

Ioana Ferariu

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Ioana Ferariu
BMIH4004

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ELEMENT 1:



Clive Jones, 25 Leyton Avenue

Morrison

Swansea – SA13AL

Dear Mr & Mrs Jones,



We at hotel trinity are hoping that you and your family are safe and healthy, as the COVID-19 pandemic has affected many lives in these last year. The hotel staff and members are concerned about your wellbeing and wishes to see you in our hotels, healthy and always happy.

Space

As we are aware that the pandemic has affected the whole economy, the hospitality industry was also affected severely (Gursoy and Chi, 2020), we come to you with an offer to cover the last reservation that was cancelled, as you are one of our loyal guests, and we value your loyalty. Due to these pandemic conditions, people were scared to travel or stay at any kind of accommodation. The accommodation industry is currently at a loss as the pandemic has affected lives that cannot be contemplated easily and people are still unsure if it is safe to travel and accommodate somewhere

the harmful effects of the virus are still present in the environment.

Space

The people of the industry who were working in a different region of the country have to face issues such as their livelihood and in the same time, the economic condition is suffering (Sonmez, et.al., 2020). The hotel industry can still survive if they ensure to follow all the rules and regulations which have to be implemented to provide proper security and services required by the guests. All the guests can also be satisfied and enjoy their travel and accommodation at the hotel if they are assured that there is proper safety and no harm from the virus.

Space

Our staff and members here at Trinity are making sure that none of our guests suffer during their visit, and that they can enjoy to its fullest their stay at us. For that purpose, our hotel is implementing all the precautions for preventing our employees and guests from the harmful effects of COVID-19. At the hotel entrance, we have implemented the sanitisation machine installation which disinfects every person before entering the hotel. All our employees and staff members take safety precautions by wearing masks,

sanitising every hour their hands, and keeping a safe distance to avoid any close contact with the virus. We also sanitising our hotel premises every day and all our rooms before and after the check-in and check-out of the guests. Our hotel authorities and staff have also followed and are still following the social distancing measures.

We at Trinity are ensuring to fulfil all the requirements for safety and are keeping a track of taking precautions to provide the best service to our guests. We take responsibility for providing all the safety precautions at our hotel to make sure that our guests do not have to suffer from any kind of discomfort and complaints during the duration of their stay with us.

Space

To cover the cancelled reservation, we are offering you a discount of 20% of the initial booking for this booking, and in addition, a voucher of £30 for your next booking with us. Your loyalty card will reflect these £30 that can be used on your next reservation at us.

With the belief that we will see you soon,
Stay safe you and your family,

Student/ Guest Relation Manager

ELEMENT 2:



emma harrop
3 months ago on Google

1/5

So many problems I don't know where to start! Only 3 lifts for the entire hotel, always busy, had to wait ten minutes just to get up to the room. When we checked in only one member of staff on reception.
First night we tried to order room service at 9pm. The number just rang and rang and then reception hung up. That happened three times so we ate out of the hotel.
Breakfast opens at 7am. We arrived at 6.57am and were told by an extremely rude man managing the restaurant that they weren't open until 7am. I said we'd wait (not worth returning to the room...takes longer than three minutes to get a lift), so he literally rolled his eyes! We were allowed in at 7am but they were still setting up at 7.20am when we left. Either you open at 7am and have everything set up for then or you don't. The manager (same man) was rude and unhelpful. He shouldn't be allowed front of house.
The continental breakfast was the worst I've ever encountered and we've stayed at a lot of hotels. Very limited choice for £14 per person!!
From early lunch time onwards the lounge downstairs turns into a nightclub with a DJ playing ghastly, loud music.
Second night the fire alarm went off and was left ringing for twenty minutes. My son was competing at the Aquatics centre the next day and was asleep. No members of staff seemed to know how to turn the alarm off.
Staff don't know when their own restaurants open.
Third night air con stopped working so the room reached 23 degrees!! Not a comfortable night.
Wouldn't recommend and won't be back!

Trip type Family

Service 1.0 Location 5.0 Rooms 3.0

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(Source: Google Reviews, 2021)

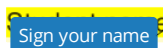
Hello, Emma Harrop, first we would like to thank you for your honest response and your stay with us. We are extremely concerned that your stay with us was not satisfying, and we want to assure you that every feedback is important to us. With the consideration of your response, we would like to share with you that the Stratfor hotel is ready to make some valuable upgrades that will make your next stay comfortable and delightful. Most of the upgrades will be happening in the upcoming months. We will have some additional staff members, we took additional measures to improve the sanitisation and hygiene requirements.

I would gladly like to share with you that the hotel priority has always been the comfortable and long stay of our guests (Stratford, 2021). The staff members of the hotel will also focus on improving the room service and hotel services by increasing

the quality and training of staff members. We would also love to share our new project of growing organically on a beautiful farm, with our latest upcoming reforming community which promotes to grow vegetables and organic farm by the use of ethically sourced fabric. The hotel will provide organic vegetables that will make our every meal delicious and healthy, and organically made bedlinens which will be developed from 100% pure cotton to provide you comfortable the beds that you won't want to leave. We will achieve all this with the help of the community organised by the hotel called GROW (Travel Talks Platform, 2021).

I would also like to add that we at Stratford will be extremely excited to have you back, and I hope that I was able to change your mind and convince you to give our services a second chance. If you have any queries or concerns, please reach out to me at Student@gmail.com and I would be glad to welcome you back personally with the pleasure of providing the best services.

With high appreciation and consideration,

 Guest Relationship Manager

ELEMENT 3:

shae wrote a review 17 Nov
United Kingdom • 4 contributions • 5 helpful votes



●●●●●

Amazing Stay

"I stayed here to celebrate my partners birthday. From the moment we stepped into the hotel, we were made to feel very welcome and greeted with smiles. We had a minor issue with the room we booked, which the amazing reception team helped to sort out very quick. We were moved to the Manhattan Studio as a result of the issue for the first night which is an amazing room to experience and I'll definitely recommend anyone staying to book the Manhattan Studio. Our second night we were moved to our correct room which was the Stratford Studio which also is an amazing room. The team delivered a nice cheesecake with a birthday message which was very thoughtful. During our second day we went downstairs to enjoy their brunch which was very nice and the restaurant atmosphere was amazing, they have a lounge area as well where you can unwind and meet with people. I used the gym during my stay and it was amazing and spacious for a gym in a hotel.

My only small issue with our room (The Stratford Studio) is that the placement of the tv in our room was at an awkward angle making it hard to watch from the bed. Also the HDMI port was not working, but this is a very minor issue.

I'll definitely be coming back here!"

[Read less](#) ▲

Date of stay: November 2021
Trip type: Travelled as a couple

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC.

(Source: Tripadvisor, 2021)

Dear Shae, thank you so much for your lovely response. We are so delighted to know that you choose us for your stay, that your stay was comfortable and you were satisfied with our services. We would like to assure that your feedback is very much valuable to us and we will keep working to provide many more joyful and brilliant services to all our guests in the future. I would also like to share that considering your response we will work forward to make our room service appropriate to omit any discomfort that our guests might face. We are glad that you took your time to appreciate our efforts and provide your suggestions for improvement.

I would also be delighted to share with you that our hotel is converting into an elegant user of organic products, such as with the use of our new initiative GROW, we are cultivating organic vegetables and farm which will be used in our hotel products and services. With this organic utilization, we will provide to our guests a healthy meal and a comfortable stay. I am also pleased to share that the Stratford hotel is now opening in the east London skyscraper, with new restaurants, food market, etc (Reid, 2019). I hope that you will take us into consideration for your future reservations to enjoy all our latest services. We at Stratford will be delighted to see you again and provide the perfect experience for you. For any update or query you can contact me at: Student@gmail.com, I will be glad to attend you personally to update you about our latest changes and upgrades in our services.

With warm greeting and admiration,

Student/ Guest Relationship Manager

ELEMENT 4:



Dear, Damian Cloake

At first, I would like to thank you and your family for considering our hotel for your stay, and also, I would like to appreciate your time and honesty in providing this feedback. I would like to inform you that at Trinity we value your efforts and appreciate your response. Now I would also like to add that we are deeply apologetic, for any discomfort that you and your family had to face during your stay.

I would like you to know that our hotel staff and members have the main objective to satisfy customers and to provide them with quality services and build healthy relationships with our guests (Mmutle and Shonhe, 2017). You should know that we feel concerned about every degraded quality of our services and the hotel will actively

participate in implementing any important change which is required.

Our hotel values are concerned around certain perspectives which include quality service. We deeply feel that delivering quality service by improving our employee's behaviour towards the guests, improving our room amenities and increasing our food quality, is the major key in providing a quality service (Padlee, et.al., 2019). I would like to assure you that we will work forward in increasing our efforts by employee training, accommodating easy check-in and check-out methods. Our team will also work on improving our food delivery service.

To achieve all of these the hotel has decided to employ new staff recruitment and train them to improve our men power delegation and provide quality service to the customer. We plan to improve our service major in the upcoming months. I hope that my response satisfies your needs and you will consider paying us with another visit and enjoy our updated service and also some complimentary services. If you have any more concerns or reviews, kindly feel free to reach me at Student@Gmail.com.

With warm regards and acknowledgement,

[Student/](#) General Manager

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FINAL GRADE

GENERAL COMMENTS

63/100

Instructor

Please see Rubric for a detailed breakdown of your grade.

Moderated by MJ 77 to 63

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PAGE 3



Comment 1

Missing recipient address



Space

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PAGE 4



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QM

Sign your name

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QM

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QM

space

GRADING FORM: HAFO PORTFOLIO

IOANA GIANINA FERARIU

63

KNOWLEDGE & UNDERSTANDING /60

Available Marks 60 - Responses should be empathetic, realistic and personal. Problems should be acknowledged, and necessary measures

addressed. Offer an official name and point-of-contact for further references. Recognise staff where appropriate. Offer realistic solutions. Make useful recommendations. Do not offer compensation in a public response. Recognise the effect of the Covid19 pandemic and use initiative when inviting guests back to Hotel Trinity

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Letter: You also need a hotel address at the top of the page. You have a good understanding of how the hotel industry has been affected by the pandemic, but you could have included more empathy and a goodwill gesture for the cancellation of the guests' wedding anniversary, and you lost marks for this. Negative Review: Considering this was a very difficult review to respond to, you did so very well, and managed to promote the hotel to future guests while addressing some of the issues raised. The key point was that you also included details in order to discuss the issue further. Positive Review: Again, you promoted the hotel and thanked the guest for their review. You were professional and pleasant, although you could have added your name as a personal touch. Formal Complaint Letter: You have addressed the food issues, however I would have liked to see recognition for Ben, and a more satisfactory goodwill gesture for the guest to return.

PROFESSIONAL PRACTICE /30

Marks available 30 - Letters must look professional, with a logo, contact details, date etc. Font must be appropriate (Arial, 12) and look professional. Make sure that your text is justified. All correspondence should have accurate spelling & grammar. Pay attention to detail of

specific instructions provided for each element of the portfolio that can be found in the task description.



Paragraphs need to be used in the letters, and no need for a border on your assignments. Apart from the missing addresses on the letters, you have otherwise followed the guidelines.

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RESEARCH & LITERATURE /10

Marks available 10 - You must reference your chosen reviews accurately.



In-text citations were not necessary in letter or review responses. Take care to remove hyperlinks. Please address the structure of reference list. More information on Harvard can be found in the module information tile on Moodle (referencing handbook).

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