

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.

I. INTRODUCTION

Because of the nature of the hospitality industry, you will probably engage with a variety of people on a daily basis, whether they be guests, employees, or suppliers, therefore it's critical that you have good communication skills. Additionally, it's critical that you recognize that each of these individuals has various communication needs, therefore you should know how to adjust your style for each one.

Communication may be divided into two types verbal and nonverbal will help with this. The words you use and the way you use them matter when communicating verbally. Your use of body language is referred to as non-verbal communication. **(Training, n.d.)**

Before you even utter a word, your body language conveys a lot about who you are. Everyone has an opinion about other people only by seeing their physical actions and gestures. It is a universal truth that comes as natural to everyone. Body language can be summed up as the conscious and unconscious physical gestures that express our genuine feelings and emotions.

Body language is much more important at work. The saying "The first impression is the last impression" must be familiar to you. Candidates are evaluated based on their bodily movements and body language from the very beginning.

Types of Body Language:

Body Language - These are actual head, hand, leg, and other physical movements.

Expressions on the Face - In order to accurately convey genuine emotion, attitude, and sentiment, facial expressions are essential.

Eye Contact - An extremely effective communication strategy is eye contact. While its absence can imply a lack of interest and respect, submission, etc., its presence can imply interest, respect, dominance, and honesty.

Touch - Another form of nonverbal communication is physical touch.

Space - Two people's physical proximity to one another might tell how much they like or despise one another. **(Fit, 2019)**

Below are some ways in which the body can speak:

Looks - Maintaining direct eye contact with the other person is important. Long-lasting direct eye contact is forceful and challenging.

Smile - The greatest method to introduce yourself and strike up a friendly discussion is to welcome someone with a smile.

Walking- Walking straight, tall, and with your head held high shows confidence and self-assurance.

A handshake - The preferred handshake is always a firm one rather than a soft or rough one.

Body Posture - With your shoulders back, stand tall and straight, put a shoulder-width distance between your feet, keep your head in line with your body and level, let your hands hang at your sides freely. (You, n.d.)

Objectives:

- To understand importance of Body Language at the hotel front desk.
- To know how body language can improve communication between hotel staff and guests.

II. REVIEW OF LITERATURE

The findings demonstrated that hotel staff members' physical attributes, voice and body language, and demeanor significantly influence guests' good feelings. Only the hotel staff's body language and voice tone, on the other hand, have the ability to negatively influence a guest's mood. Interestingly, it was discovered that hotel staff members' touching behavior has a considerable positive impact on negative emotion. (Kueh, 2013)

This study investigated the potential impact of nonverbal conduct on customers' emotional responses, their opinion of service personnel, and their behavioral intentions in a recovery situation. An open body position and good eye contact produced more positive feelings and favorable views of the service employee than a closed body posture. Customers found service staff who exhibited positive nonverbal behavior to be very credible, professional, pleasant, and trustworthy. (Yuksel, 2008)

People's messages can be 70% conveyed by body language. Article, which is geared toward first-line management, looks at basic body language, the effects it can have at work, and how we need to make sure we are conveying the appropriate non-verbal cues in various management scenarios. (Lawton, 2006)

According to the results, even a brief exposure duration of 250 milliseconds was sufficient to provide enough information to properly identify an emotion above the threshold of chance. Additionally, we discovered that recognition patterns from the body alone and the face alone varied according to emotion. These results underscore the relevance of the body in emotion perception and point to an advantage for furious bodies, which, in contrast to all other emotions, had recognition rates that were comparable to those from the face and may be useful for sensing impending danger from a distance. (Laura Martinez, 2015)

III. METHODOLOGY

The Study used secondary data collection which includes academic journals, industry reports, online review platforms, social media, and databases related to body language.

IV. FURTHER RESEARCH SCOPE

Although the importance of body language in communication is widely accepted, little is known about how individuals from varied cultural backgrounds may perceive and react to distinct nonverbal signs. It might be useful to conduct a study that assesses the direct effects of body language on customer loyalty and retention. Investigations into training methods designed to enhance body language can also be investigated.

V. CONCLUSION

In conclusion, successful communication is a key component of the hospitality sector. It's critical to understand and accommodate the various communication requirements of visitors, staff, and suppliers. Both verbal and nonverbal communication are important, but nonverbal communication plays a key role in leaving a lasting impression. Effective nonverbal communication includes maintaining eye contact, smiling, holding yourself with confidence, and making the right bodily movements, including handshakes. The ability to develop rapport, express respect, and foster positive connections is a key skill for those working in the hospitality sector. By doing so, they may improve the visitor experience and their organization's performance in general.

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