

Cristian Florea

by Cristian Zaharia Florea

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Hotel Administration and Front Office Operations

Module code: BMIH4004

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Introduction

Hotel administration department is in charge of organising and regulating the activities of a hotel or resort. It also makes an effort to provide visitors with the greatest possible level of service quality experience. The front desk must be adequately manned in order to deliver the high-quality services that visitors have come to expect from a hotel. When it comes to offering a high-quality experience to its visitors, a hotel must be aware of their reservations and check-out times (Bardi, 2021). It is expected that customers will get the kind of service that they have come to expect from the establishment. In the scenario, Hotel Trinity is a gorgeous institution in the United Kingdom that effectively maintains a connection with its customers. With the purpose of improving the overall performance of the establishment over time, the personnel at this hotel responds to guests in a professional way and is receptive to consumer concerns. This hotel's ability to react to client issues in a fast and effective way contributes to its image as a one-of-a-kind company (Ekhsan et al., 2020).



Element-1: Reservation cancellation letter due to Covid-19



Hotel Trinity

Address: Hedon Rd, Hull HU9 1NU, United Kingdom

Tel: +99-744-025893, **Mail:** Hotel Trinity170.care@gamil.com

Web: www. Hotel Trinityservice.com

Dear Mr. & Mrs Jones

Please accept my deepest apologies for cancelling your app^{WC}ment due to Covid-19 pandemic lockdown restrictions in the United Kingdom. I appreciate your understanding. You have chosen our hotel to comm^{Good} your golden wedding anniversary, which will take place on June 19, 2021. You chose to book your hotel with SAVER DEAL to avoid getting charged for a cancelled or returned reservation. The reservation number 001559 has been allocated to you for your convenience. Due to a shutdown limitation imposed by the United Kingdom government, I am obligated to cancel your reservation. In the meanwhile, we are unable to continue with the SAVER DEAL policy until the govern²ment makes a decision. We are obligated to do so until the reservation is cancelled in its entirety. As a consequence of this incident, the monies associated with your payment have been restored to your bank account. Your visit to our hotel has been steady and cherished for more than 50 years, and we look forward to seeing you again. You've previously been at our hotel many times, and we've gone out of our way to meet your requirements to develop our connection with you. Because of the rapid spread of the covid-19 virus, the government has decided to impose a lockdown on the affected area. To restore a feeling of normality to the general public, our hotel must conform to all applicable government rules.

The pandemic threat posed by Covid-19 must be controlled as soon as possible, and the government's lockdown must be released. I've s³ the money you owe me to your bank account through electronic transfer. You will be welcomed back into our hotel with open arms. We advise you to take good care of yourself and your family during this pandemic.

space

Sincere Signature/name at the end

Guest relations manager, Hotel Trinity

25 Leyton Avenue,
Morrison, Swansea
SA13AL

Element-2: Response to a one-star complaint



Jayne O'Harrow

4 years ago on  Google

1/5

Rude staff...Make you feel like you're not welcome at all. No TV. No hairdryer. No phone. No WiFi. No light bulbs. 1 towel for 2 people. Mice. Filthy. Curtain rail fixed with sellotape. No food allowed in rooms. AVOID AT ALL COSTS.

...

Dear Jayne,

I apologise for the service issues at Hotel Trinity and request your forgiveness for an uncomfortable stay at our hotel. You wrote a negative review about your stay at our hotel. You said that our workers were rather impolite. Additionally, you reported that your room lacked a television, hairdryer, phone, light bulbs, and Wifi. We regret if you had an unpleasant experience at our hotel. Now, Hotel Trinity provides basic service and caters to its guests' demands. We are embarrassed by your negative experience, and I feel that the cleaning staff bears most of the burden. We have employed skilled cleaning staff to ensure that rooms are equipped with the facilities requested by our guests. This was owing to the irresponsibility of the cleaning personnel.

You'll be pleased to learn that we've updated our services, and the majority of our customers have recently expressed positive sentiments about us. This hotel offers standard bedding and furniture to complete the room's décor. Each room now has a television, hairdryer, phone, light bulbs, and complimentary WiFi.

We truly apologise and acknowledge our error. Now, Hotel Trinity delivers skilled staff and standard services to consumers to present them with unique value experiences. I promise you that this kind of issue will not recur. I hope you will forgive us and allow us another chance to demonstrate how we can assist you in changing your opinion.

Regards,

Manager, Hotel Trinity

Element -3: Responses to a 5-star compliment



Fides

3 years ago on  Google

5/5

We have been visiting London in September 2018, Trinity Hotel is the place we were staying during our family holidays. Rooms were tidy and clean, tasty breakfast, fresh and delicious, English breakfast available 😊.

Welcoming hotel staff. Perfect location as it's located only 5 minutes walk to Blackhorse road tube station (Victoria line to Central London) and 3 minutes walk to St. James railway station (National Express trains to Stansted airport).

It's good value for money! Would highly recommend! 😊

...

Dear Fides,

We are grateful for your 5-star review on Trip Advisor for the services provided by our hotel, which we much appreciate. Hotel Trinity is a well-established company that focuses a great emphasis on providing excellent customer service. You made a comment on Google on how wonderful our employees are. Your positive opinion is really valuable to us, and it will serve as an inspiration to us to continue to provide high-quality services in the future. All of us agreed that the lunch was wonderful and that you left with a happy remembrance of the occasion. Aside from that, our hotel's employees impressed you with their great service and friendliness. We appreciate you taking the time to provide a positive review of our hotel since it will assist us in attracting more visitors in the future. According to Hotel Trinity, customer satisfaction may increase a brand's market value while also allowing it to provide its services more efficiently.

we take great joy in ensuring that you have a completely satisfactory experience, and your positive comments encourage us to continue to improve our service. To attract a large number of customers, our hotel lays a high priority on providing great service. The staff at this hotel maintains a professional demeanour and makes every attempt to convince the guest by providing most appropriate response to their question.

Your five-star rating increases the motivation of hotel employees, which in turn helps us offer more services. By providing a uniform experience across all of its sites, Hotel Trinity guarantees that all in-demand services match the needs and expectations of guests wherever it operates. As a way of expressing my appreciation once again, I express my hope that we will be able to continue to deliver high-quality services in the future. I appreciate you taking the time to read this and for your views.

Sincerely,

Manager, Hotel Trinity

Element-4: Response to an official complaint



Hotel Trinity

Address: Hedon Rd, Hull HU9 1NU, United Kingdom

T+99-744-025893, Mail: Hotel Trinity170.care@gamil.com

Web: www. Hotel Trinityservice.com

25 Leyton Avenue,
Morrison, Swansea
SA13AL

Dear Mr Damian Cloake,

We apologise profusely for your negative experience at our hotel and are quite ashamed of the inconvenience caused by our services. We have informed you of our concerns as a consequence of your official complaints against us. We apologise for your negative experience, and I can assure you that we will review all of your concerns and take appropriate action to ensure that our customers have a great and useful experience.

As indicated in your complaint letter, you stayed at our hotel between April 2nd and April 6th, 2021, and were dissatisfied. You were made to wait more than an hour for check-in even though you had a reservation. The delay was explained as a result of previous guests checking out late. Housekeeping had not examined the room thoroughly, and there was little preparation for the new guests when they came. This happened as a consequence of the cleaning crew's inexperience in

properly maintaining a checklist of the hotel's facilities.

Another negative experience you had was that the dinner was served cold and after an extended amount of time. This happened as a consequence of ineffective visitor management and labour inefficiencies in the food and beverage department. The Hotel Trinity is a renowned place, and this awful occurrence happened to you. We are embarrassed by the uncomfortable nature of the services and the administrative problems we experienced. Your official compliance is important to us since it helps us to react immediately to provide a great and memorable experience for our

customers.

We have already responded to your issues, and we will continue to ensure that all operational areas, including housekeeping, front desk, and food and beverage, are running smoothly WCg ahead. By providing training to staff, it is feasible for them to act quickly and intelligently, resulting in increased visitor satisfaction. We are now very careful about delivering great service to our customers, and your complaints have taught us an important lesson about how to preserve our brand's market position. I'd want to convey my deepest appreciation to you once again and promise you that we will continue to deliver a complete service at the best available price.

Thanks and regards

Manager, Hotel Trinity

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FINAL GRADE

GENERAL COMMENTS

47 / 100

Instructor

Please see Rubric for a detailed breakdown of your grade.

Moderated by MJ

PAGE 1

PAGE 2

PAGE 3



Comment 1

You do not need an introduction for this assignment

PAGE 4

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

Good



Comment 2

Too much information - confusing for guests.



Comment 3

This sentence doesn't make sense.

QM

space

QM

Signature/name at the end

PAGE 5

PAGE 6



Comment 4

This is for your information rather than the guests.

QM

Space

QM

Space



Comment 5

Making guests feel valued.

PAGE 7

QM

space

QM

space

PAGE 8

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.

Strikethrough.

Strikethrough.

PAGE 9

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 - doesn't follow the guidelines. Should be persuasive. Negative review - cannot say that your staff are irresponsible publicly. Complaint Letter - have not directly responded to the issues mentioned in the letter. Response to negative review: You didn't address any of the issues. Too wordy. They have mentioned mice and a stronger response was required to give prospective guests confidence in booking.

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.



Presented in a professional format. Be mindful of font size and spacing between paragraphs. Some word choices sound unprofessional. Try to ensure you don't give information to guests about business/profit.

17

RESEARCH & LITERATURE /10

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



You have not included references for the two reviews. Most of the knowledge/skills for this assignment was provided during lectures and resources were provided. Although we encourage further reading, your reference list seemed quite extensive for this assignment. Please do not copy reference lists from other papers. See your module tutor if you have any questions regarding this for your next assignment.

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