

Florin RAdoi

by Florin Radoi

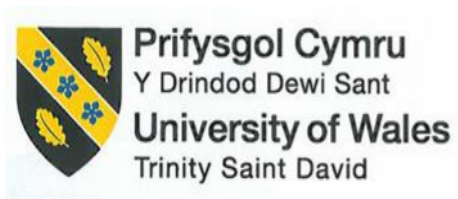
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School of Hospitality & Tourism Management
Institute of Management & Health

BA International Hotel Management
CertHE International Hotel Management

Module Handbook | Autumn 2021

BMIH4004

Hotel Administration and Front Office

LEVEL 4

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Portfolio 1: Letter to invite guests back to Trinity Hotel

Mr XYZ

Guest Relations Manager

Hotel Trinity

309 - 323 Hedon Road, Hull,

HU9 1NU

11/30/2021

Mr & Mrs Jones

89 Hampton Court Rd

Southwold

IP18 4AQ

Dear Mr & Mrs Jones,

Being a customer-centric Guest Relations Manager from Trinity Hotel with above 6 years of experience in the hotel, I want to present my heartiest apology to you for the inconvenience you faced regarding booking cancellation. Due to extreme restrictions of the government concerning the health and safety of the country people, we had to take necessary measures to stop the further spread of the virus from our hotel premises as well. With the sudden onset of the pandemic situation, the government of the UK has strictly prohibited the hotels from accepting any reservations. This was not only applicable to international travellers but also domestic people as well. We were very saddened to provide you with the news of your booking cancellation and want to accept our apologies.

However, the situation has been better and the stringent lockdown restrictions that were applied earlier has also been taken off by the institutional bodies of the UK. Please do understand the depth of the situation and consider my sincere apology to you both. It would be a pleasurable moment for me to be able to serve you with the hospitality services of the Hotel. With our high-class hospitality services, provided by the hotel staff, I am sure

you would greatly enjoy your stay here. I hope I am getting your prior reservation number correctly, which [Reservation number was provided.] his letter, I want to share my gratification for obtaining the opportunity of inviting you both back to Trinity Hotel as well as express my apology for the negative experience you had with our services. Please give us another chance to serve you. Hoping to gain a positive reply from your side.

Best regards,

[Sign your name.]

Guest Relations Manager

Portfolio 2: Response to A 1* complaint

**fredribton** wrote a review Aug 2018
Yateley, United Kingdom • 1 contribution • 1 helpful vote...

●○○○○○

Trinity Hotel Westcliff on Sea Southern

"Stayed Friday 3rd August, made booking about 6 weeks ago, my daughter checked couple days before and no booking?? But as no one there ok, checked in with my 13 year old granddaughter about 3pm, looked basic but ok! Went back after beach, shower room ok but old ,no bath mat, toilet seat moved when sat on! Anyway went out for meal, when we got back we were locked out! Myself (I was on crutches after a fall) and my granddaughter were ringing bell, knocking and calling through letter box, no reply! Had to call my daughter who lived locally, and had owners mobile to ring him to open door! As you can imagine my granddaughter was very upset, we were very nervous all night, as it was very hot had windows open, cars driving down road all night! Was informed in morning hostel opposite, and..."

[Read more](#) ▼

Date of stay: August 2018

1 Helpful vote

 Helpful  Share

(Source: Tripadvisor, 2018)

Dear Ms fredribton,

Firstly, I want to thank you for finding the time to write to us. I am extremely disheartened to hear about your unsatisfactory experience with our Hotel service. I want to share my deepest apology to you for the unpleasant hospitality service that you received from our side. We are usually known for our excellent hospitality services. Our hotel staff are very attentive towards the guests and the whole hotel team are consummate professionals. They are very much active in delivering efficient and flexible hospitality services to travellers.

Stick to the points Management team are always in contact with the Reservation staff personnel to ensure that no opportunities are being missed. Concerning the experience that you had with the outer environment of the hotel, I would also attend to this request of yours and ensure that there are sound-proof hotel interiors. We always ensure that hotel desk managers are always active in attending and welcoming the guests. Regarding the booking issue that you had to face, I think that there has been some malfunctioning with

the hotelier system, which might be the potential cause for this. I would be considering all your requests and surely talk to the management team to convey the message and address it. Again, I want to express my deep apologies to you for going through such a terrific experience with our hotel services. In addition to this, I would also like to invite you for another visit to the hotel and give us a chance to serve you in a far better way. We are known for our excellent hotel services and it's a pity Empathetic/understanding your daughter and granddaughter had to face such a traumatic experience with our hotel services. Please do give us another chance to serve you and your family so that I can reassure you of our outstanding hotel services. 1 I am hoping to have you and your family in our hotel in the recent future.

Best Wishes,
Mr XYZ

Portfolio 3: Response to A 5* complaint



Steve J wrote a review Mar 2020
3 contributions • 1 helpful vote

...

●●●●●

Great place to stay.

"Booked two nights at the trinity hotel southend.Host Alan and Gill made us very welcome.very comfortable room on suite.And break was a large selection of cereal fruits and cooked breakfast.as well as good supply of tea and coffee.Great location to all local attractions. Would definitely stay next time in southend."

[Read less](#) ▲

Date of stay: March 2020
Trip type: Travelled as a couple

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

 **Helpful**  **Share**

(Source: Tripadvisor, 2020)

Dear Steve J,

Thank you so much for your amazing review and I feel glad that you have taken out your precious time to write down such nice words regarding the hospitality services of our Hotel. I am extremely pleased to hear from your side that you and your travel companion had enjoyed your stay throughout. It's been a great experience to learn from your side that our staff, Alan and Gill have been such proactive personalities in providing the guests with the needed hospitality services. Good staff acknowledgement Gill is a fresher whereas Alan has been with us for a year now. I am delighted to hear from you that both our fresher and experienced staff had proved their capability of offering great hospitality services in the Hotel. Our breakfast services are indeed great as we offer varieties of cereal, fruits, and other types of cooked breakfast.

I would want to let you know a secret- there are touring facilities available in our hotel, which I am sure, you would love it. Please do come in the near future and try out the amazing tour experience that our Hotel guide will be providing you. The tour will be

covering all the major attractions of the city, which we, being localities, enjoy a lot. I hope you will also be having a great time in further exploring these hospitality services, which I mentioned to you.

From Subtle advertising to potential guests that our Hotel Chefs are doing an amazing job in offering great delicacies that could touch the heart of the guests. I see our hotel location has caught your attention. The Trinity Hotel is indeed having a great scenic beauty, which I am sure, travellers would love to enjoy during their stay at the hotel. Good The location of the Hotel effectively captures the beauty of the Westcliff and the sea. Our hotel solely aims to offer guests the best hospitality services in various locations of the country through friendly staff, delicious food, and a breathtaking hotel beauty of the location, on which the hotel is situated. I would want you to know that the hotel has recently remodified the interiors a bit, added the facility of a swimming pool, and hired great chefs. I know you would want to experience the new facilities, which I am sure you would love. Del. I am excited to have you people back in our Hotel and try the new services!

Best Regards,

Mr XYZ

Portfolio 4: Response to an official component

Mr XYZ

Guest Relations Manager

Hotel Trinity

309 - 323 Hedon Road, Hull,

HU9 1NU

11/30/2021

Mr Damien Cloake

6 Honeycombe Way

Swansea

SA1 2AR

Dear Mr Cloake,

Being the Guest Relations Manager from Hotel Trinity, I would like to express my heartfelt apologies for the massive inconvenience that you and your family have to experience during your stay at the hotel. I could see there were a lot of serious issues from the hotel management team for the said poor hospitality services. The late reservation fault might have occurred probably due to network jaggging. The issue of staff shortage was an extremely bad excuse from our side. The hotel management should have arranged some of their staff members before this so that the guests need not face such bad hotel services. I am so sorry to hear that both the hospitality service as well as the food and beverage service of the Hotel had such a bad condition. I am very much displeased to hear from you that the food service of our Hotel was also not up to the mark and you had to have your food from somewhere else.

I feel that Hotel Trinity of the mentioned location lacks several of such essential hotel amenities along with the staff. I promise you to make sure that the issue will be further looked into. Be assured that I would also be involving the higher authorities of the Hotel to highlight and discuss these issues and look for potential remedies. I do agree that the

hospitality service provided to you was completely unacceptable on your part and I understand that you have every right to be angry about the offered hospitality services. Please do accept my unfeigned apologies for the immensely bad hospitality services provided by our management team from Trinity Hotel. On behalf of the Hotel management, I would also like to earn your apologies. Amidst all these bad experiences that you had to face, I am slightly pleased to hear from you that our hotel staff, Good had been a great help to you and tried his utmost in providing you with the necessary services. Along with this, I am also thankful that you could at least enjoy the breakfast services of our company. It would be my great pleasure to be able to serve you and your family again if you kindly give us a chance. I promise to serve you with my utmost best and provide you with the needed hospitality services that you do deserve. Please do visit Trinity Hotel in the future and try out the reinvented services.

Best Regards,
Mr XYZ

Reference List

Tripadvisor (2018) *The Trinity Hotel*. Available at:
https://www.tripadvisor.in/Hotel_Review-g503795-d1491215-Reviews-The_Trinity_Hotel-Westcliff_on_Sea_Southend_on_Sea_Essex_England.html#REVIEWS (Accessed: 30 November 2021).

Tripadvisor (2020) *The Trinity Hotel*. Available at:
https://www.tripadvisor.in/Hotel_Review-g503795-d1491215-Reviews-The_Trinity_Hotel-Westcliff_on_Sea_Southend_on_Sea_Essex_England.html
(Accessed: 30 November 2021).

FINAL GRADE

GENERAL COMMENTS

Instructor

Moderated - RP.

61 /100

PAGE 1

PAGE 2

PAGE 3

QM

WC

Word choice error:

Sometimes choosing the correct word to express exactly what you have to say is very difficult to do. Word choice errors can be the result of not paying attention to the word or trying too hard to come up with a fancier word when a simple one is appropriate. A thesaurus can be a handy tool when you're trying to find a word that's similar to, but more accurate than, the one you're looking up. However, it can often introduce more problems if you use a word thinking it has exactly the same meaning.

QM

necessary

QM

WC

Word choice error:

Sometimes choosing the correct word to express exactly what you have to say is very difficult to do. Word choice errors can be the result of not paying attention to the word or trying too hard to come up with a fancier word when a simple one is appropriate. A thesaurus can be a handy tool when you're trying to find a word that's similar to, but more accurate than, the one you're looking up. However, it can often introduce more problems if you use a word thinking it has exactly the same meaning.

QM

accept our apologies.

accept our apologies.

PAGE 4

QM Reservation number was provided.

QM Sign your name.

PAGE 5

QM are

QM Stick to the points

PAGE 6

QM Empathetic/understanding



Comment 1

Change 'have you'

PAGE 7

QM Good staff acknowledgement

PAGE 8

QM Subtle advertising to potential guests

QM Good

QM Del.
Delete

PAGE 9



Comment 2

Doesn't sound like you've investigated (probably?)



Comment 3

Sounds unprofessional



Comment 4

Restructure this sentence



Comment 5

Two words

QM

WC

Word choice error:

Sometimes choosing the correct word to express exactly what you have to say is very difficult to do. Word choice errors can be the result of not paying attention to the word or trying too hard to come up with a fancier word when a simple one is appropriate. A thesaurus can be a handy tool when you're trying to find a word that's similar to, but more accurate than, the one you're looking up. However, it can often introduce more problems if you use a word thinking it has exactly the same meaning.

PAGE 10



Comment 6

Apologise or earn your trust

QM

Good

PAGE 11

GRADING FORM: HAFO PORTFOLIO

FLORIN RADOI

61

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



Letter to Mr. & Mrs. Jones: Use your name instead of XYZ. Some informal language/phrasing used. Negative review: Empathetic and understanding. You have demonstrated the unity of your brand/hotel by acknowledging staff/team. Sometimes it is a little wordy/repetitive. Stick to the points raised and the 'sandwich approach' we explored in lectures. Sign off with your name and the hotel they are reviewing. Positive review: Some lovely touches that we explored during lectures - especially the Joshua Swanson tips! Sign off with your name and the hotel they are reviewing. Complaint letter: Some lovely sentences and the acknowledgement of Ben. As this is private communication between you and Mr. Cloake, maybe you could have offered something complimentary? He complained about various aspects of his stay, and he took the decision to rectify this with you directly rather than on social media. Sign off with your name and Hotel Trinity.

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.



Correct format for the assignment. No hotel Logo which was a requirement. Some word choices make the responses sound less formal/professional.

RESEARCH & LITERATURE /10

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



Referenced as instructed, however, look at the spacing of your reference list.

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