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# LANGUAGE SHOULD NOT BE YOUR BARRIER

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Elite Asia Enables You And  
Your Business To Be Understood



CLARITY CONTEXT CONVICTION

## HOSPITALITY INDUSTRY IN MALAYSIA

Updated: October 2015



## Malaysia's tourism industry is **blooming**

“The Malaysia government will **continue it's strive to push the tourism and culture sector to a greater heights**. This is in line with the government's aspiration via Malaysia Tourism Transformation Plan.

- Malaysian Investment Development Authority, 2015

“Malaysia's hospitality industry **is experiencing healthy growth** in hotel openings and hospitality-related services through the steady flow of business travelers, tourists and popularity as a MICE (Meeting, Incentives, Conventions, Exhibitions) venue.

- Malaysia Property Incorporated, 2015

“A total of 27.4 million tourists entered Malaysia in 2014, **marking an increase of 6.7% y-o-y** compared to 2013.

- Tourism Malaysia with the cooperation of Immigration Department, 2014



## Translation and Interpretation in demand

“In the hospitality industry, there is a general awareness of the scarcity of language skills and **most of the companies do not at present have any language strategy** – despite their high levels of awareness that such a strategy would be desirable.

- Cañas, J. & Pérez, L., Research Papers College Formatic Barcelona, Barcelona , Spain, 2014

“Customers and tourists appreciate being able to communicate with customer service and hospitality workers **in their native language**.

- Chicago Tribune, 2012

“**Understanding the customer's language** and cultural peculiarities, needs and expectations, is essential for the success of the hotel industry.

- Alina Cincan, Hotel Staff Language Skills: Why Knowing Who Your Customers Are Is Essential, Customer Experience Magazine



## Languages in demand

(exclude English language)

### TOP INTERNATIONAL VISITOR ARRIVALS BY REGION, 2014

**2,827,533** from Indonesia (Bahasa Indonesia)

**1,613,355** from China (Simplified Chinese)

**1,299,298** from Thailand (Thai)

**553,106** from Japan (Japanese)

**385,769** from South Korea (Korean)

**274,665** from Taiwan (Traditional Chinese)

**169,973** from France (French)

**158,453** from Germany (German)

**113,921** from Saudi Arabia (Arabic)

Source : Tourism Malaysia with the cooperation of Immigration Department, 2014



## What can we do **for you**

We use the **exact industry terminology correctly and consistently** to translate the content for, but not limited to:

- Website
- Brochure
- Guides
- Press kit
- Signs
- Travel map
- Restaurant menu
- Training material
- Advertisement

Our interpreters will build a bridge that connects between you and your overseas clients in any event.



## Conclusion

By communicating in your guests' native languages **provide a holistic and pleasant experience.**

Malaysia welcomed a high percentage of visitors from Asia countries such as Indonesia, China, Thailand, Japan. It is important to **reach out to your target audience effectively by advertising in their native languages.**

Travelling made easy for everyone at the internet age. **Optimise your website with keywords spelled in the language your target audience often use.**

Make your guest's native language available on your website to **improve user experience** as well as **increase your sales revenue.**

**Create your competitive advantage** by adopting language translation or interpretation. Elite Asia could help you through **localization solutions.**