guests' ethnic backgrounds. To break down language barriers and immerse guests in local culture, hosts should embrace the subtleties of local phrases, accents, and customs (Raju et al., 2020).

In addition, showing local traditions and customs in an authentic light is essential to creating real tourist experiences. Previous studies reveal the rich cultural tapestry of a place, language is important to this representation (Mantra et al., 2020). The use of genuine language in any setting, whether it is be storytelling, guided tours, or interpersonal interactions, gives visitors a more complete and immersive experience that stays with them long after their trip has ended. Using the results of the literature review and other prior research, this investigation developed its working hypothesis.

(H3): Cultural sensitivity and authenticity positively influence tourist satisfaction.

2.4 Personalization and Emotional Engagement

One powerful way to take visitor satisfaction to new heights is through personalized interactions made possible by language. Hosts create an immense feeling of worth and gratitude when they try to connect with visitors on a personal level, meeting their unique demands and preferences. Personalized communication has a crucial role in fostering greater connections between hosts and visitors, according to research by Yang et al. (2024), which emphasizes the importance of emotional engagement in tourism experiences. Because of the power of language to convey empathy and understanding, hosts can personalize their interactions with guests based on their interests, needs, and expectations. Whether it's a friendly welcome in the visitor's original language, interest-based suggestions, or thorough answers to questions, tailored communication shows that you care about meeting the unique requirements of each tourist (Miguel, 2024).

More than just a financial exchange, individualized interactions go beyond that to build meaningful relationships between hosts and visitors. Hosts show they care by paying close attention to each guest's individual needs and preferences, which in turn builds loyalty and trust (Darko et al., 2023). This makes visitors feel appreciated and understood, which boosts their satisfaction, which in turn increases the possibility that they will return and spread the word positively (Chen et al., 2024). Basically, language is a powerful tool for individualized communication, which may greatly improve visitor satisfaction and create lasting relationships between hosts and guests. Hospitality operators may increase satisfaction, loyalty, and promotion of the location by investing in individualized interactions to create unforgettable experiences that connect guests emotionally (Limna & Kraiwanit, 2023). A working hypothesis was constructed for this investigation based on the findings of the literature review and other previous studies.

(H4): Personalization and emotional engagement positively influence tourist satisfaction.

2.5 Language Accessibility and Inclusivity

In today's linked and diverse world, it is necessary to provide services that cater to tourists who come from a variety of linguistic backgrounds. This is done to guarantee that all visitors feel included and have a sense of belonging (Martín et al., 2020). A commitment to accessibility and accommodation can be shown in destinations that place a priority on providing multilingual support services. These services may include signage, guides, and staff. The research that was carried out by Zheng et al. (2023), highlights the large positive impact that linguistic accessibility has on the level of pleasure experienced by tourists. Destinations may create a welcoming environment for tourists from a variety of cultural and linguistic backgrounds by providing information and help in many languages. This allows the tourists to feel valued and respected, regardless of their background (Cherapanukorn & Sugunnasil, 2022). Signage that is available in multiple languages makes it easier for tourists to navigate new environments, and guides that are also available in multiple languages make it easier for tourists to meaningfully engage with and comprehend local attractions and cultural nuances. Furthermore, having staff members who can assist visitors in multiple languages improves the entire experience of tourists by ensuring that there is clear communication and immediately addressing any complaints that are related to language (Chang et al., 2020).

Not only does the provision of language assistance services improve the practical experience of tourists, but it also helps their emotional well-being and satisfaction. It is possible to experience a greater sense of comfort and reassurance, which ultimately results in a travel experience that is more joyful and gratifying, when one feels understood and appreciated in their home language (Qian & Law, 2021). In addition to this, it is a favorable reflection on the place, showing it as inviting, inclusive, and adaptable to the requirements of a wide variety of tourists. For the purpose of this investigation, a working hypothesis was developed by taking into consideration the results of the literature review as well as the findings of another preliminary research (Wei et al., 2023).

(H5): Language accessibility and inclusivity positively influence tourist satisfaction.

2.6 Tourist Satisfaction

The satisfaction of tourists is the foundation of the hospitality sector. It is the culmination of the experiences and perceptions that tourists have while they are visiting a certain location. It embodies the overall feeling of fulfillment, contentment, and enjoyment that is acquired from the many different parts of the travel experience (Lin et al., 2023). The level of satisfaction that tourists have is influenced by every engagement and encounter they have, from the quality of the accommodations to the kindness of the people. Experience fulfillment is an important factor since tourists are looking for not only the satisfaction of their fundamental requirements but also the opportunity to immerse themselves in one-of-a-kind and unforgettable experiences that a location has to offer (Istianah & Suhandano, 2022). Another important component that plays a significant role in determining the level of pleasure experienced by tourists is the quality of the service provided. Tourists anticipate receiving service that is both seamless and attentive during their whole journey. This includes service at all touchpoints, such as lodging establishments, dining establishments, transportation services, and recreational activities. On the other hand, instances of bad service or expectations that are not reached can lead to discontent, whereas positive interactions and efficient services contribute positively to levels of satisfaction (Shin & Nicolau, 2022).

Additionally, the emotional ties that visitors form during their travels significantly influence their level of satisfaction. Authentic cultural contacts, individualized connections, and unforgettable experiences enhance tourists' overall sense of fulfillment and enjoyment. Because of these emotional connections, tourists are able to form a more profound relationship with their locations, which in turn influences their impressions and the possibility that they will return in the future (Puh & Bagić Babac, 2023). Another important factor that determines whether tourists are satisfied is the perceived value of the experience. A tourist's perception of the value they have received in exchange for their time and money is the basis for their evaluation of the experiences they have traveled through. This value considers both concrete and intangible features, such as the qualities of the accommodations and

attractions, as well as the distinctiveness of the location and the experiences that are valuable to the traveler. The likelihood of tourists reporting high levels of satisfaction is increased when they have the perception that the advantages of their trip outweigh the costs of their encounter (Handani et al., 2022).

Finally, the satisfaction of tourists extends beyond the time of the visit itself and includes post-visit evaluations and reflections. When visitors come home, their judgments of satisfaction continue to be influenced by the positive memories they have, the meaningful experiences they had, and the sense of fulfillment they experienced throughout their trip. Furthermore, the extent to which visitors are satisfied with their whole experience can be inferred from the fact that they are likely to return to the place in the future and are inclined to promote it to others. In general, tourist satisfaction is a multifaceted concept that necessitates careful attention from stakeholders in the hospitality industry (Moreno et al., 2023). This is necessary to guarantee the delivery of exceptional experiences that not only meet but also surpass the expectations of tourists. This, in turn, helps to cultivate positive perceptions, encourages repeat visits, and contributes to the sustainable growth of tourist destinations (Wei et al., 2023).

3. Methodology

This study utilized a methodology to investigate the connection between linguistic techniques used by the hospitality industry and the level of satisfaction experienced by tourists. The purpose of the study is to provide knowledge regarding the efficiency of various linguistic methods in increasing visitors' levels of satisfaction.

3.1 Research Approach

The study utilized a quantitative research approach, involving the collection and analysis of numerical data to answer the research questions and achieve objectives. It has employing questionnaire as data gathering techniques to acquire numerical data from a selected group of participants. The study then subjected the data to statistical analysis to ascertain relationships between variables, evaluate hypotheses,

and derive conclusions. The utilization of quantitative research is especially advantageous in situations where the objective is to quantify the magnitude or intensity of associations between variables. This methodology enables the thorough examination of hypotheses and the extrapolation of findings to broader populations. The present study employed a quantitative research methodology to examine the correlation between linguistic techniques employed in the hospitality sector and the level of satisfaction experienced by tourists. We collected numerical data by administering structured surveys to tourists at specific hotels including (Kanyon hotel, Dedeman Hotel, Nobel hotel, Chrystal hotel, Lamasu hotel, Ankawa Royal hotel and Nova hotel). The objective of this study was to gather empirical evidence on the efficacy of different linguistic methods in improving tourist satisfaction. We subsequently subjected the gathered data to statistical analysis methods, including correlation and regression analysis, to determine the magnitude and direction of the associations between linguistic strategy and tourist satisfaction. In general, the utilization of a quantitative research methodology offered a methodical and rigorous methodological structure for examining the study inquiries and producing significant findings for the hospitality sector.

3.2 Sampling Method

The study selected participants from the target population (travelers from Baghdad and other cities) via convenience sampling. This approach enabled researchers to efficiently reach out to travelers who were easily accessible and willing to take part in the study. We invited tourists staying at or visiting the chosen hotels to participate in the study during the data collection period.

3.3 Sample Size

The study's sample size comprised 92 tourists from different hotels in Erbil. The determination of this sample size was based on factors such as practicality, availability of resources, and statistical method. Although higher precision and generalizability may have been achieved with larger sample sizes, a sample size of 92 was deemed

adequate for discovering significant connections between the variables of interest with a tolerable level of confidence.

3.4 Data Collection

The study conducted structured questionnaires to gather data from travelers staying at the chosen hotels such as ((Kanyon hotel, Dedeman Hotel, Nobel hotel, Chrystal hotel, Lamasu hotel, Ankawa Royal hotel and Nova hotel). The questionnaire encompassed inquiries pertaining to cultural sensitivity in salutations, efficacy of communication, cultural sensitivity and genuineness, customization and emotional involvement, linguistic accessibility and inclusiveness, and overall contentment among tourists. Research assistants administered the surveys on-site, taking measures to ensure the confidentiality and anonymity of the respondents' responses. Before granting their consent to participate, the participants received information about the study's objective and had the opportunity to ask questions for clarification.

3.5 Data Analysis

The SPSS software is utilized for analyzing data through several statistical procedures, including correlation analysis and regression analysis. The conducted analysis facilitated the quantification of the magnitude and orientation of the associations between language tactics and tourist satisfaction, while also enabling the examination of the hypotheses formulated for the research.

4 Results and Discussion

Table (1): Reliability analysis

Variable	Cronbach's Alpha
Tourist Satisfaction	0.89
Cultural Sensitivity	0.82
Communication Effectiveness	0.87
Cultural Sensitivity and Authenticity	0.78

Personalization and Emotional Engagement	0.85
Language Accessibility and Inclusivity	0.80

The assessment of the consistency and dependability of scales or sets of items inside a measurement instrument is a critical stage in reliability analysis, which is commonly quantified using Cronbach's alpha. The scale's elements align to accurately measure the same underlying construct, providing valuable information. According to the Cronbach's alpha coefficient of 0.89, the variable "tourist satisfaction" exhibits a substantial degree of internal consistency. This suggests that the components comprising the Tourist Satisfaction Scale have a high degree of reliability in assessing the overall level of satisfaction reported by tourists. Similarly, the variables "cultural sensitivity," "communication effectiveness," "personalization and emotional engagement," and "language accessibility and inclusiveness" demonstrate strong internal consistency within their respective scales, as evidenced by their commendable Cronbach's alpha values of 0.82, 0.87, 0.85, and 0.80, respectively. Nevertheless, the variable "cultural sensitivity and authenticity" exhibits a marginally diminished Cronbach's alpha coefficient of 0.78. Although the current amount of internal consistency among the items within this scale is still deemed good, it is slightly lower compared to other scales. However, the Cronbach's alpha values of all the assessment scales used in the study together confirm their reliability. The scales guarantee that they accurately measure the intended concepts associated with tourist satisfaction, cultural sensitivity, communication effectiveness, personalization and emotional engagement, and language accessibility and inclusivity in the hospitality industry.

Table (2): Correlation analysis

Variable	Correlation with Tourist Satisfaction
Cultural Sensitivity	0.76
Communication Effectiveness	0.81

Cultural Sensitivity and Authenticity	0.73
Personalization and Emotional Engagement	0.78
Language Accessibility and Inclusivity	0.75

Correlation analysis examines the associations between variables, offering valuable insights into the way alterations in one variable align with alterations in another. The value of 0.76 indicates a relatively high positive association between cultural sensitivity and This finding implies that there is a positive correlation between elevated degrees of cultural sensitivity and increased levels of tourist satisfaction. The correlation coefficient of 0.81 indicates a strong link between communication effectiveness and greater tourist satisfaction, suggesting that effective communication plays a significant role in improving satisfaction. Likewise, there exists a positive correlation coefficient of 0.73 between cultural sensitivity and authenticity, suggesting a significant association with tourist satisfaction. The variables of personalization and emotional involvement have a robust positive link, as indicated by a coefficient of 0.78. This underscores the importance of individualized interactions and emotional involvement in enhancing tourist satisfaction. Finally, the correlation coefficient of 0.75 indicates a favorable relationship between language accessibility, and Inclusivity and tourist satisfaction. This implies that the implementation of measures aimed at enhancing language accessibility and inclusivity has a beneficial influence on the overall satisfaction levels of tourists. These positive correlation coefficients highlight the significance of aspects like cultural sensitivity, communication effectiveness, personalization, emotional involvement, and language accessibility in influencing tourists' satisfaction within the hotel business. As the levels of these factors rise, there is a corresponding increase in tourist satisfaction, underscoring their pivotal significance in cultivating favorable experiences for visitors.

Table (3): Regression analysis

Independent Variable(s)	Coefficient	Standard Error	t-value	p-value
Cultural Sensitivity	0.65	0.08	8.12	< 0.001
Communication Effectiveness	0.72	0.09	7.98	< 0.001
Cultural Sensitivity and Authenticity	0.58	0.07	8.42	< 0.001
Personalization and Emotional Engagement	0.68	0.08	8.50	< 0.001
Language Accessibility and Inclusivity	0.63	0.07	9.02	< 0.001
Dependent Variable: Tourist Satisfaction				

The study used the statistical technique known as regression analysis to investigate the relationship between a dependent variable and one or more independent variables. In the analysis, the coefficient represents the strength and direction of the association between each independent variable and tourist satisfaction. For example, the coefficient of 0.65 associated with the variable "cultural sensitivity" indicates that a one-unit increase in cultural sensitivity is expected to result in a 0.65-unit increase in tourist satisfaction. Additionally, the standard error measures the variability or uncertainty associated with the coefficient estimation. A reduced standard error indicates enhanced accuracy in calculating the value of the coefficient. The t-value is a statistical measure that assesses the importance of a coefficient by comparing its magnitude to the variability present in the dataset. Higher t-values indicate greater significance. A t-value of 8.12 obtained for the variable "cultural sensitivity" suggests a statistically significant association between cultural sensitivity and tourist

satisfaction. Moreover, the p-value, which is below 0.001 for all variables, indicates the likelihood of detecting the outcomes assuming no genuine association between the independent and dependent variables. Since all of the p-values are less than the usual level of 0.05, which is considered to be statistically significant, there is strong evidence that each independent variable is significantly linked to tourist satisfaction. The findings of the regression analysis indicate that there is a positive and significant relationship between each independent variable, namely cultural sensitivity, communication effectiveness, cultural sensitivity and authenticity, personalization and emotional engagement, language accessibility and inclusivity, and tourist satisfaction.

5 Conclusion

In conclusion, a study on visitor satisfaction in the hospitality sector found that cultural sensitivity, communication effectiveness, personalization, emotional engagement, and language accessibility are all important factors that influence travelers' overall experiences. These findings suggest that hospitality businesses should focus on providing culturally sensitive experiences, effective communication, personalized interactions, and emotional engagement for their guests.

- Cultural sensitivity, communication effectiveness, personalization and emotional engagement, and linguistic accessibility and inclusivity are all positively correlated with tourist satisfaction in the hospitality sector.
- Findings showed that cultural sensitivity, communication effectiveness, personalization and emotional engagement, and linguistic accessibility and inclusivity are significant predictors of increased levels of tourist satisfaction.
- The measurement scales used to check these parameters had a high level of internal consistency, which made the study's results more reliable.
- The findings highlight the significance of placing cultural sensitivity, efficient communication, tailored interactions, and inclusivity initiatives at the forefront of the hospitality sector.

6. Recommendations

The results suggest several ways to boost visitor satisfaction in the hospitality industry:

- It is imperative for hospitality organizations to allocate resources towards the implementation of cultural sensitivity training for their personnel, as this would enable them to proficiently interact with clients hailing from various cultural backgrounds. Hosts can foster more inclusive and hospitable environments for travelers by comprehending and valuing local norms and customs.
- Optimize communication channels, encompassing both face-to-face interactions and digital platforms, to furnish tourists with lucid and easily comprehensible information. The elements encompass multilingual signs, a highly skilled workforce competent in diverse languages, and user-friendly digital platforms designed for the distribution of information.
- Promote personalized engagements with guests through the implementation of staff training programs aimed at anticipating and attending to individual needs and preferences. This may encompass customized suggestions, unique facilities, and considerate actions that surpass conventional service standards.
- In order to promote inclusivity and accessibility, it is vital to guarantee that facilities and services are readily available to all tourists, encompassing individuals with disabilities or specific requirements. In order to promote inclusion and diversity, it is crucial to implement tactics that incorporate accessible transportation options, housing facilities that are free of barriers, and cultural interactions that are inclusive.

7. Further Studies

In the context of future studies, there are many possibilities that warrant additional investigation.

- The study recommended the implementation of longitudinal studies to monitor the levels of tourist satisfaction over an extended period and evaluate the enduring effects of linguistic techniques and cultural efforts on the overall tourist experience.
 - Conducting a comparative examination of tourist satisfaction levels across various locations, regions, or hospitality establishments in order to determine optimal strategies and areas that require enhancement.
 - Incorporating qualitative research methods, such as interviews or focus groups, to complement quantitative data and obtain a more comprehensive understanding of travelers' perspectives and experiences.
 - Examine the correlation between sustainable practices, responsible tourism, and visitor satisfaction, taking into account the increasing significance of environmental and social factors in travel choices.
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Appendix

Questionnaire

The Language of Hospitality: Linguistic Strategies for Improving Tourist Satisfaction

Thank you for participating in this questionnaire. Your responses will help us understand the effectiveness of linguistic strategies in enhancing tourist satisfaction.

Please indicate your level of agreement with the following statements by selecting the most appropriate response on a scale from 1 to 5, where:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Tourist Satisfaction						
No	Question	1	2	3	4	5
1	The overall quality of my tourist experience met my expectations.					
2	The attractions and amenities provided met my needs and desires.					
3	I would consider returning to this destination for future travels.					
4	The level of hospitality I received positively impacted my satisfaction.					
Cultural Sensitivity						
5	Local customs and traditions were respected and celebrated.					

6	The interactions with locals demonstrated sensitivity towards cultural differences.						
7	I felt comfortable and respected as a visitor from a different cultural background.						
Communication Effectiveness							
8	Information about the destination and its attractions was communicated clearly.						
9	I had no difficulty understanding the language used by locals and staff.						
10	Staff members were readily available to assist me with any inquiries or concerns.						
Cultural Sensitivity and Authenticity							
11	The destination provided authentic cultural experiences.						
12	The portrayal of local culture and heritage felt genuine and sincere.						
13	Cultural authenticity was evident in the food, music, art, and activities offered.						
Personalization and Emotional Engagement							
14	My experiences felt tailored to my interests and preferences.						
15	I felt emotionally connected to the destination and its people.						
16	The activities and interactions evoked positive emotions and memories.						
Language Accessibility and Inclusivity							

17	Information and services were available in multiple languages.					
18	Efforts were made to accommodate tourists who spoke languages other than the local one.					
19	The destination fostered an inclusive environment where all tourists felt welcome.					

Thank you for taking the time to complete this questionnaire! Your feedback is greatly appreciated.

زمانی میوانداری: ستراتیژی زمانه‌وانی بۆ باشترکردنی رەزامەندی گەشتیاران

پوختە:

ئامانجی ئەم توێژینە وەهێه لیکۆلینە وە لە داینامیکی ئالۆزی تەکنیکی زمانه‌وانییەکان کە لە بازرگانی میوانداریدا بەکار دەهێنرێن و کاریگەرییان لە سەر ئاستی رەزامەندی کە گەشتیاران ئەزموونی دەکەن. ئەم توێژینە وەهێه بە بەکارهێنانی شیکاری چەندایەتی (کۆانتیتیتف)، لیکۆلینە وە لە پەڕۆندییەکانی نیوان چەندین گۆراوەی زمانه‌وانی و کولتووری و ئاستی رەزامەندی لە نیوان گەشتیاراندا دەکات. بەم کاره‌وانجی ئەو هێه کە تێروانیەکان بۆ رێپازە کاریگەرەکان بۆ باشترکردنی ئەزموونی گشتی گەشتیاران بۆ هەریمی کوردستان بکات. داتاگان لە سەر زۆر پێوەر کۆکرانە وە بۆ پێوانەکردنی گۆراوەکانی وەک هەستیاری کولتووری، کاریگەری پەڕۆندیکردن، کەسایەتیکردن، بەشداریکردنی سۆزداری، و دەستپراگەیشتن بە زمان، بە بەکارهێنانی نمونەییەکی 92 گەشتیار لە حەوت هۆتیلە وە. دۆزینە وەکان پەڕۆندیەکی لە بار و سەرنجپراکێش لە نیوان ئەم گۆراوانە و ئاستی رەزامەندی نیشان دەدەن کە گەشتیاران ئەزموونی دەکەن، جەخت لە سەر گرنگی هەستیاری کولتووری، پەڕۆندیی شارەزا، بەرپەکەوتنی تاییه‌تمەند و گشتگیری لە کاریگەرکردن لە سەر دیدگای گەشتیاران دەکەنە وە. سەرەپای ئەو، لیکۆلینە وە لە متمانەپێکردن خزمەت بە چەسپاندنی یەکدەنگی ناوخری پێوەرەکانی پێوانەکردن دەکات کە بەکارهێنراون، بەم شێوەیە متمانەپێکراوی دەرئەنجامەکانی توێژینە وە کە بەهێزتر دەکات. پێشنیارەکان بۆ لایەنە پەڕۆندیدارەکان لە پێشەسازی میوانداریدا بریتین لە

تهر خانكردى سهرچاوه بهرهو راهينانى ههستيارى كولتوورى، بهرزكردهوهى كه نالهكانى پهيوهنديكردن، گونجاندى نه زموونى ميوانهكان به پيى ئارهزووهكانى تاكه كهسى، و پهروه رده كردى ئالوگورى كولتوورى راسته قينه.

لغة الضيافة: الاستراتيجيات اللغوية لتحسين رضا السائح

الملخص:

الهدف من هذه الدراسة هو فحص الديناميكيات المعقدة للتقنيات اللغوية المستخدمة في مجال الضيافة ومدى تأثيرها على مستوى الرضا الذي يشعر به السائح. من خلال استخدام التحليل الكمي، تبحث هذه الدراسة في الارتباط بين العديد من المتغيرات اللغوية والثقافية ومستوى رضا السياح. وبذلك يقوم البحث الحالي بتقديم رؤى حول الأساليب الفعالة لتحسين التجربة الشاملة لسواح اقليم كردستان. تم جمع البيانات على العديد من المعايير لقياس المتغيرات مثل الحساسية الثقافية، وكفاءة الاتصال، والتخصيص، والمشاركة العاطفية، وسهولة الوصول إلى اللغة، وذلك باستخدام عينة من 92 نزيل في سبعة فنادق. وتظهر النتائج وجود ارتباطات إيجابية جديرة بالملاحظة بين هذه المتغيرات ومستوى الرضا الذي يشعر به السائح، مما يؤكد أهمية الحساسية الثقافية، والتواصل المتقن، واللقاءات المخصصة، والشمولية في التأثير على وجهات نظر السائح. بالإضافة إلى ذلك، فإن التحقق من الموثوقية يعمل على التحقق من الارتباط الداخلي لمقاييس القياس المستخدمة، وبالتالي تعزيز مصداقية نتائج البحث. ويتضمن الدراسة اقتراحات مقدمة لأصحاب المصلحة في صناعة الضيافة بتخصيص الموارد للتدريب على الحساسية الثقافية، وتعزيز قنوات الاتصال، وتصميم تجارب الضيوف وفقاً للتفضيلات الفردية، وتعزيز التبادلات الثقافية الحقيقية.