

THE EFFECT OF MULTILINGUALISM ON PERSONALITY

Barčot, Kristian

Undergraduate thesis / Završni rad

2020

Degree Grantor / Ustanova koja je dodijelila akademski / stručni stupanj: **RIT Croatia / RIT Croatia**

Permanent link / Trajna poveznica: <https://um.nsk.hr/um:nbn:hr:229:529676>

Rights / Prava: [In copyright](#)

Download date / Datum preuzimanja: **2021-09-24**

RIT

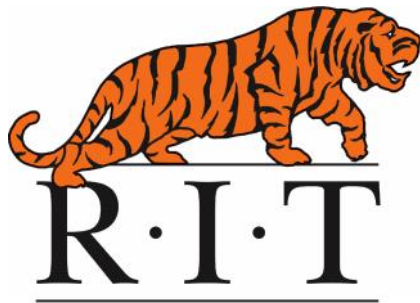
Repository / Repozitorij:

[RIT Croatia Digital repository - Rochester Institute of Technology](#)

Croatia



THE EFFECT OF MULTILINGUALISM ON PERSONALITY



Senior Project

Mentor: Barbara Peri

Student: Kristian Barot

RIT Croatia

ABSTRACT

In this diverse world more people are travelling due to rapid technological advancements resulting in them experiencing different cultures as well as different languages. English was a mainstream language up to the last decade. From this point on, languages began to present unparalleled value for the hospitality industry as they would enhance managers' and front line employees' understanding of foreign cultures. The terms monolingualism, bilingualism and multilingualism have rose in popularity because they represent individuals with different levels of intercultural competence. This research paper gave the rationale behind multilingualism providing positive attributes for individuals working in the hospitality industry, the people industry, by using the Five Factor model.

KEYWORDS: *Personality, Hospitality, Monolingualism, Bilingualism, Multilingualism, Intercultural Competence, Big Five Personality traits*

THE EFFECT OF MULTILINGUALISM ON PERSONALITY

In today's modern world everyone has come across a person that speaks several foreign languages with the same fluency as they speak their mother language; a multilingual. Multilinguals are experienced language learners who have increased motivation, attitudes and self-confidence. Multilingualism is a common and increasing phenomenon that has experienced an increased interest in the last decade therefore, the European Union promotes teaching multiple foreign languages as part of the European education (Božinovi , Friganovi -Sain & Peri , 2011). According to the same authors, foreign language proficiency is crucial today because it increases opportunities for employment, creates a network of business people and enables a much easier access to successful business cooperation and economic welfare. In addition, mastering appropriate language learning strategies will help improve the language competence in a certain language. When talking about personalities, other than mentioning that they summarize a person's typical behavior it is also important to point out that there are five broad, two-faced dimensions called Big Five (Lounsbury, Foster, Patel, Carmody, Gibson & Stairs, 2012). These are Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness to experience which will be explained later on. This brings us to the hypothesis of this research; multilinguals can benefit significantly in the hospitality and they can help improve the service with their higher comprehension of the Big Five Personality traits and their skill to master the same. Numerous studies have linked applicants' personality with job positions, therefore researchers have pointed out that personality traits should be a focus on interviews, since they influence preferences regarding employment characteristics (Morgeson, 2005; Thereon, 2009; Barrick, 2013; Kozako, 2013 & Horng, 2016). These five dimensions will be used in the questionnaire in order to

THE EFFECT OF MULTILINGUALISM ON PERSONALITY

measure the potential effect multilingualism has on shaping a person's personality by following Goldberg's work done in 1992 through the work of Bellou, Stylos and Rahimi in 2018.

MULTILINGUALISM IN THE MODERN WORLD

Before further explaining the multilingualism phenomenon this paper will briefly elaborate what monolingualism and bilingualism are. These terms are often used when speaking about intercultural competence and intercultural communication which will be touched upon later. Monolingual person is an individual who is being fluent in one language which is his/her mother tongue. Additionally, a study done by Cenoz (2003) suggests that monolinguals have the hardest time of all three language groups when it comes to learning a new language. Furthermore, monolinguals do not recognize grammatical stimuli as well as bilinguals and multilinguals (Cenoz, 2003). The best example of monolinguals can be found at RIT Croatia. Study Abroad students, who are of North American origin, speak mostly one language; English. The second language group is the bilinguals who are characterized by speaking a mother language as well as another foreign language with similar fluency. Bilinguals are fluent in their second language since they have learned it prior to their adolescence years, meaning that they had a better time understanding new languages and most have a higher L2 competence today (Lasagabaster, 2008). Naturally, bilinguals can manage the acquisition of the third foreign language better than monolinguals. At RIT Croatia, a good example of bilinguals would be students from Croatia who use Croatian as a mother tongue. Croats have to speak English to communicate and understand the lectures and course materials. Therefore, English is the second foreign language that Croats speak with similar fluency as their mother tongue. As mentioned above, multilinguals are

experienced language learners who excel at motivation, attitudes and self-confidence. According to Kemp (2007), multilinguals are better at learning new languages if they previously mastered foreign languages resulting in having easier time learning grammar. Furthermore, due to multilinguals' experience in learning languages in general, they use various strategies as tools for effectively learning foreign languages (McLaughlin, 1990). As Ellis (1986) claims, these aforementioned strategies are parts of mental activity which take place at a certain stage in the process of language learning. As an example, at RIT Croatia, a multilingual would be a student from Istria region who speaks Croatian and Italian as their mother tongue as well as English as foreign language with similar fluency. According to Pace (2015), learning several foreign languages is deemed to be the new social requirement in education and personal development. Multilingualism is considered a commodity, but it is a necessity that ensures the survival of businesses in a competitive industry since communicating and trading in multiple languages opens more opportunities where businesses can connect (Lily, 2015). Hospitality industry, in the modern world, is characterized more and more with people who are proficient in several languages in order to understand guests better and provide the best service possible, therefore language skills are becoming essential for businesses that want to remain competitive internationally (Pace, 2015). Furthermore, she added that knowing how to use a language in certain situations and for certain goals gives people a strong bargaining power which is essential for tourists as well as for the tourism workforce. Additionally, people in tourism industry who are service providers or intermediaries in the channel of distribution have to effectively communicate a message to the tourist (Mansor, Arinie & Ahmad, 2011). The emphasis is on experience and only those employees who can fully understand guests' needs and anticipate their wants can ensure that the quality can be consistently delivered. Since tourism service excellence

THE EFFECT OF MULTILINGUALISM ON PERSONALITY

and exceptional language skills are intertwined, foreign language skills play a fundamental part in the supply of high-end services in the hospitality industry (Suhaimi & Abdullah, 2017). As Lily (2015) claims, all tourism stakeholders such as, lodging and restaurant owners, travel agents, tour operators and others must have their content translated in different languages to overcome language barriers of their guests. The ability to see and understand the differences between cultures, to accept them, converse, behave and treat people with respect is called intercultural competence (Božinovi , Friganovi -Sain & Peri , 2011). This is important for employees in the hospitality industry to communicate with colleagues and guests from different cultures successfully in order to acquire theoretical and practical cultural knowledge. Additionally, intercultural competence helps multilinguals to understand the foreign cultures better which will ultimately contribute to the development of the hospitality services. According to Byram (2000), intercultural competence encompasses attitudes, interpretation, knowledge, interaction skills, awareness of a foreign culture and political education. When developing intercultural competence, hospitality managers should include training and intercultural exchange of ideas for the benefit of their employees.

BIG FIVE PERSONALITY TRAITS

The notion of using language to transform basic human personality traits into a finite number of factors dates back to the 1880's with the studies of Galton (1884). Galton believed that all human languages consisted of individual distinctions of personality and suggested that from 1000 adjectives with slightly different meanings, a small number could be found to overlap with or shared common meanings to express human character (Galton, 1884). Furthermore, the first

indication of existence of The Five factor model came in 1930 with Thurstone, who later on gave up on further researching his discovery of five traits. The Five Factor model rose in popularity once Goldberg noted that it is very robust and that every model that researches individual difference will have to include something like the Big Five dimensions (Goldberg, 1990). This paper will use The Five Factor model introduced into a questionnaire which was previously done by Bellou, Stylos and Rahimi in 2018 according to the Goldberg's Big Five model done in (1992). The questionnaire will be administered at RIT Croatia in hopes to determine the major differences between monolinguals, bilinguals and multilinguals. Furthermore, based on the results of the questionnaire, this paper will provide the reasoning behind the hypothesis that multilinguals can benefit significantly in the hospitality and that they can help improve the service with their higher comprehension of the Big Five Personality traits and their skill to master the same. As mentioned previously, according to Goldberg (1993), the largest numbers of personality adjectives in human languages represent the major personality dimensions. These major dimensions that The Five factor model encompasses are Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness to Experience. Extraversion focuses on sociability, positive emotionality, increased levels of energy and ambition. Extravert employees are usually trustworthy because they are social, communicative and are contributing to the cozy work environment; additionally, they are motivated by status and incentives as well as rewards (Barrick, 2001; Zimmerman, 2008). Agreeableness is all about being cooperative, friendly, helpful, trusting and kind (Judge & Ilies, 2002). According to Goldberg (1992) and Costa and McCrae (1992), such employee is unselfish, fair, generous and cherishes having good relationships with other employees. Furthermore, such employees demonstrate high levels of authority in anger regulation (Ahadi & Rothbart, 1994). The next personality trait is

Conscientiousness that reflects in employee's ability to demonstrate discipline, dedication, hard-work and cautiousness. The conscientious employee usually displays high job performance irrelevant to the job position (Barrick & Mount, 1991). Further, Neuroticism displays low levels of emotional stability; being calm, fulfilled, comfortable or secure (Barrick & Mount, 1991). Finally, the last personality trait, Openness to Experience focuses on intelligence and broad-mindedness (Ciavarella & Buchholtz & Riordan & Gatewood & Stokes, 2004). These types of employees are bold, innovative, creative and unorthodox therefore are more prone to considering new perspectives and possibilities (Michel, Clark & Jaramillo, 2011). Furthermore, being open to new experiences is closely related to exceptional problem-solving capabilities (Connor-Smith & Flachsbar, 2007). There is evidence that Big Five personality traits have a behavioral effect on hospitality employees, and it is proven that they are crucial for predicting individual behavior in the work setting (Kozako, Safin & Rahim, 2013). For example, Extraversion plays an important part in job performance and young individuals who possess high level of Extraversion are expected to be a good fit in hospitality industry (Kim, Shin & Umbreit, 2007; Teng, 2008). According to Kim (2008), Agreeableness reflects how well hotel employees identify guests' needs and care for their welfare, furthermore high levels of agreeableness work up to long-term relationships with hotel guests, reduce costs of marketing and increase profitability (Jones & Jones, 1990). Agreeableness is critical for frontline employees, especially for those working in luxurious hotels because their guests have very high expectations (Kim, Shin & Umbreit, 2007). Furthermore, employees who are highly extraverted and agreeable, and have low levels of neuroticism are the best frontline employees because they are sociable, energetic, happy to help and can sustain pressure much better (Kim, Shin & Swanger, 2009). It is necessary to mention that individuals tend to behave according to their internal characteristics meaning that behaviors

THE EFFECT OF MULTILINGUALISM ON PERSONALITY

and feelings towards the same situation are different (Heller, Perunovic & Reichman, 2009). Hence, the hotel industry should come up with practices and behaviors that will increase employer attractiveness, resulting in having young and talented employees to support the hotels' operations (Murray & Ayoun, 2010). According to Martin, Mactaggart and Bowden (2006), the best way to recruit the most talented staff in the hospitality industry is to satisfy their intrinsic needs. Moreover, the organization attracts employees who match its profile meaning that potential employees search for a connection between themselves and their future work place (Schneider, 1987; Kristof, 1996). Furthermore, as better as the connection between the company's personality and the employee's motives gets, the higher the work satisfaction and organizational commitment of that employee will be, which will reflect in job performance and the hotel's performance (Liang, 2012; Ro & Chen, 2011).

RESEARCH ON THE EFFECT OF MULTILINGUALISM ON PERSONALITY

Throughout the past, there has been a lot of research done regarding the connection between cognitive effects and psychological effects of bilinguals and multilinguals (Dewaele & van Oudenhoven, 2009). As Dewaele & Wei (2012) claim, according to various studies, multilingualism can have a small but significant effect on personality traits. Additionally, several researches point out that individuals who know more languages usually have easier time communicating in different languages (Furnham & Heaven, 1999; Dewaele, 2009). As Furnham and Heaven (1999) claim, the higher knowledge of multiple languages is also linked to the higher levels of Openness which is beneficial for multilinguals who are part of the hospitality workforce. Furthermore, people knowing more languages are prone scoring higher in levels of

cultural empathy that can be used to improve the understanding of customer's needs and wants in tourism (Dewaele & Wei, 2012).

METHOD

The goal of this research paper was to compare monolinguals, bilinguals and multilinguals in order to demonstrate that multilinguals will score higher in Big Five Personality traits and will provide more benefits that will prove useful while working in tourism industry. The participants used were students from both RIT Croatia campuses and the Rochester campus. These students come from freshmen, sophomore, junior and senior educational level. The research instrument used for the purpose of this senior project is a questionnaire made online via Google Forms on English and distributed through e-mail to all RIT students from Rochester and both Croatian campuses. The questionnaire consists of 50 statements developed by Goldberg (1992); The development of markers for the Big-Five factor structure: a psychological assessment, which are to be answered using the 5 point Likert's Scale model level of agreement, and 5 demographic open-ended questions, brought by professors Nikolina Božinovi , Milena Kužnin and Barbara Peri , used to determine the linguistic diversity of each participant. By following the research of Bellou, Stylos and Rahimi in 2018, the results from the 50 statements are turned into averages and assigned to each of the Big Five Personality traits, Agreeableness, Conscientiousness, Extraversion, Neuroticism and Openness to experience. The total number of students consisted of 53 monolinguals, 107 bilinguals and 22 multilinguals. The questionnaire was adapted according to the needs of this study. The discrepancy of the total number of participants from each group was an anticipated limitation of the research therefore all results were turned into

averages. Another limitation of the research is that the standard deviation was excluded from the data analysis since the data was analyzed in Microsoft Excel due to its simplicity and efficiency. The cultural background of the participants should be taken into consideration as one of the limitations as well.

RESULTS

The questionnaire was conducted for the purpose of comparing monolinguals, bilinguals and multilinguals in order to pinpoint differences in Big Five Personality traits of each group that can prove that multilinguals excel in comprehension of these traits which can serve as benefits in the hospitality industry. The total number of participants equaled 182 students from Rochester and both Croatian campuses of all college levels. Due to the large discrepancy in number of participants for each language group, questions' scores were turned into averages in order to overcome this obstacle. Furthermore, the averages of Big Five Personality traits for every language group were made by assigning specified questions as it was done by Bellou, Stylos and Rahimi in 2018. The averages of the Big Five Personality traits were used to determine personality differences among language groups. As expected by the hypothesis of this research paper, multilinguals excel in four out of five the Big Five Personality traits, however the discrepancy in the averages of the Big Five traits of each group is small.

STATEMENT ANALYSIS

The questionnaire had a total of 50 statements based on the 5-point Likert's Scale where 1 stands for disagree and 5 stands for agree. Each personality trait encompasses ten statements meaning that statements 1,6,11,16,21,26,31,36,41 and 46 belong to Extraversion, statements 2,7,12,17,22,27,32,37,42 and 47 belong to Agreeableness, statements 3,8,13,18,23,28,33,38,43 and 48 belong to Conscientiousness, statements 4,9,14,19,24,29,34,39,44 and 49 belong to Neuroticism and statements 5,10,15,20,25,30,35,40,45 and 50 belong to Openness to Experience. Some statements are a sign of a reversed personality trait meaning that above neutral result can be less favorable than the lower result on the same statement. Additionally, at the end of the questionnaire there were 5 open-ended, demographic questions meaning that the participants could answer them in whichever manner they wanted to. From the results of the questionnaire it can be seen that there are seven statements with the biggest discrepancies of average answers among all three groups (*Figure 1*). These statements suggest that whichever language group scores better, it excels slightly in the certain personality trait connected to the statement and not necessarily in the personality trait overall. The statement number one "*I am the life of a party*" had the biggest difference between monolinguals ($m=2,51$) and multilinguals ($m=3,32$), whereas bilinguals had the average value of $m=3,14$, suggesting that multilinguals are the most extraverted among all three language groups. Multilinguals prefer to work within groups and to be a center of the attention and are more lively and social suggesting that they would be a great fit for any of the hospitality departments. In the statement number two "*I feel little concern for others*" the biggest difference was among monolinguals ($m=1,60$) and bilinguals ($m=2,49$). Multilinguals had the average value of $m=2,36$. According to this statement,

THE EFFECT OF MULTILINGUALISM ON PERSONALITY

monolinguals are considered to be more agreeable than other two groups meaning that they are prone to adjusting their behavior to others and are usually polite, compassionate and likeable rather than being skeptical or suspicious. Another statement with one of the biggest differences is statement number eight "*I leave my belongings around*" Multilinguals scored the average of $m=3,45$ whereas bilinguals scored $m=2,58$, and monolinguals scored $m=2,74$. With this statement it can be seen that bilinguals are more conscientious, honest and hardworking, furthermore they like to follow the rules and are tidier in general than the two other groups. Multilinguals are experiencing reversed conscientiousness because their average is above the neutral meaning that they are more careless and disorganized than the other two groups. Statements number nine "*I am relaxed most of the time*" and number eleven "*I feel comfortable around people*" have the same discrepancy among all three groups. On the statement number nine bilinguals had the biggest average ($m=3,48$), followed by multilinguals ($m=3,45$) and by monolinguals ($m=2,74$). Bilinguals have the result that is above neutral meaning that they are more secure and confident which is a sign of reversed neuroticism. Monolinguals have the lowest average which suggests that they are more neurotic than the rest and are prone to experiencing unpleasant emotions, anxiety and depression which are signs of emotional instability. According to the averages of the statement number eleven, multilinguals have the highest score ($m=3,82$), bilinguals second highest ($m=3,75$) and monolinguals the least high of the three ($m=3,08$), suggesting that multilinguals are more extraverted than the rest, also making them more open, positive and energetic; all excellent traits for the hospitality industry. The last two statements, statement twenty-three "*I get chores done right way*" and statement twenty-eight "*I often forget to put things in their proper place*" again have the same differences among the groups. Results from question

THE EFFECT OF MULTILINGUALISM ON PERSONALITY

twenty-three suggest that bilinguals have the highest scores ($m=3,17$) followed by multilinguals ($m=2,95$) and monolinguals ($m=2,42$). According to this statement bilinguals are the most conscientious of the three and are more likely to be careful and to be oriented towards planning rather than being spontaneous. Monolinguals excel on the statement twenty-eight ($m=3,21$) more than bilinguals ($m=2,46$) and multilinguals ($m=2,64$). These results suggest that monolinguals are experiencing reverse conscientiousness and bilinguals are more conscientious than the three since their average is the lowest. The results of the questionnaire show that there are six statements with the biggest similarities of average answers among all three groups, two of which are with the same amount of similarity (*Figure 2*). Statements:

- 17. *“I sympathize with others’ feelings”*
- 33. *“I am not really interested in others”*
- 37. *“I do not like to draw attention to myself”*
- 38. *“I take time out for others”*
- 46. *“I am quiet around strangers”*
- 50. *“I am full of ideas”*

These statements show the similar responses by all three language groups which is interesting since it would be expected that the groups are different.

CROSS-LANGUAGE GROUP ANALYSIS

As mentioned above, the differences of the Big Five Personality traits for each of the three groups are not as significant as the hypothesis of this paper stated, however the apparent differences can be pointed out (*Figures 3,4,5*). For the personality Extraversion monolinguals

THE EFFECT OF MULTILINGUALISM ON PERSONALITY

have the average score of $m=2,94$ which is the lowest of the three with bilinguals having $m=3,06$ and multilinguals $m=3,13$. This suggests that monolinguals, as expected, are the least extraverted meaning that they are not as energetic, positive and outgoing as multilinguals; having the highest average of the three. Multilinguals have displayed that they are the most extraverted which supports the hypothesis of this research. They are a perfect match for the hospitality industry which is full of various people with whom is necessary to cooperate in order to keep the quality of service on a standard level if not beyond. The personality trait Agreeableness had the following results; monolinguals scored with the least average ($m=3,02$) and bilinguals ($m=3,22$) were outperformed by multilinguals ($m=3,23$). As in for the previous personality trait it can be seen that multilinguals have the highest average score and monolinguals have the lowest of the three. Having said that, multilinguals and bilinguals were nearly tied which means that there are no major differences among these two groups, moreover both of these groups are displaying high levels of compassion and being warm hearted towards others. Furthermore, they are optimistic and believe people can be decent, honest and trustworthy. This is exactly what is required for the hospitality industry; people who can see good in others in that way being warmer and more compassionate while also making guests' experiences memorable. The third personality trait Conscientiousness was scored the highest by multilinguals ($m=3,28$), followed by monolinguals ($m=3,23$) and bilinguals ($m=3,18$). Interestingly enough, monolinguals scored better than bilinguals however, multilinguals showed the highest level of Conscientiousness suggesting that multilinguals are more self-disciplined and have a stronger sense of duty than the other two. Moreover, multilinguals display a higher trait of being calculated and planned while working towards achievement rather than being spontaneous. The fourth Big Five Personality trait is

THE EFFECT OF MULTILINGUALISM ON PERSONALITY

Neuroticism and according to Goldberg (1992) the scores should be lower as they would display a better outcome for this particular personality trait. Having that in mind, bilinguals got the average score ($m=3,14$) that is slightly lower than average score of monolinguals ($m=3,15$) and significantly lower than the average score of multilinguals ($m=3,22$). These numbers prove that multilinguals are more sensitive, nervous and vulnerable to situations where bilinguals and monolinguals might be more secure and confident. This is interesting since it contradicts the hypothesis of this research paper. On the final Big Five Personality trait, Openness to Experience, multilinguals scored the highest ($m=3,42$), whereas bilinguals scored the lowest ($m=3,23$), making monolinguals stand in between the two ($m=3,26$). These results suggest that multilinguals are showing the increased interest in art, adventure, new ideas and new experiences. Hence, multilinguals can be seen as imaginative, curious and inventive. To conclude, multilinguals excel in four out of five Big Personality traits which is to be expected due to their immersion in other cultures brought by the knowledge of various foreign languages. Additionally, multilinguals should be an essential asset to each and every department within a hospitality organization since they bring much more to the table; optimism, energy, drive, efficiency, motivation, planning, discipline, appreciation for new experiences and ideas as well as a vivid imagination all leading to authentic and real experiences.

DISCUSSION

Multilinguals can benefit significantly in the hospitality and they can help improve the service with their higher comprehension of the Big Five Personality traits, being the hypothesis of this

research paper has proved to be true, as multilinguals do excel in four out of five Big Personality traits. These results proved to be similar with the results from the research done by Bellou, Stylos and Rahimi in 2018. Furthermore, this research noticed that even though differences among monolinguals, bilinguals and multilinguals exist, they are small, similarly to what Dewaele & Wei (2012) concluded. It is important to mention that individuals behave according to their internal characteristics meaning that behaviors and feeling towards the same situation can be different (Heller, Perunovic & Reichman, 2009). According to the research, the participants from all three language groups mostly have a similar thought process because the discrepancies among the groups were small. However, it should be taken into consideration that these participants do not belong to the same culture that is why the results were not always in accordance with the hypothesis of this paper. The unexpected result was in the Neuroticism personality trait as bilinguals proved to be more secure and confident than multilinguals. This is very interesting as multilinguals, knowing more languages, should be more confident in themselves and should understand the world from different perspectives. Perhaps, bilinguals, being restricted to only two languages have a less wide perspective that suits them better and makes them less burdened by different viewpoints. As Cenoz (2003) stated, monolinguals have a much harder time learning new languages than bilinguals or multilinguals. More and more languages are being recognized as necessary to know in the hospitality industry due to globalization removing barriers between countries. Monolinguals and bilinguals should be encouraged to learn more languages today, in order to acquire the traits which are necessary to deliver an excellent service tomorrow. English is a backbone in the hospitality industry today, but is it really enough to provide the satisfactory service for each and every guest in the future? This can be a good research question for future research on this topic. Furthermore, for future research, the participants for every language group

should be equal in number, in order to overcome the obstacle of not having the same amount of data from each language group. Perhaps only students from RIT Croatia campuses should be analyzed. The Big Five Personality test may be good addition to interviews hospitality companies have with potential employees. Not only can recruiters gather CV information on the potential employee, but they can check more thoroughly how can that employee behave in the future, what are his qualities that are not stated in the CV and how well would this person fit in the company and adapt to its culture. Having a sociologist by the side of a recruiter can reduce the chance of a strong multilingual to get the job because he/she might feel intimidated and shy all leading to body language that indicates something that he/she is not. Bottom line is that multilinguals should be retained by hospitality companies at all costs, since they can contribute much more than seasonal workers that change jobs on an annual basis and especially more than bilinguals and monolinguals. Retaining employees is more beneficial than recruiting new ones. The importance of knowing several languages is very important, and as seen from this research, it can benefit individuals significantly. Understanding guests' needs and wants as well as being proactive in order to "wow" them is a crucial aspect of the hospitality industry. Moreover, these employees will have a better understanding of different cultures from which they learn languages therefore, it will be extremely useful since they can adapt to specific situations and avoid service failure moments to escalate. Multilinguals not only understand guests better, but are more enthusiastic, compassionate, optimistic, innovative as well as driven by the need to make guests feel welcome. All of the above leads to offering authentic services which are very much needed today in the sea of staged experiences and even co-creation.

REFERENCES

- Ahadi, S.A. and Rothbart, M.K. (1994), “Temperament, development, and the big five”, *The Developing Structure of Temperament and Personality from Infancy to Adulthood*
- Barrick, M.R. and Mount, M.K. (1991), “The big five personality dimensions and job performance: a Meta-analysis”, *Personnel Psychology*
- Barrick, M.R., Mount, M.K. and Judge, T.A. (2001), “Personality and performance at the beginning of the new millennium: What do we know and where do we go next?”, *International Journal of Selection and Assessment*
- Barrick, M.R., Mount, M.K. and Li, N. (2013), “The theory of purposeful work behavior: the role of personality, higher-order goals, and job characteristics”, *Academy of Management Review*
- Bellou, V., Stylos, N. and Rahimi, R. (2018), “Predicting hotel attractiveness via personality traits of applicants: The moderating role of self-esteem and work experience”, *International Journal of Contemporary Hospitality Management*
- Božinovi , N., Friganovi -Sain, Z. and Peri , B. (2011), “Students’ perceptions on the importance of foreign languages for careers in tourism”, *Tourism and Hospitality, Drivers of Transition*
- Byram, M. (2000), “Assessing intercultural competence in language teaching”, *The Encyclopedia of Applied Linguistics*
- Cenoz, J. (2003), “The additive effect of bilingualism on third language acquisition: A review”, *International Journal of Bilingualism*
- Ciavarella, M.A., Buchholtz, A.K., Riordan, C.M., Gatewood, R.D. and Stokes, G.S. (2004), “The big five and venture survival: Is there a linkage?”, *Journal of Business Venturing*

- Connor-Smith, J.K. and Flachsbart, C. (2007), “Relations between personality and coping: a Meta-analysis”, *Journal of Personality and Social Psychology*
- Costa, P.T. and McCrae, R.R. (1992), “Four ways five factors are basic”, *Personality and Individual Differences*
- Dewaele, J.-M. and van Oudenhoven, J.P. (2009), “The effect of multilingualism/multiculturalism on personality: No gain without pain for third culture kids?”, *International Journal of Multilingualism*
- Dewaele, J.M. and Wei, L. (2012), “Multilingualism, empathy and multicompetence”, *International Journal of Multilingualism*
- Ellis, R. (1986), “Understanding Second Language Acquisition”, *Oxford University Press*
- Furnham, A. and Heaven, P. (1999), “Personality and social behavior”, *International Journal of Bilingualism*
- Galton, F. (1884), “Measurement of character”, *Fortnightly Review*
- Goldberg, L.R. (1993), “The structure of phenotypic personality traits”, *American Psychologist*
- Goldberg, L.R. (1992), “The development of markers for the big-Five factor structure”, *Psychological Assessment*
- Goldberg, L.R. (1990), “An alternative “description of personality”: The Big-Five factor structure”, *Journal of Personality and Social Psychology*
- Heller, D., Perunovic, W.Q.E. and Reichman, D. (2009), “The future of person-situation integration in the interface between traits and goals: a bottom-up framework”, *Journal of Research in Personality*

- Hornig, J.S., Tsai, C.Y., Yang, T.C. and Liu, C.H. (2016), “Exploring the relationship between proactive personality, work environment and employee creativity among tourism and hospitality employees”, *International Journal of Hospitality Management*
- Jones, P. and Jones, P.A. (1990), “Stress: are you serving it up to your restaurant patrons?”, *The Cornell Hotel and Restaurant Administration Quarterly*
- Judge, T.A. and Ilies, R. (2002), “Relationship of personality to performance motivation: a Meta-analytic review”, *The Journal of Applied Psychology*
- Kemp, C. (2007), “Strategic Processing in Grammar Learning: Do Multilinguals Use More Strategies?”, *International Journal of Multilingualism*
- Kim, H.J. (2008), “Hotel service providers’ emotional labor: the antecedents and effects on burnout”, *International Journal of Hospitality Management*
- Kim, H.J., Shin, K.H. and Umbreit, W.T. (2007), “Hotel job burnout: the role of personality characteristics”, *International Journal of Hospitality Management*
- Kim, H.J., Shin, K.H. and Swanger, N. (2009), “Burnout and engagement: a comparative analysis using the big five personality dimensions”, *International Journal of Hospitality Management*
- Kozako, I.N.A.M.F., Safin, S.Z. and Rahim, A.R.A. (2013), “The relationship of big five personality traits on counterproductive work behavior among hotel employees: an exploratory study”, *Procedia Economics and Finance*
- Kristof, A.L. (1996), “Person-organization fit: an integrative review of its conceptualizations, measurements, and implications”, *Personnel Psychology*
- Lasagabaster, D. (2008), “Foreign Language Competence in Content and Language Integrated Courses”, *The Open Applied Linguistics Journal*

- Liang, Y.W. (2012), "The relationships among work values, burnout, and organizational citizenship behaviors: a study from hotel frontline service employees in Taiwan", *International Journal of Contemporary Hospitality Management*
- Lily. (2015), "Multilingualism necessary for the Tourism Industry?" Retrieved February 8, 2020, from https://blog.stepes.com/multilingualism_for_tourism/
- Lounsbury, J.W., Foster, N., Patel, H., Carmody, P., Gibson, L.W. and Stairs, D.R. (2012), "An investigation of the personality traits of scientists versus nonscientists and their relationship with career satisfaction", *R&D Management*
- Mansor, N., Arinie, W. and Ahmad, W. (2011), "Tourism Challenges among the SMEs in State of Terengganu", *International Journal of Business and Social Science*
- Martin, A., MacTaggart, D. and Bowden, J. (2006), "The barriers of the recruitment and retention of supervisors/managers in the Scottish tourism industry", *International Journal of Contemporary Hospitality Management*
- McLaughlin, B. (1990), "Conscious versus unconscious learning", *TESOL quarterly*
- Michel, J.S., Clark, M.A. and Jaramillo, D. (2011), "The role of the five factor model of personality in the perceptions of negative and positive forms of work-nonwork spillover: a Meta-analytic review", *Journal of Vocational Behavior*
- Morgeson, F.P., Reider, M.H. and Campion, M.A. (2005), "Selecting individuals in team settings: the importance of social skills, personality characteristics, and teamwork knowledge", *Personnel Psychology*
- Murray, D.W. and Ayoun, B.M. (2010), "Hospitality student perceptions on the use of sustainable business practices as a means of signaling attractiveness and attracting future employees", *Journal of Human Resources in Hospitality and Tourism*

- Pace, M. (2015), "Language Proficiency and the Tourism Industry – a Key Combination"
Retrieved February 8, 2020, from <http://the-insider.biz/index.php/issues/vol-iii-issue-12/item/363-language-proficiency-and-the-tourism-industry-a-key-combination>
- Ro, H. and Chen, P.J. (2011), "Empowerment in hospitality organizations: Customer orientation and organizational support", *International Journal of Hospitality Management*
- Teng, C.C. (2008), "The effects of personality traits and attitudes on student uptake in hospitality employment", *International Journal of Hospitality Management*
- Theron, C. (2009), "The diversity-validity dilemma: in search of minimum adverse impact and maximum utility", *SA Journal of Industrial Psychology*
- Schneider, B. (1987), "The people make the place", *Personnel Psychology*
- Suhaimi, N.I.B. and Abdullah, A.T.H. (2017), "The role of Multilingualism in Enhancing Tourism Sector in Malaysia", *International Journal of Academic Research in Business and Social Sciences*
- Zimmerman, B.J. (2008), "Investigating self-regulation and motivation: historical background, methodological developments, and future prospects", *American Educational Research Journal*

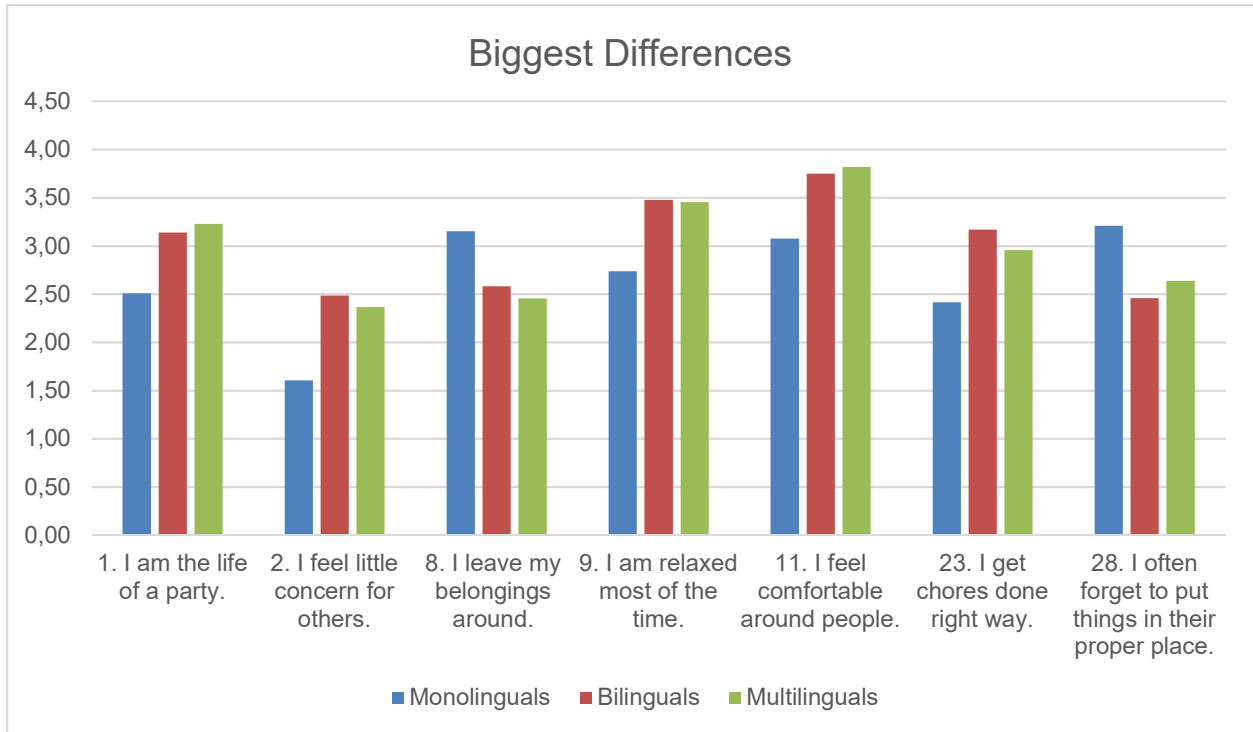


Figure 1. Questions with the biggest differences among monolinguals, bilinguals and multilinguals

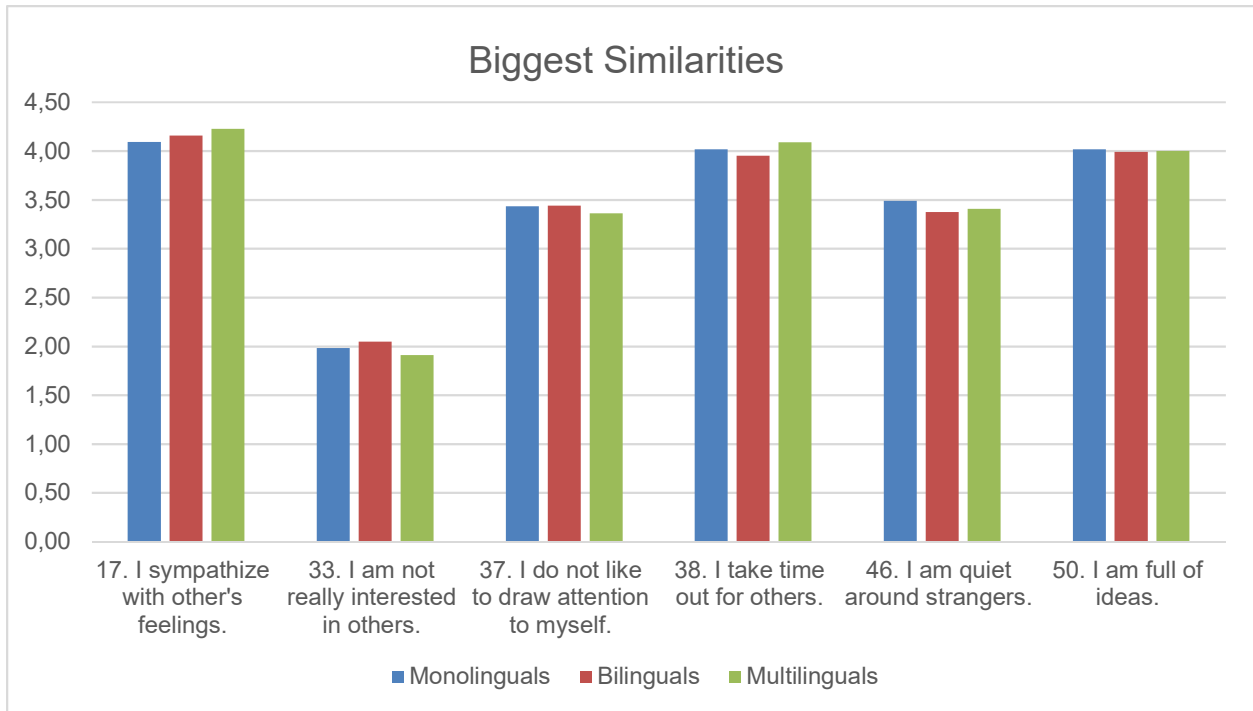


Figure 2. Questions with the biggest similarities among monolinguals, bilinguals and multilinguals

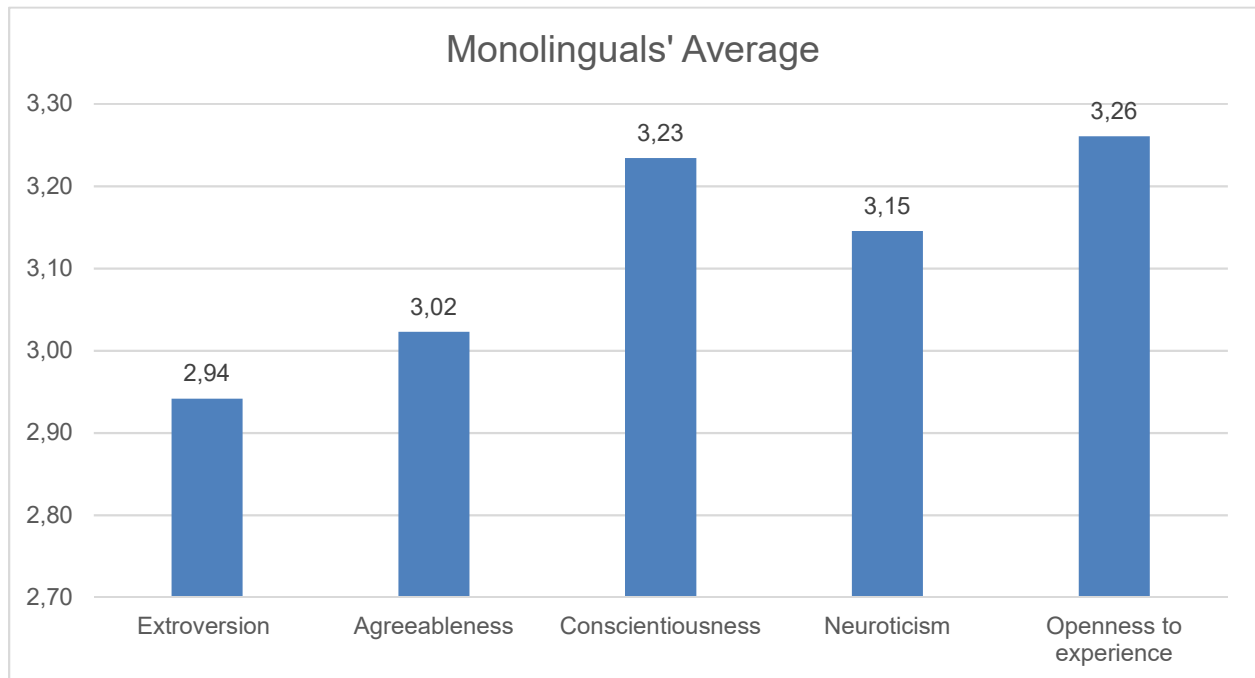


Figure 3. Monolinguals' average scores of every Big Five Personality trait

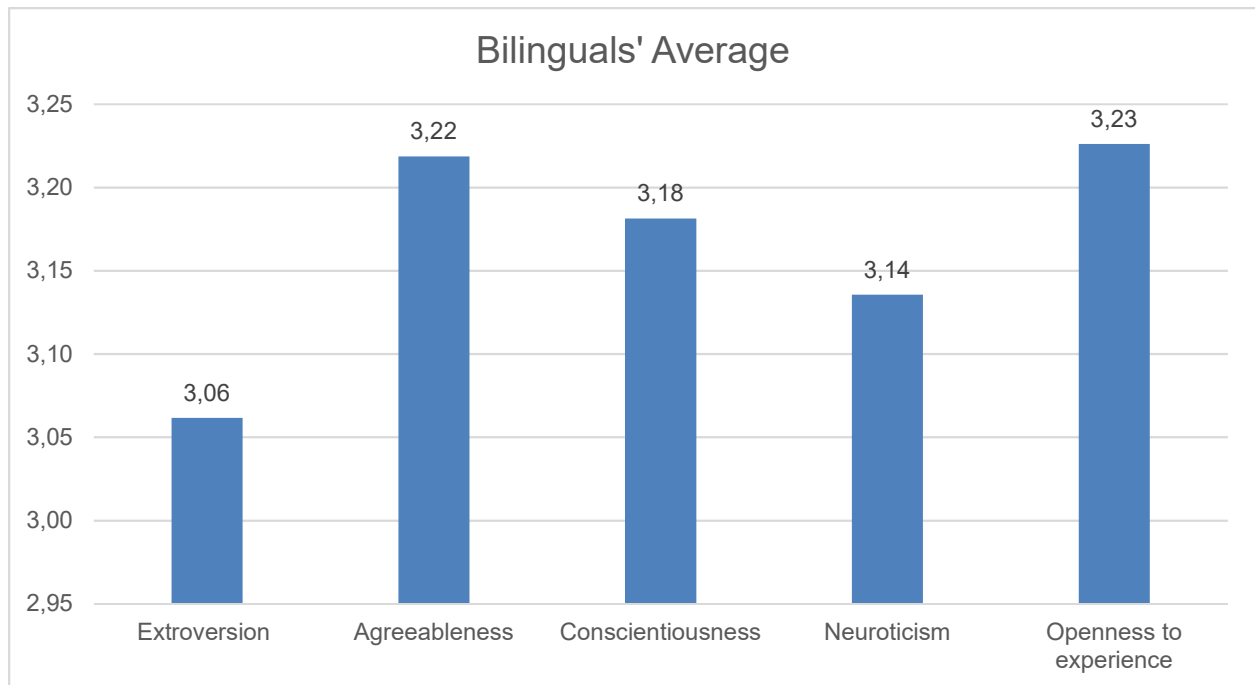


Figure 4. Bilinguals' average scores of every Big Five Personality trait

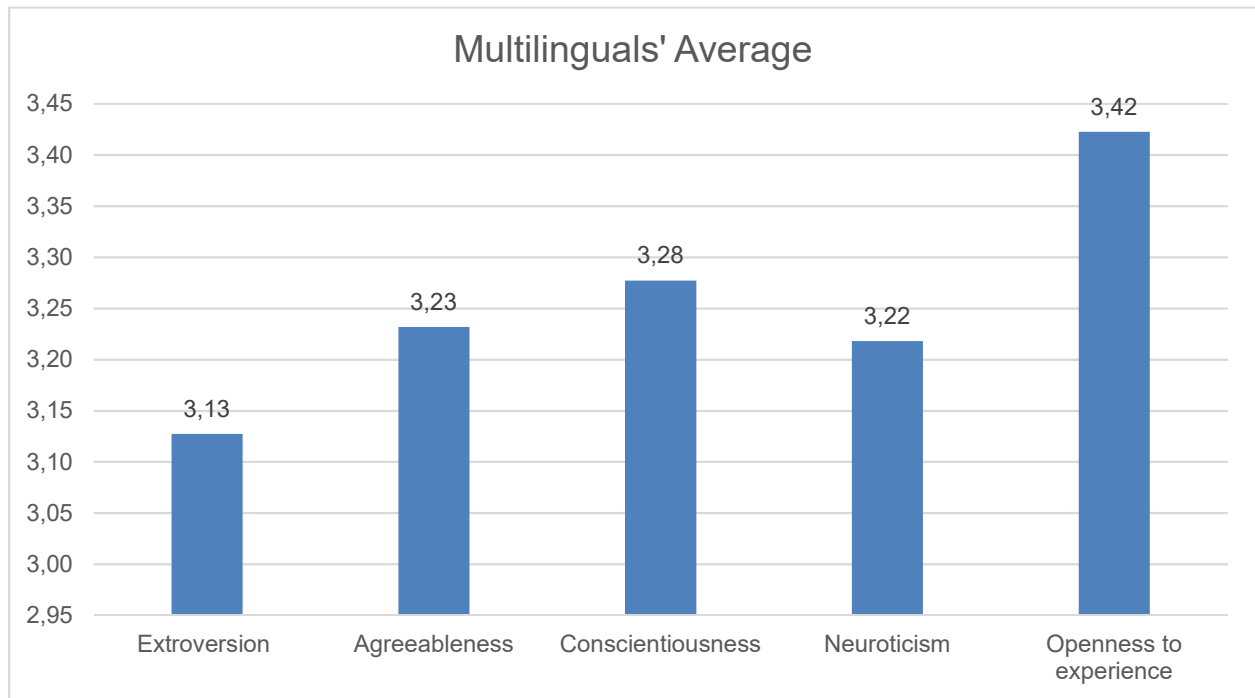


Figure 5. Multilinguals' average scores of every Big Five Personality trait

APPENDIX A - Graphs

THE EFFECT OF MULTILINGUALISM ON PERSONALITY

I...	D	SD	N	SA	A
1. Am the life of the party.	1	2	3	4	5
2. Feel little concern for others.	1	2	3	4	5
3. Am always prepared.	1	2	3	4	5
4. Get stressed out easily.	1	2	3	4	5
5. Have a rich vocabulary.	1	2	3	4	5
6. Don't talk a lot.	1	2	3	4	5
7. Am interested in people.	1	2	3	4	5
8. Leave my belongings around.	1	2	3	4	5
9. Am relaxed most of the time.	1	2	3	4	5
10. Have difficulty understanding abstract ideas.	1	2	3	4	5
11. Feel comfortable around people.	1	2	3	4	5
12. Insult people.	1	2	3	4	5
13. Pay attention to details.	1	2	3	4	5
14. Worry about things.	1	2	3	4	5
15. Have a vivid imagination.	1	2	3	4	5
16. Keep in the background.	1	2	3	4	5
17. Sympathize with others' feelings.	1	2	3	4	5
18. Make a mess of things.	1	2	3	4	5
19. Seldom feel sad.	1	2	3	4	5
20. Am not interested in abstract ideas.	1	2	3	4	5
21. Start conversations.	1	2	3	4	5
22. Am not interested in other people's problems.	1	2	3	4	5
23. Get chores done right way.	1	2	3	4	5
24. Am easily disturbed.	1	2	3	4	5
25. Have excellent ideas.	1	2	3	4	5
26. Have little to say.	1	2	3	4	5
27. Have a soft heart.	1	2	3	4	5
28. Often forget to put things in their proper place.	1	2	3	4	5
29. Follow a schedule.	1	2	3	4	5
30. Get upset easily.	1	2	3	4	5
31. Do not have a good imagination.	1	2	3	4	5
32. Talk to a lot of different people at parties.	1	2	3	4	5
33. Am not really interested in others.	1	2	3	4	5

THE EFFECT OF MULTILINGUALISM ON PERSONALITY

I...	D	SD	N	SA	A
34. Like order.	1	2	3	4	5
35. Change my mood a lot.	1	2	3	4	5
36. Am quick to understand things.	1	2	3	4	5
37. Don't like to draw attention to myself.	1	2	3	4	5
38. Take time out for others.	1	2	3	4	5
39. Avoid my duties.	1	2	3	4	5
40. Have frequent mood swings.	1	2	3	4	5
41. Use difficult words.	1	2	3	4	5
42. Don't mind being the center of attention.	1	2	3	4	5
43. Feel others' emotions.	1	2	3	4	5
44. Get irritated easily.	1	2	3	4	5
45. Spend time reflecting on things.	1	2	3	4	5
46. Am quite around strangers.	1	2	3	4	5
47. Make people feel at ease.	1	2	3	4	5
48. Am demanding in my work.	1	2	3	4	5
49. Often feel sad.	1	2	3	4	5
50. Am full of ideas.	1	2	3	4	5
Open-ended questions:					
1. What is your native language?					
2. How many languages have you studied so far? List them.					
3. How many languages do you speak with same fluency as your native language? List them.					
4. Did you take any language classes outside of school? In which language?					
5. At what age have you started learning languages in which you are highly proficient?					