

# Exploring Customer Non-Verbal Communication Preferences in a Hotel

Faghani, Amirarsalan\*

## 1 Introduction

When it comes to the hospitality industry one of the most critical factors for success is effective communication customers. Understanding customers needs and preferences is key to provide them with the best possible experience and nonverbal communication plays a significant role in this process. Nonverbal communication refers to the use of body language, facial expressions and other nonverbal cues to convey messages and emotions.

To explore the importance of nonverbal communication the hospitality industry a survey was conducted with 73 customers of hotel. The customers were between the ages of 24 and 81 and included both new and returning customers. The survey focused on the essential components of the nonverbal communication system including kinesic, paralanguage proxemic and chronemic subsystems.

The survey aimed to identify the communication preferences of the hotels customers by evaluating the indicators that make up these subsystems. A total of 22 variables were analyzed, which were considered feasible to evaluate by the hotels clientele.

By understanding customers nonverbal communication preferences, hotels can better cater to their needs and create a more positive experience for them. This study aims to provide insights into the importance of nonverbal communication in the hospitality industry and its role in enhancing customer satisfaction.

### 1.1 Literature Review

When planning a trip, choosing accommodation, tourists often rely on online reviews help them make informed decisions. In recent years online reviews have become an increasingly important source of information for travelers [Ahani et al. (2019)](García et al., 2012). Nonverbal communication is also key in the hospitality industry as it can greatly impact tourists satisfaction and overall experience (Islam & Kirillova, 2021). User-generated content in online travel communities can a significantly influence tourists' decision-making process as noted by Wang and Fesenmaier (Wang & Fesenmaier, 2004). In order to develop sustainable

---

\*21080056, [Github Repo](#)

tourism strategies, it's crucial to take into account tourists preferences and opinions, as highlighted by Tusell et al. (Tusell-Rey et al., 2021). Additionally, it's worth noting that the book "Nonverbal Communication" by Burgoon, Manusov, and Guerrero (Burgoon et al., 2016) provides a comprehensive overview of the topic, which may be useful for further research. .

## 2 References

- Ahani, A., Nilashi, M., Yadegaridehkordi, E., Sanzogni, L., Tarik, A. R., Knox, K., Samad, S., & Ibrahim, O. (2019). Revealing customers' satisfaction and preferences through online review analysis: The case of canary islands hotels. *Journal of Retailing and Consumer Services*, 51, 331–343.
- Burgoon, J. K., Manusov, V., & Guerrero, L. K. (2016). *Nonverbal communication*. Routledge.
- García, A., Gaines, S., Linaza, M. T., et al. (2012). A lexicon based sentiment analysis retrieval system for tourism domain. *Expert Syst Appl Int J*, 39(10), 9166–9180.
- Islam, M. S., & Kirillova, K. (2021). Nonverbal communication in hotels as a medium of experience co-creation. *Tourism Management*, 87, 104363.
- Tusell-Rey, C. C., Tejeida-Padilla, R., Camacho-Nieto, O., Villuendas-Rey, Y., & Yáñez-Márquez, C. (2021). Improvement of tourists satisfaction according to their non-verbal preferences using computational intelligence. *Applied Sciences*, 11(6), 2491.
- Wang, Y., & Fesenmaier, D. R. (2004). Towards understanding members' general participation in and active contribution to an online travel community. *Tourism Management*, 25(6), 709–722.