

PORTFOLIO

by Cosmin Mihai Florea

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School of Hospitality & Tourism Management

Hotel administration and Front Office

Portfolio

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Introduction

Hospitality and tourism management is an industry that contains different career paths. Students taking a degree in this management course are prepared to enter the resorts and spas, event management, lodging, hotels, restaurants, airline catering, or cruise line operations. Students who study hospitality and tourism management acquire knowledge that is needed to successfully manage a restaurant, hotel, or tourism business.



Element 1

From,

Guest Relation Manager, Jack Davis

Hotel Trinity

Pearse Street, Dublin D02 FW96 Ireland

To,

Mr. & Mrs Jones

62 Parnell st Waterford

Subject: An invitation to book a room in our hotel

Dear Sir / Madam,

On 19th August 2020, you have booked a room for two in our hotel which has been cancelled. Your reservation number is 001509. Your reservation was cancelled due to lockdown restrictions during the Covid-19 pandemic. As a guest relations manager of hotel Trinity, I apologize for the inconvenience.

As you know accommodation establishments are places where there is a high degree of communication and interaction among the guests and the workers we had to cancel your booking. Now that the COVID situation is under control we are inviting both of you to visit our hotel. We are developing a comprehensive strategy to adapt to the pandemic situation. We are implementing government recommendations to prevent the transmission of coronavirus. Our management team is trying to reduce

the occupancy so that physical distancing is achieved. We are trying to maintain a minimum 1-meter distance between staff and clients. As a guest manager of this hotel, I assure you to have facilities and supplies for regular cleaning and disinfection, regular hand hygiene, and disinfection of public areas. Our management system is trying its level best to allocate adequate resources to ensure the effectiveness of the action plan. The action plan includes procedures and equipment for the management of the suspected cases (Tripadvisor.in, 2021). Our staff working in the reception area is taking precautions and basic protective measures to deal with COVID-19. They are maintaining physical distancing and wear fabric masks for the safety of themselves and the guests.

Mr. & Mrs Jones, we are sorry that your booking was cancelled during the time of the pandemic. Our entire team has worked hard in that tough time and now we are open for the customers and we are inviting you to kindly visit our hotel. We are maintaining hand and respiratory hygiene to prevent transmission of the virus. We have improved our indoor ventilation by considering natural ventilation and disabling demand-control ventilation (DCV) that reduces air supply based on occupancy and temperature. We tried to avoid recirculation of air unless it is a single occupancy room where no other individuals are present. We have taken this step to avoid aerosols or spread droplets of an infected person.

I will request both of you to allow us the opportunity to serve you. We as a team have worked hard to give our customers a pleasant stay. We promise to take care of all your needs and will maintain all the necessary precautions to keep you safe.

We would like to thank you again for choosing our hotel. We look forward to hosting you and providing you with a sanitized and safe stay.

Date: 05.10.2021

Thanking you,

Jack Devis

Guest relation manager

Element 2

There are a few negative reviews about the Four Seasons Hotel Singapore. One of those negative reviews is:

Complaint:

Four Seasons has a special place in our heart because we were engaged at the Koh Samui resort and ever since then have made every effort to "knock off" Four Seasons in the countries we visit. Normally in any other hotel, it will not matter but due to the recognition and prestige you would expect from a Four Seasons, our experience was terrible.

Before we go into the bad, I would like to recognize the amazing staff. All the FS that we have been to have had amazing staff that provides excellent customer service, synonymous with the FS brand. They catered to an issue we had right away and we were thoroughly pleased. The bedding was also typical FS excellence where we can just melt away at night after a long night around town.

Now to the unfortunate parts.

1) The third floor is horrendous. My wife has already reviewed the dated interior but I take particular offence with the way the aquarium is left unkempt and the poor fishes inside it. I scuba dive a lot so this one pains me the most to see the clownfish all by himself in a dirty tank. If you look at one of my pictures you will see a dead clownfish by the water filter. It has been there a long time since you can see the body has started to rot. The other pictures also show how the water filter is pretty dirty and the entire tank coral system has lots of algae. This is pretty much neglect and borderline animal cruelty. It amounts to a human being locked in a house under dirty conditions and a dead body rotting in one corner.

2) Again on the third floor and the top floor. The pools and surroundings have seen better days. You can see in one of the pictures the chipping paint from the hot tub. Everything else is dated and blah. For an FS-type resort, I expect better, think of infinity pools and great views (you are in Orchard Rd) from the pool.

Response:

Thank you so much for taking your time out and giving us candid feedback. Your review is extremely valuable for us and we are extremely sorry that your expectations are not met. We are glad to inform you that we will try our level best to resolve the issues. Our hotel rooms will be getting new aquariums and the pools will be cleaned. The main priority of our hotel is to offer our guests a comfortable and well-maintained atmosphere (Nunkoo, 2018). I hope that we will get another chance to serve you better. Do visit our property another time. Please reach out to me at the email ID of the hotel if you are willing to give us a chance so that we can make our stay better. It will be a pleasure to welcome you back to our improved hotel.

Thanks and regards,

Josiah Gwee

Element 3

There are many positive reviews about Hyatt Regency Grand Cypress. One of them is:

Compliment:

Me and one of my friends stayed here for one week at the end of November for a holiday/vacation from the cold weather in England. From start to finish our stay here was 10/10.

Staffs are super friendly, helpful, and sociable.

The hotel itself is beautiful, well looked after and incredibly clean - you can see staff cleaning and disinfecting daily throughout the resort.

There are loads of free activities and amenities in the hotel - smores and bonfires, movie nights, tours and fun runs, mini-golf, kayaking, a gym with pelotons, and tea/coffee in your rooms.

There was a huge conference while we were there, but it did not impact our stay at all - the staffs were as reactive and helpful as ever.

The location is amazing - super close to parks, shopping, Disney, airport (Mooney, 2020). We got Ubers/Lyfts practically everywhere - but apparently, some buses take you to parks and Disney springs for free (just ask the staff!)

We had a double room and the cleaners came every day to check on our amenities such as water, towels, toilet paper, etc.

We've recommended this hotel to family and friends, and we plan on coming back next year too.

And if you ever stay here, keep your eyes open for Merlot!!

Feedback:

Hello JorjaParis,

Thank you for staying at our hotel. We are glad to hear that you enjoyed your stay at our hotel and took out your valuable time to write a review. The entire team of our hotel is delighted to give you the best of our services. The main aim of our hotel is to provide our guests with all the comforts and fulfil their requirements. Our staffs are well-known for being attentive and friendly towards the customers and they treat each guest with the same respect. We are glad that you liked our service and appreciate your trust in us. We are looking forward to welcoming you back to our hotel. Do visit our place and enjoy your stay. Have a beautiful day.

Thanks again,

Paul Joseph

Element 4

Date: 30th August 2021

To

Damian Cloake

6 Honeycombe Way

Swansea

SA1 2AR

Dear Sir,

We sincerely apologize for the inconveniences that have been caused during your stay in our hotel from 15th August to 17th August 2021. We understand that you and your family members had to face a lot of difficulties because our service was not up to the mark. We could have served you better.

We don't like making excuses but the main reason for our poor service is the lack of staff. Many workers of our hotel felt sick and were on leave on the week you visited in our hotel. Due to the shortage of staff, there was a delay in servicing the guests who were present at the hotel (Berjozkina and Melanthiou, 2021). Our receptionist Ben is extremely sorry for the bad experiences you had to go through. We have inquired about your problem and trying hard to solve the issues. We are trying to improve the quality of food in our restaurant. We will make sure that they don't serve cold food and will try to serve better for the price you are paying. You have also highlighted the issue of not having enough bed setups. We are looking after the matter and our management team is trying hard to solve these issues. We are also setting up beds in our rooms so that our guests don't have to face such problems in the future.

We hope that you will give us another chance of serving you and your family members. Do visit our property next time we will try to make it up to you. Our management team strives to give the best service, but they sometimes fall short of the same.

Once again, we are deeply sorry for the inconvenience and thank you for your understanding.

Kind Regards,

Jack Devis

General Manager

2 **Conclusion**

Therefore, it can be concluded that to administer hotels they should learn how to greet their guests and the visitors, check guests in and out, accept the reservation, and process guest payments. The general manager of the hotel must deal with all the complaints and compliments that they receive from the guests. They should also look after the issues that their guests face during their stay and try to improve them.

References

Berjozkina, G. and Melanthiou, Y., (2021). Is tourism and hospitality education supporting sustainability?. *Worldwide Hospitality and Tourism Themes*.

Mooney, S.K., (2020). Gender research in hospitality and tourism management: time to change the guard. *International Journal of Contemporary Hospitality Management*.

Nunkoo, R. ed., (2018). *Handbook of research methods for tourism and hospitality management*. Edward Elgar Publishing.

Tripadvisor.in, (2021). [online] Available at: <https://www.tripadvisor.in/Hotel_Review-s1-g255115-d590359-Reviews-Trinity_Hotel-Wellington_Greater_Wellington_North_Island.html> [Accessed 7 December 2021].

PORTFOLIO

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

55 /100

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Comment 1

o need for an introduction to this assignment

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Comment 2

No need for a conclusion on this assignment

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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: No hotel logo. You have not mentioned the wedding anniversary which would have allowed you to personalise the letter and be more empathetic. You do have a good understanding of how the pandemic has affected the hospitality industry and the safety procedures put in place by hotels. Negative Review: This is an extremely difficult review to respond to as it goes beyond the usual negative hotel reviews and mentions animal abuse. To say that you are getting new pools and aquariums doesn't resolve the situation as this is due to neglect from the staff which is a bigger issue. I would have advised you to choose a different review to respond to for your assignment. Positive Review: A pleasant response, however you could have gone one step further to promote some of the points in the review to other guests. Formal Complaint Letter: You have

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addressed the staff shortage but could have also recognised Ben. I would have also liked to have seen a compensatory goodwill gesture.

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.



No need for an introduction or conclusion as this decreases the wordcount you have available for the tasks (this will be specific in the Module Handbook for each assignment). Also, no need for a border around each page.

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RESEARCH & LITERATURE /10

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



Should be in black. You have only included one TripAdvisor reference when there should be two, one for each post, with the date of the post included. The Referencing Handbook details the correct way to reference a review. There is also no need to include references in a letter or review as we wouldn't do this in reality (it should all be written in your words).

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