

portfolio

by Kaiyum Ahmed Khan

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Hotel Administration and Front Office

Kaiyum Ahmed khan

2028296

Lecture name: Lynsey Hooper



Element:1



01/12/2021

Clive Jones
25 Leyton Avenue
Morriston
Swansea
SA13AL

To Mr and Mrs Jones,

The hotel Trinity would like to invite you to our hotel to book rooms in our hotel for your trip. We would like to apologize for our inconvenience during the cancellation of the booking due to the pandemic. The lockdown restrictions influenced us as well as our customers. As the covid-19 has hit the country, the hospitality sector is currently suffering from the situation.

space
we would be delighted if you join us in our hotel as your regular visit would help us and the cancellation was made for following the quarantine norms and keep our customers safe from this situation. Now that the situation has better you can continue your reservation and enjoy facilities in our hotel. You can contact reception for more information regarding the reservation any time and book your dates. We always thought of the safety of loyal customers that was the reason for the cancellation of the booking. we always thrive to give better assistance that is required by you. The hotel maintains the Covid-19 protocols as the safety of our customers is our utmost priority.

We would request you to follow the protocols like wearing masks and the sanitization protocol on the premises of the hotel and enjoy your stay at the home and have a good experience while visiting our hotel. We hope your journey would be comfortable and amidst the situation of the Covid-19 and have a safe flight. We hope you would understand our situation and hope you would join us to have a better experience in our hotel. We would like you to feel comfortable during your stay and provide you with the best services to enjoy your vacation. You can contact the reception for more details, and she would lead through the process of the reservation. Looking forward to hearing from you.

Kaiyum khan
Guest Relation Manager
Trinity Hotels

Element :2

Figure 1: complaint from a customer
(Source: tripadvisor.com, 2021)



Dirty

Review of **OYO Trinity Hotel**

●○○○○○ Reviewed September 11, 2015

Simon D
Todmorden,
United
Kingdom

✎12 🍌13

This hotel is shabby and in need of a good clean, cigarette burns in the bedroom carpet, toilets leaked, dust and dirt on the rooms fixtures and fittings. Food quality poor. Lobby and stair case areas worn and paintwork flaking. Constant traffic noise throughout the night as wagons came and went to the docks.

Date of stay: September 2015

Room tip: Book your Hotel somewhere else, but not hear

Trip type: Traveled on business

●○○○○○ Value

●○○○○○ Cleanliness

●○○○○○ Service

Figure 1: complaint from a customer
(Source: tripadvisor.com, 2021)

Response:

Respected sir

Our hotel Trinity has always worked towards giving good quality service to our customers. The changes have been made where the rooms were not clean and the toilet has been cleaned. The food is also checked to ensure that the food quality is good. The paintings are redecorated, and the lobby is furnished. We apologize that these situations have caused inconvenience for you, and we understand that the situation is not unacceptable as it affects your experience during your stay. The management has faced some issues as it was the reason for your inconvenience. The employees have been also made to understand that customers are our priority. We have checked into this matter and made the changes that were said by you. Please visit us in your time and enjoy your experience in our hotel.

We have earnest regrets about this situation and have looked into the matter. The corona crisis has made our management poor and we have become strict towards the management and ensure that the customers are safe. We would take all the necessary steps to ensure that the experience and the ambience would be better so the customers would enjoy the stay. We value our customer's feedback and always try to work with the preferences of our customers to provide the best quality services in our hotel. We would like to offer your gifts as a token of apology and thank you that your feedback that has made our service better for our customers.

We would like to know about your opinion regarding the changes and contact our receptionist to provide you with the details and have a good experience while you visit our hotel. Our main priority is customer satisfaction, and we would be happy if our customers are happy, and we would always try to serve our customers right. We would like to offer exciting offers where you would get free service at our hotels in the Jacuzzi. We would be delighted to offer the services in exchange for the services that was provided to you which has made a bad impression on our hotel. Feel free to contact us to our receptionist and check out for more details of our services and we would like you to take our apology and avail our new services.

THANK YOU

Element:3

[Tugboatgirl](#) wrote a review Aug 2019
Kamloops, Canada62 contributions57 helpful votes
[Nailed it!](#)
"We thoroughly enjoyed our stay. Alan and Jill are lovely, the breakfasts were perfect and the room was comfortable and clean. I'm disappointed that we don't have plans to return to Southend anytime, because I would definitely choose the Trinity hotel again! "
Read more
Date of stay: August 2019Trip type: Travelled as a couple
2 Helpful votes
Helpful
Share

Figure 2: positive comment from a customer
(Source: tripadvisor.in/Hotel, 2021)

Reponses:

Respected madam,

Our hotel Trinity is delighted with your comment as it has made us happy to hear that our services are making our loyal customers happy.  13 We always give our best in our services to provide good quality service to our customers. We always keep our rooms clean and also do our best to give customers the proper experience and ambience to stay at our hotel. For us, customers are our priority and we always try to become an efficient hotel where the customers are happy and enjoying their stay at our hotel. We hope that our customers are having the best experience and continue to give more services to become one of the best hotels in the country. We ensure that our customers are satisfied with our services and also s 14 /any inconveniences if it occurs in our hotel premises. We are happy to deliver services just like our brand name to provide a good experience to our customers. We are happy that you have liked our food and hotel services and it has made us motivated to work efficiently for our customers. We have been surprised as the consequences of the pandemic has made us feel demotivated but with your positive comment, our staff and hotel have made us proud. We would like to thank you for the feedback as it has helped us to make our services even better for your convenience. We would like to offer free breakfast for you in our hotel to make sure that you are happy to enjoy your stay in our hotel. We were happy to give this service just contact with our receptionist or email us for more details. Our hotel takes care of our customers even in the crises of the pandemic where the Covid-19 has affected our businesses and requires support from our loyal customers and your comment has lightened our situations and provided joy in work and our hotel. Our employees were delighted to hear your comment and have become more motivated to do their work efficiently. Check out more details on our website or call our receptionist to avail of our services and we are happy to serve you at your convenience.

 WC Signature/name at the end

Element:4

01/12/2021

To
Mr Cloake

Our hotel Trinity is delighted to get feedback from you. We apologize for the inconvenience that is caused at our hotel. We would rectify the problems that have caused the inconvenience. We would always try to give you comfort at our hotel and provide the best service to our customers. Our receptionist took an hour to take you to our hotel might be because of a shortage of staff but **even if it does it should be happening where you got fewer beds for your stay** We are extremely sorry that you did not like the experience of the hotel. We assure you we would not repeat this situation and provide the best quality services to you. We have taken necessary steps with the employees not to repeat this situation and provide good service to you. The way you had to wait for our staff is regret for us and our staff. We would take train our staff better to provide good service to you and take strict actions regarding this matter. Regarding the next issue, we are sorry that our food service was bad, but our chefs are of high quality, but we regret to announce as our cook has been going through some issues and also the shortage of staff has made the food service slow. The pandemic has affected us, and our business has got slowed. Learning from the past and similar pandemic situations, restrictions on the motion of people have important socioeconomic repercussions on people's livelihoods and other situations. We apologize to you from our staff and our hotel regarding this issue. But your feedback was mandatory for us.

We would like to offer free breakfast on your next visit as a token of our apology. We would rectify the problems and give our best to give you proper quality service in our hotel. We agree with you that our services were not better but for us, every customer count and we have failed to live up to the expectation of our customers. Our workforce had to face lockdown for that reason our staff was not able to cope up with the services and we would reward our receptionist, Ben, where he had given his best to give you good service.

Manager
Hotel Trinity

Reference list

<https://www.tripadvisor.in/Hotel_Review-g503795-d1491215-Reviews-The_Trinity_Hotel-Westcliff_on_Sea_Southend_on_Sea_Essex_England.html> [Accessed 23 November 2021].

Sp. Maji, S., Rakshit, S. and Roy, D., 2020. Effect of Novel Coronavirus disease (COVID-19) Outbreak on Indian Agriculture: An overview through News Reports amid Nationwide Lockdown. *Food and Scientific Reports*, 1(4), pp.1-9. [tripadvisor.com](https://www.tripadvisor.com), 2021. [online] Available at: <https://www.tripadvisor.com/ShowUserReviews-g186317-d3158367-r309137442-OYO_Trinity_Hotel-Kingston_upon_Hull_East_Riding_of_Yorkshire_England.html> [Accessed 23 November 2021].

Sp. [tripadvisor.in/Hotel](https://www.tripadvisor.in/Hotel), 2021. [online] Available at: [tripadvisor.in/Hotel](https://www.tripadvisor.in/Hotel), 2021. [online] Available at: Yacoub, L. and ElHajjar, S., 2021. How do hotels in developing countries manage the impact of COVID-19? The case of Lebanese hotels. *International Journal of Contemporary Hospitality Management*.

FINAL GRADE

GENERAL COMMENTS

53/100

Instructor

Please see Rubric for a detailed breakdown of your grade.

Moderated by MJ

PAGE 1

PAGE 2



Comment 1

No hotel address or logo



Sp.

Spelling error



space



Comment 2

Don't let the guest know this



Comment 3

has improved



Comment 4

the



Comment 5

think



Restructure sentence



Comment 6

they not she



Comment 7

I look

PAGE 3

PAGE 4



Comment 8

The username is Simon



Restructure sentence



Sp.

Spelling error



Comment 9

too generic



space



Comment 10

This review was in 2015



Space



Comment 11

offer repeated



Comment 12

Sign off with name and position and don't use capital letters.

PAGE 5



Comment 13

Try to summarise this in shorter paragraph.



Comment 14

solve

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

Signature/name at the end

PAGE 6

QM

Awk.

Awkward:

The expression or construction is cumbersome or difficult to read. Consider rewriting.

QM

Sp.

Spelling error

PAGE 7

QM

Sp.

Spelling error

QM

Sp.

Spelling error

GRADING FORM: HAFO PORTFOLIO

KAIYUM AHMED KHAN

53

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: Don't make the guest feel that they are helping our business. You want to make them feel special - especially as they have been loyal guests since 1972. There was no mention of this or their golden wedding anniversary booking. Response to negative review: Very generic. None of the issues were addressed. Please see highlighted notes within the assignment. Response to positive review: Too many similar sentences. No acknowledgement of Alan or Jill. Response to a complaint letter: Good to acknowledge Ben, as he was a contribution to the positive elements. Again, very generic and no specific issues addressed.

27

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 hotel address. No recipient address in complaint response. Not presented in 1.5 line

20

spacing. Paragraphs need spacing. Check different spellings for UK/US.

RESEARCH & LITERATURE /10

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



Please refer to the Harvard referencing guide for help with referencing (this can be found on Moodle under module information).

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