

Hotel Administration and Front Office Operations Portfolio

by Katalin Lakatosne Tomsics

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Hotel Administration and Front Office Operations

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Element 1 – Invitation letter to guest

Hotel Trinity
3 Trinity Avenue, Westcliff on Sea
Essex
SSO 7PU

20 November 2021

Mr. Clive Jones,
25 Leyton Avenue
Morrison
Swansea
SA13AL

Dear Mr. Jones,

Greetings for the day! I hope that you and your wife are fine and have not faced any issues during the Covid-19 pandemic. Your previous reservation with us, on 19th June 2021 for a double room to celebrate your Golden Wedding Anniversary, was regretfully cancelled due to the unfortunate circumstances created by the pandemic. However, I hope you had a great anniversary and belated wishes for the same. It is with great pleasure that I am now informing you, that our Hotel Trinity has resumed its normal operations from October 2021 as soon as the lockdown conditions due to the Covid-19 pandemic have been lifted. I take this opportunity to invite you back to our hotel along with Mrs Jones, and help us to regain the opportunity that we have lost once to serve you.

You can choose to make a booking in a room of your choice in Hotel Trinity for any date on or before 30 November, 2022. We are offering you a "welcome-back" discount of 20% on our booking rates if the booking is made for the entire period. The offer does not end here. Since we could not treat you on your anniversary, as our gesture of extended celebrations, dinner for two nights in our hotel's restaurant will also be complimentary for yourselves from our side. We are also offering you and Mrs Jones free access to the in-house salon and spa. I assure you that our entire staff is completely vaccinated and all the necessary Covid-19 precautions like sanitizing and usage of masks are in place as we value the safety of our guests and staff alike.

I hope that you accept our offer and give us an opportunity to welcome and serve you. I can assure you that if you accept our offer, you will not be disappointed and will surely visit us again and again. You can get in touch with me at 01702 342282 or send an email to enquires@thetrinityhotel.co.uk to get more details about the booking offer. I can guide you in case you have any queries so that it will help you to make up your mind and choose your preferred dates easily. We are also open to any suggestions from your side so that you can get to visit us at a time most convenient to you.

Looking forward to hear from you.

Yours sincerely,
Katalin R
General Manager, Hotel Trinity

Element 2 – Response to a complaint

Negative 1 * review posted on Trip Advisor, UK by Amaris C for The Ritz London on May 2021 (Amaris.C, 2021)

“Terrible stay in the hotel

I have spent May 20 to May 23 in the hotel. It is really not the experience and service I expected. First, every mid night I was woke up by the noisy cars on the street below. They seemed to race every night. I am not a light sleeper at all. Second, At the second day, I asked the room service to clean the room and at night I found a lot sand and grit on my bed, which was really unprofessional. Btw I didn't go to beach at all! Third, the WiFi is very bad, you wouldn't have a good internet connection at all. Finally, we didn't get meals in the restaurant at all, including breakfast. Like the other reviewers said, the hotel and restaurant are very disconnected. I ended up watching people coming for a show over dinner. But I cannot get in at all, even I am resident. In conclusion, I don't think I got the service for the money I spent.”

Response from Katalin R, General Manager, The Ritz London

Dear Amaris,

Thank you for sparing your valuable time to share your honest feedback with us following your three-day stay at The Ritz London. I am deeply distressed to learn that you had some unpleasant experiences during your stay for which I sincerely apologize to you.

Please be assured that the feedback concerning room cleaning service has been shared with the H. Check incorrect use of capital letters sure that rooms cleaning schedules are strictly followed to prevent the same issues repeating for future guests. Similarly, the internet connection issue is being investigated by the hotel management with support from our excellent Internet Service Provider to further improve the Wi-Fi experience for our guests. As far your experience about our restaurant is concerned, I understand your disappointment that you did not get a chance to dine at our restaurant despite staying in the hotel. However, unfortunately, the restaurant was reserved completely during the three days of your stay owing to a business conference, due to which we could not offer our services for guests who had not reserved the restaurant in advance. Nevertheless, I have passed on your feedback to the hotel management team so that they can review the same and arrive at a suitable plan to ensure that our hotel guests have an easy access to the restaurant always. Good Thank you for providing the valuable insight that the road sounds have the potential to disturb our guests' sound sleep. I have passed on the feedback to the hotel management team to review and implement possible solutions.

I hope that you offer us an opportunity to redeem ourselves by staying with us when you return to London in the future and witness the high standards and facilities which we are proudly known for.

Sincere regards,
Katlin R
General Manager, The Ritz London

Element 3 – Response to a compliment

Positive 5 * review posted on Trip Advisor, UK by Kerry Smith for The Ritz London on November 2021 (Smith, 2021)

"Ritz Hotel!"

Wow! How do I start was staying at the ritz hotel for 2 nights with my husband for our 15th year anniversary. When arrived we were greeted by polite and friendly staff. The hotel was beautiful and lived up to expectations. To start with the waiters were very friendly and always at hand if you needed them. I was very impressed with the waiting time for the food and drinks when we ordered them. The Ritz treats customers like royalty. Definitely recommend!"

Response from Katalin R, General Manager, The Ritz London

Dear Kerry,

Thank you taking time out to post a lovely review about your recent stay at The Ritz London.

I am thrilled to read such glowing feedback and feeling extremely satisfied that you found us good enough to recommend us to others as well! Thank you for the wonderful and encouraging words for our staff and liking our services. The entire team puts in a great amount of effort to ensure that we provide all of our guests an extremely comfortable stay. Your compliments have been passed on to all of them and we are eagerly waiting to offer you another warm welcome.

Thank you for choosing to stay with us and looking forward to see you again soon.

Sincere regards,
Katlin R
General Manager, The Ritz London

Element 4 – Response to a formal written complaint

Hotel Trinity
3 Trinity Avenue, Westcliff on Sea
Essex
SSO 7PU

21 August, 2021

Mr. Damian Cloake
6 Honeycombe Way
Swansea
SA1 2AR

Dear Damian,

Thank you for choosing Hotel Trinity. I have received your letter dated, August 19, 2021, about certain unpleasant experiences during your stay with us from August 15, 2021 to August 17, 2021. First of all, I would like to apologize for the inconveniences that you and your family had to face. It is distressing for us, as a team, to learn that we were unable to satisfy your expectations on multiple instances during your stay. Our guests' satisfaction has always been our topmost priority. Honest feedback from our guests means a lot to us in our constant endeavour to keep improving the services and facilities at Hotel Trinity. Your feedback is hence truly valuable and your honesty is much appreciated!!

I have gone through your feedback in detail and passed each one of them on to the concerned teams for their review and immediate action. While I am not making an excuse, as reported by Ben, our receptionist, to you, on the arrival, we were indeed short staffed due to an unexpected emergency. You will be happy to know that thankfully the emergency has been handled and we have now also added and trained new staff to ensure that such situations where the guests have to wait for a long time to check-in and to get proper beds is not repeated. I was also disappointed to learn that cold food was served to you in our restaurant and you were made to wait for a long time, due to which subsequently, you were forced to eat at other restaurants during the rest of your stay. This is indeed a big blow to our high standards. Please be assured that your feedback has been passed on to the restaurant team and strict actions are being taken to streamline the time taken between the ordering and serving in order to improve the dinner experience. I must add that I was extremely delighted to know that you and your family enjoyed the breakfast experience at our restaurant. I would like to thank you for pointing this out explicitly. It helped me to instruct the team to review the best practices being followed during breakfast time and come up with ways to implement them during the busier and crowded dinner time so that our guests consistently receive a pleasant experience at all times of the day everyday irrespective of the number of people.

I agree with your point that poor service standards are unacceptable from a reputed hotel like ours! I am also extremely grateful that you have recognized the efforts of Ben, our receptionist, and have passed on your compliments to him. Ben was

delighted to receive them. It is these gems of appreciation and feedback which motivate all of us to rise above and beyond and aim for customer delight. I have also passed on your observations to our Training Team so that they will groom all our employees and impart the necessary social skills required to be more efficient in taking care of any issues faced by our guests and make their stay a pleasant one.

I once again apologize for failing to fully meet your expectations. Please feel free to [contact me directly](#) in case you are still not satisfied with my response. I implore you to give us one more chance to redeem ourselves and stay with us whenever you visit this area. As a goodwill gesture, to make up for the unpleasant experiences faced by you, I am offering, on Hotel Trinity's behalf, a 20% discount on your next booking. The entire team is looking forward to welcome you back soon so that we can demonstrate the high standards associated with Hotel Trinity.

Yours sincerely,
Katlin R
General Manager, The Hotel Trinity

References

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[Accessed November 2021].

The Trinity Hotel, 2021. *The Trinity Hotel*. [Online]
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Hotel Administration and Front Office Operations Portfolio

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

72/100

Instructor

Please see Rubric for a detailed breakdown of your grade.

Moderated - RP

PAGE 1

PAGE 2

PAGE 3

PAGE 4

QM

Restructure sentence

QM

restructure - sounds confusing

QM

for yourselves

QM

both

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

Sp.

Spelling error

PAGE 5

QM

Check incorrect use of capital letters

QM

Good

**Comment 1**

Good

QM

restructure sentence

restructure sentence

QM

WC

Word choice error:

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QM

Sp.

Spelling error

QM

Good

QM

contact me directly

GRADING FORM: HAFO PORTFOLIO

KATALIN LAKATOSNE TOMSICS**72****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



Mr. & Mrs. Jones letter: Empathetic, sincere and professional. Compliment review: Remember to advertise to potential guests as explored during lectures. Complaint review: Good approach and you made the guest comments seem valued and appreciated. Letter to Mr. Cloake: Appropriate response to the complaint.

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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.



Please use 1.5 line spacing. Please see notes on sentence structure. You can attend various study skills at UWTSD to assist, so please contact me if you require any additional information. Be careful of UK/US spelling differences.

18

RESEARCH & LITERATURE /10

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



References correct, however, be mindful of spacing in reference list.

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