

Assignment 3 Element 1 to 4

by Afjol Hussain

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Element 1:



5, St Michaels Cres
Swansea
SA2 1E

Mr Clive Jones and Mrs Ann Jones
25, Leyton Avenue
Morrison
Swansea
SA1 3A

7th Dec 2021

Dear Mr and Mrs Jones

Reservation number: 001555

Hope you had a lovely Golden Wedding anniversary and in good health, just like to sincerely apologise for the previous booking cancellation due to COVID-19 pandemic. Due to pandemic we regularly disinfect all our rooms, and you can check-in via mobile phone. As we have come out of lockdown and fully operational again, like to take this opportunity to ask if you would like to reschedule your booking. As you booked on Saver Deal we like to offer our most loyal guest promotional Royal Suite with no added extra cost. As you have been a loyal guest over the years we like to thank you for your continued support.

You are going straight to the point and include some important information. However you could add further personalisation. remember they have been regular guests since 1972!

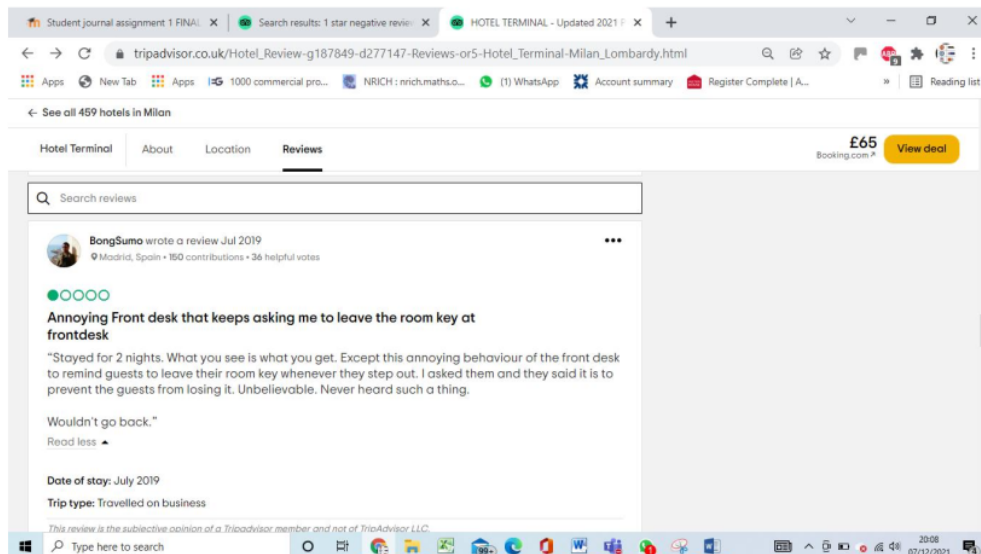
Best Regards and see you soon.

Affel Hussain

Guest Relations Manager

Add manual signature

Element 2:



You need to reference this review following the Harvard referencing guidelines.

Hotel Terminal

Via Ponte Seveso 38,

20125 Milan Italy

7th Dec 2021

Dear Mr Bong Sumo

First of all, I would like to thank you for taking the time to write the review regarding your stay in the hotel. I would like this opportunity to sincerely apologise for the front desk operator's behaviour regarding leaving the room key behind every time you left the hotel, since then I have investigated this matter further to make changes so that you don't have to leave the key behind. Also, I have retrained all the Sp. of this change for the better. We really appreciated your feedback, hope when you visit Milan again you can book with us with full confidence and please email me prior to your booking so that I can give a loyalty discount of 15%.

You may want to offer this guest to be contacted directly and discuss the matter in further details

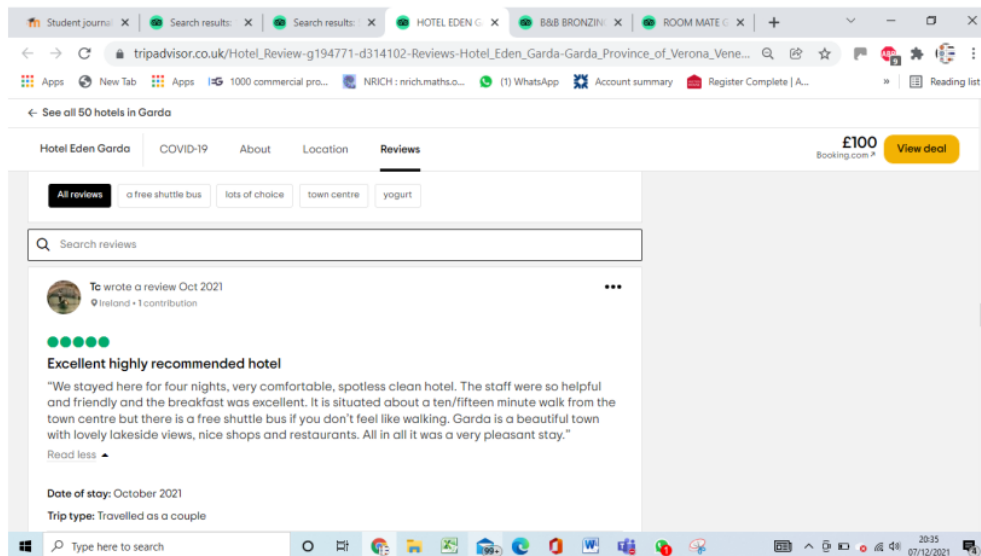
Kind Regards

Affel Hussain

Remember that this answer will be seen by potential future guests and your message could be adapted to target this audience too

Hotel Manager

Element 3:



You need to reference this review following the Harvard referencing guidelines.

Hotel Eden Garda

Felice Evaristo Dell'Abaco 9,

37016 Garda

Italy

7th Dec 2021

Dear TC

Like to thank you for staying at our hotel and taking the time to write the review as we value all feedback. All our staff are here to strive to exceed expectations for all our guests, all your kind word regarding breakfast and staff will encourage and motivate all our staff to achieve excellence. We hope to see you again when you visit Garda, so we can host all our full range of hospitality.

You could include further details of your great facilities and location for example. Do you have a guest loyalty card or anything you may want to promote?

Best Regards and see you soon.

Affel Hussain

Hotel Manager

Element 4:



5 St Michaels Cres
Swansea
SA2 1E

Mr Damian Cloake
6 Honeycombe Way
Swansea
SA1 2AR

7th Dec 2021

Dear Mr. Damian Cloake

Reservation number: TRI016724.

Thank you for taking the time to write this letter to bring to my attention about long wait while checking into the hotel. Can I take this opportunity to offer my deepest sympathy for what happened to your family, it is not acceptable for any of our guests to have to wait so long to check in, and secondly not having the beds not ready for use is beyond anyone's comprehension. As you have mentioned that Ben told you of the reason being short staffed, due to an unforeseen number of the employee being struck off work due to self-isolation because of COVID19 Pandemic. Also I cannot understand why you had to wait in a queue again for your beds to be ready, as for having to wait and get served cold foods in the restaurant, having to eat out remainder of your stay was not acceptable. After looking at your complaint I have taken measures to improve work ethic and recruited more staff like Ben, for this sort of thing never happen again. I have also made sure that there is someone at the front desk all the time so when guests checkout they can leave feedback that can be dealt with instantly. I'm glad that you liked the breakfast and hope in the future visit that we can deliver the high standard we have set yourself. I hope you will still consider us for your next visit and if you can kindly email me personally so that I can show my appreciation for your loyalty, I can offer a special discounted rate for your booking. Please convey my sincere apologies to your wife and children. *You are not offering solutions and we would expect the hotel to offer a sort of compensation to show sincerity in their actions.*

Best Regards and see you soon.

Affel Hussain

General Manager

Hotel Trinity

*If the guests decide to book again with you, who do they need to contact and how?
This should have been made clear in this letter.*

Assignment 3 Element 1 to 4

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

Moderated 21.12.2021 69 to 65 MJ

65 / 100

PAGE 1



Comment 1

Good use of information

Text Comment. You are going straight to the point and include some important information. However you could add further personalisation. remember they have been regular guests since 1972!

Text Comment. Add manual signature

PAGE 2

Text Comment. You need to reference this review following the Harvard referencing guidelines.



Comment 2

In a review answer format, this will not be included

Strikethrough.



Comment 4

As this is a public answer you would not give the amount



Sp.

Spelling error

Additional Comment

Staff

Text Comment. You may want to offer this guest to be contacted directly and discuss the matter in further details

Text Comment. Remember that this answer will be seen by potential future guests and your message could be adapted to target this audience too

PAGE 3

Text Comment. You need to reference this review following the Harvard referencing guidelines.

Strikethrough.



Sp.
Spelling error

Text Comment. You could include further details of your great facilities and location for example. Do you have a guest loyalty card or anything you may want to promote?

PAGE 4



Comment 6

Apology would be more appropriate

Strikethrough.



Comment 8

Focus on solutions



Comment 9

You need to come up with solutions. "We have investigated.... and realised....."

Text Comment. You are not offering solutions and we would expect the hotel to offer a sort of compensation to show sincerity in their actions.

PAGE 5

Text Comment. If the guests decide to book again with you, who do they need to contact and how? This should have been made clear in this letter.

AFJOL HUSSAIN

65

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



You demonstrated knowledge and understanding of the task. You acknowledged problems offered some solutions but some were too brief or not realistic. Offer of compensation wasn't always made and clear. You could work in selecting better words to sound more empathetic in some cases.

35

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.



Your work is presented to a very high standard and looks professional - well done. Some minor errors throughout.

25

RESEARCH & LITERATURE /10

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



You are including a source but have not referenced according to the UWTSD Harvard Referencing Guide.

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