

PORTFOLIO

by Aurelia Florea

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Hotel Administration and Front Office Operations

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Table of Contents

Introduction	3
Element 1:	Error! Bookmark not defined.
Element 2	Error! Bookmark not defined.
Element 3:	Error! Bookmark not defined.
Element 4.....	10
Conclusion.....	12
References.....	13

Introduction

The portfolio will demonstrate the significance regarding 4 elements. However, in the first element, the portfolio will incorporate an official letter to a guest whose booking got cancelled during pandemic, and the letter will invite the guest again. In addition to that, the portfolio will also demonstrate a negative review and the response of that feedback as a hotel manager. Moreover, a positive feedback and respond according to that will also be displayed here. A reply of a guest's letter will also be incorporated here.

Element 1:

Signature/name at the end

Guest Relationship Manager

Hotel Trinity

Pearse Street, Dublin D02 FW96 Ireland

To: Mr. & Mrs Jones

62 Parnell st Waterford

Dear Mr & Mrs Jones,

You have booked a room in our hotel in August 2020 that was cancelled because of covid-19 , your reservation number is 001394. On behalf of all the staff, we all would like to invite and welcome you to our hotel. It is a great pleasure for us as you have chosen us. In addition to that, we are honoured that we have a chance to serve you our best facilities and benefits. However, you have been a loyal guest of our property for a long time and you are aware enough regarding our maintained quality service and premium amenities.

However, you have booked our accommodation during the COVID pandemic, and at that time, our Trinity hotel was under lockdown. For this foremost reason, we were not able to cooperate with you and we were instructed to cancel any kind of booking and to provide you with the best services. However, we are very sorry for that and also sorry for the inconvenience that happened, if any. In addition to that, for that incident, we are really

very upset and we are inviting you now to enjoy our accommodation. Along with that, after the pandemic, every department of our hotel maintains every COVID protocol with extra care to provide a healthy service to valuable guests like you. Moreover, we are currently sanitizing all the rooms for our guests on a daily schedule. Our employees also keep an eye to change the cover of every bed and pillow once a guest leaves the room. With reference to that, our all the responsible staffs are also vaccinated that to maintain a healthy environment in our hotel premises. Moreover, we maintain all the protocols like wearing proper masks, proper gloves along with checking the temperature of the employees every half an hour. We also check the temperature of the guests at the time of entering our hotel. Henceforth, we are using all the safety measures to maintain appropriate hygiene in our hotel premises to make sure the safety of our guests (Solomon, 2018).

However, we assure you that you will not face any kind of problem regarding health and safety in our hotel and if you face any kind of issue regarding our accommodation and regarding our health and safety, that will be totally our concern. Our professional and friendly staffs are always at your service and you can consult with them for any kind of issue that occurs during the time of your stay here (Hammer, 2016).

Again, we are really very sorry for cancelling your bookings during the pandemic time and now we are cordially inviting you to experience our accommodation, health and safety measures of the post-pandemic situation. Moreover, I want to thank you and also want to share my greetings to you for your kind decision for choosing our hotel and our service. Our hotel also looks forward in terms of serving you now and forever (Tewan, 2009).

Date: 07.12.21

regards,

Oliver Smith

Guest relationship manager

Element 2

There are very few negative comments and reviews against the hotel. One of those negative reviews, which is a complaint, is incorporated as follows.

Complaint:

During the time of check-in, I was handed a room key, and I went to that room with my luggage; and after entering the room, I found that it was already someone else's room. Then I went to reception, and the receptionist handed me another key; however, after entering the room, I kept my luggage and went to the bathroom, and I found there was no light in the bathroom. However, any way I managed my bath in the dark and at the same time, one of my colleagues was present at another room of the hotel, and he also found that the shower was not working in his bathroom. So, I went to the reception and asked the receptionist to fix the issue, and she replied, "I am only a receptionist", and she also replied that it was not possible to fix this issue right now. It will take time until tomorrow. I am very upset with this kind of service and quality, and I do not stay here in any situation (tripadvisor, 2019).

Response:

Dear guest,

It is our pleasure that you have taken the time for valuable feedback. In addition to that, I am requesting you to be kind to accept my apology regarding the inconvenience that has been occurred. We are very sorry for this kind of inconvenience. Along with that, I can assure you that a particular team has been appointed in terms of overcoming those inconveniences as soon as possible. We will investigate all the factors thoroughly that you have mentioned in your valuable feedback. Our hotel has decided to rectify those faults that you have faced, and we will refund your valuable money. Again, sorry for your experience with our hotel.

I hope you will provide me with the chance to welcome you back in future.

Date: 07.12.21

Regards,

Oliver Smith,

Hotel manager

Element 3:

There is so much positive feedback regarding the service of Trinity hotel. One of them is demonstrated as follows.

Compliments:

My partner and I stayed in this hotel, and it was perfect as the room was big and decorated beautifully. Along with that, the friendly staffs were amazing, and those staff assisted with everything that was required and needed. I cannot complain about the hotel, and surely, we will be back. Thank you, all the employees, for their great assist (tripadvisor, 2018).

Response:

Dear guest,

Thank you for your valuable feedback. We are pleased that you have taken the time and share your valuable experience with us. In addition to that, we are overwhelmed along with delighted for your extremely positive feedback, and we are happy to serve you. We are honoured that you have chosen our hotel for enjoying our accommodation.

We would like to host you again in future.

Date: 07.12.21

Thanking you,

Oliver Smith,

Hotel manager

Element 4:

To

Damian Cloake

6 Honeycombe Way

Swansea

SA1 2AR

Dear Mr Damian Cloake,

At first, I apologize for the inconvenience that leads you to an overall bad experience with us. Along with that, I am accepting our misconduct step by step in terms of rectifying those mistakes.

At first, you have had waited in the reception queue for a long time although after booking in advance. We truly understand and felt your situation at that time. For your information, we have taken the initiative to mitigate this issue by consulting with our reception and front desk officer and also asking them for an explanation regarding the inconvenience (Tesone, 2015). The senior authority went through your feedback and asked for a proper explanation. In addition to that, we thoroughly investigated the front office and reception in terms of not repeating the same kind of mistakes. On the other hand, we are currently maintaining proper hygiene to serve the guest like you the best and healthy service. Along with that, the employees of the front desk are strictly instructed not to repeat the same

kind of mistakes; otherwise, they will be punished by deducting their salary and by terminating them as per the company's choice (Corgel, 2011).

However, I am apologizing again for the second misconduct and inconvenience that you have faced with us. You have faced an issue regarding the meal at our restaurant that is not acceptable. However, due to the pandemic outbreak, we are currently facing problems regarding staff and cooks. Moreover, the staffs of the 15th august were comparatively new in this profession, and as a reason, they made this kind of inconvenience. I am deeply upset about your experience as I can feel and understand your position at that time. On behalf of all the staff, I am apologizing to you and assure you that this kind of inconvenience will never be repeated, sir.

However, being a manager, I am truly shattered, and I assure you again that necessary steps have already been taken in terms of mitigating the issues that you highlighted in your feedback. In addition to that, as per your valuable feedback, we have made some changes in our faculty not to repeat the same kind of mistakes. I am also concerned with this factor and have decided to refund you valuable money to your bank account that you have provided us at the time of checking in.

This kind of circumstance is totally unacceptable for you as well as for our hotel authority. For that, I am Repetitiveness again, and we have taken the initiative to make changes in our several departments according to feedbacks (Bardi, 2010).

However, please be kind to forget the WC experience, and I assure you that you will experience a totally new environment if you provide me with a chance to host you again. I assure you that you will be pleased if you come here next time and also, we will be

honoured. Along with that, our hotel welcomes you again in future to try and experience our new environment and we would love that.

However, waiting for your kind reply, sir.

Date: 07.12.21

Regards

Oliver Smith

Hotel manager

Conclusion

The portfolio has mainly demonstrated the significance regarding hotel management. In addition to that, a guest has also been invited as the booking of that guest had been cancelled due to lockdown and pandemic. However, in this portfolio negative feedback and a response according to that has also mentioned. Moreover, the particular portfolio has also displayed positive feedback and its response as a hotel manager. However, in the last element the specific portfolio has incorporated a reply to a guest's complain letter.

References

Books and Journals

Bardi, J. (2010) *Hotel Front Office Management*, Wiley, London

Corgel, JB, Sturman, MC & Verma, R. (2011) *The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice*, John Wiley & Sons, Incorporated, Hoboken. Hammer, J. (2016) *Revenue superstar! The simple rules of hotel revenue management*. Great Britain: Amazon.

Solomon, M. (2018) *The Heart of Hospitality*. New York: SelectBooks, Inc.

Tesone, D. (2015) *Principles of management for the hospitality industry*. London: Routledge. Tewan, J. (2009) *Hotel Front Office: Operations and Management*, Oxford Higher Education Press

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tripadvisor, (2018). *tripadvisor*. [Online]

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tripadvisor, (2019). *tripadvisor*. [Online]

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PORTFOLIO

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

40/100

Instructor

Please see Rubric for a detailed breakdown of your grade.

PAGE 1

PAGE 2

PAGE 3

PAGE 4

QM

Signature/name at the end

Comment 1
No hotel logo or date

PAGE 5

QM

Restructure sentence

Strikethrough.

Strikethrough.

Strikethrough.

PAGE 6

PAGE 7

PAGE 8



Sp.
Spelling error

Strikethrough.

Strikethrough.



Comment 7

Food & beverage department?



Sp.
Spelling error



Repetitiveness

Strikethrough.



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.

GRADING FORM: HAFO PORTFOLIO

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: No mention of the Golden Wedding anniversary. Letter sounded very generic and not personalised to these particular guests.
Compliant review: You offered a general apology but you didn't address the issues
Compliment review: A short response. We were looking for you to incorporate the skills learnt during lectures.
How to advertise to prospective guests etc. Letter to Mr. Cloake: You addressed the meal complaint but you didn't mention any of the other issues raised. You could have also used the sandwich approach we explored in lectures. Remember, to highlight the positive aspects of your hotel.

17

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.



Missing hotel address, logo and date. be careful of repetitiveness and informal language/word choices. Presented in the correct format. In-text citations were not a requirement of this assignment.

16

RESEARCH & LITERATURE /10

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



Reviews referenced accordingly.

7