

Nonverbal Welcome: The Significance of Body Language at the Hotel Front Desk

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Abstract: *Effective communication is essential in the hospitality sector because of the everyday interactions with a varied range of people, including customers, staff, and suppliers. It is essential to modify communication strategies, including both verbal and nonverbal communication, to match the particular needs of each individual. While nonverbal communication relies on body language, verbal communication depends on the words we choose and how we say them. Body language already reveals a person's nature before spoken words do. First impressions count in professional situations, where body language is especially important. Physical gestures, facial expressions, eye contact, physical contact, and geographical proximity are all examples of body language. Effective nonverbal communication includes maintaining eye contact, smiling warmly, adopting a confident stance, shaking hands firmly, and maintaining a composed body position.*

Keywords: Nonverbal communication, body language, eye contact.

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