

Portfolio.doc

by Lilia Chetrusca

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Portfolio

(4 elements)

Module: Hotel Administration and
Front Office Operations (*BMIH 4004*)

Lecturer:

Lola Villard

Student GRP-G:

Lilia Chetrusca (2024853)

Element 1:

Inviting loyal guests to return to Hotel Trinity after the pandemic – You are the Guest Relations Manager of Hotel Trinity. Compile a written letter to Mr & Mrs Jones, inviting them to book again with your hotel after their booking was cancelled due to lockdown restrictions during the Covid-19 pandemic. This needs to be written in a professional manner and must look professional (consider logo, font, paragraphs, spelling & grammar). It must be sincere, and you need to consider the effect the pandemic has had on hospitality. You are focusing on recovery, and you want your loyal guests to return. The reservation number of the original booking is provided to you on the next page. Please ensure you locate the correct reservation number for your allocated student group. It is your task to find the booking on the Hotelier PMS to find the correct guest details and any necessary / relevant information that you will use. Examples will be given during lectures.

25 Leyton Avenue

Morrison

Swansea

20th October, 2021

Missing logo and title of the letter

Dear Ms and Mrs Jones.

Justify Text

I hope that both of you are safe and well! Because we all have suffered a lot after worldwide pandemic COVID-19, and I do apologise about your cancellation your booking due to lockdown restrictions. after a long period of [REDACTED], we are re-opening our doors to all our guests! We are very appreciating that you have been our customers since 1972! it is a long time, is it?

1

2

Manager and staff are pleased to be your hosts. I look forward to demonstrating services and skills distinctive and special to Hotel Trinity, which is fully equipped with fine dining, Spas, business centre and Health club facilities to cater to our guests.

We promise to serve you at higher standards. We want to be attentive and sensitive to your needs. We also seek to be innovative in meeting and exceeding your expectations.

4

So, we decided to invite you on 12th [REDACTED] to celebrate your golden wedding anniversary with us. it will be a major pleasure to arrange your anniversary at our recent opened Mediterranean Restaurant where you will get a 20% off as a gift from us!

3

Should you require any additional help or information during your stay with us, please do not hesitate to contact me directly or other Duty Managers at their desk in the lobby or dial extension #1 from your room.



We will be very pleased to have you as a guest to stay at our hotel and as usual your room No. 101 with extra pillows and chilled bottles of water will be waiting for you!



On behalf of all my staff, I hope you will be having a wonderful stay here.



May I take this opportunity to thank you for having chosen the Trinity Hotel and we look forward to serving you again in the near future.

Yours sincerely,

Missing manual signature

General Manager

Lilia Chetrusca

Element 2:

Response to a complaint. Find a negative 1-star review on TripAdvisor / Booking.com / Expedia / Google Reviews etc. for a hotel of your choice, that does not already have a response. As the Manager, you will write a response to the guest that will be posted back on social media. You will need to include the original complaint (and reference accordingly), and then write your response beneath. Be sure to personalise the response and sign it off with your name. Examples will be given during lectures.

[Alexis Andreadis](#) wrote a review Oct 2018
Athens, Greece 16 contributions 3 helpful votes



Not recommended

We booked a double room. However, it was not provided an isolated double room, but a room of a family apartment which is separated with an internal door with the next room. So, we could hear the (even the low) noise from the next room and could not feel privacy. After complaint, it was offered a single room (that was the only one available) and we decided to move to this room with a single bed, even if we did not have the comfort of a double room. Poor breakfast.

2 stars for the very clean room, friendly staff and location.

Recommendation for the hotel manager: please say the whole truth about the room in the room description. Then, the customer expectations will meet the hotel facilities.

Conclusion: we did not enjoy our stay.

[Read less](#)

Date of stay: October 2018**Trip type:** Travelled as a couple

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC.

Helpful

Share

Referencing missing

Response:

Dear [Ms. Andreadis](#).

Thank you for your sincere feedback.

As a Manager I want to assure you that we are trying the best to do the best! To be at any convenience of any our guests.

I will assure you that I will do all necessities to change that.

Please don't hesitate to write or contact me directly at:

2024853@student.uwtsd.ac.uk

[Tel:0148364758690](tel:0148364758690)

We do apologise for any inconvenience that we cause you. We will take this in consideration in the future, and also, I do invite you to stay and try our service/hotel once again.



Your sincerely,

General Manager

Lilia Chetrusca.

• Element 3:

Response to a compliment. Find a positive 5 star review on TripAdvisor / Booking.com / Expedia / Google Reviews etc. for a hotel of your choice, that does not already have a response. As the Manager, you will write a response to the guest that will be posted back on social media. You will need to include the original compliment (and reference accordingly), and then write your response beneath. Be sure to personalise the response and sign it off with your name. Examples will be given during lectures.

[Cristi Z](#) wrote a review Sept 2021
1 contribution

Wonderful stay

This is not my first time in Moldova . And I've been to different hotels , but this is my first time in your hotel. Firstly, the hotel is located in the center of the city and is very convenient, besides it is very quiet . The staff is very polite . I really liked the breakfast . I'll be back soon.

[Read less](#)

Date of stay: September 2021**Trip type:** Travelled on business

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC.

Helpful
Share

London boutique hotel£54

Response:

Dear [Cristi Z](#)



Thank you for your feedback.

First of all, I want to say a great thank you from all our staff members including myself Lilia Chetrusca, because you had a great stay with us.

We really appreciate your feedback; it was a pleasure to have you as a guest and we did the best to meet your expectations and to create your unique unforgettable experience.

We are trying to improve our service by taking in consideration every single comment!

Also, we are improving our guests stay by adding new menu of breakfast (you can order it any time of the day).

Good information for future guests

We look forward to seeing you in our hotel.

Yours sincerely,

*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?*

General Manager

Lilia Chetrusca

• Element 4:

Response to a formal written complaint to Hotel Trinity. Your task is to reply to the official complaint, as the manager of Hotel Trinity, that is provided in this handbook in the format of a written letter. This needs to be written in a professional manner and must look professional (consider logo, font, paragraphs, spelling & grammar). It must be sincere, empathetic and an appropriate solution offered. Examples will be given during lectures.

Letter of complaint to Hotel Trinity

6 Honeycombe Way

Swansea

SA1 2AR

August 19th, 2021

Dear General Manager,

My family and I had the misfortune of staying at your Hotel Trinity, from August 15th to August 17th, 2021, in a family room (Reservation number, TRI016724. Cost - £374.00). During our stay, we encountered several issues that I would like to bring to your attention. Firstly, it took more than an hour to check us in even though we had a confirmed reservation. Why it took so long is beyond my comprehension. When I asked the receptionist (Ben) about the reason for the delay, he said it was because they were short staffed. Not my problem! Secondly, when we entered the room, we didn't have enough beds setup so had to go back down and queue again at the reception desk to get it sorted! We had been travelling all day and just wanted to go to bed! So, waiting for additional beds to be made was not ideal!

Finally, the food was cold in the restaurant when we dined with you on the 15TH of August, after we waited over forty minutes for our main course to arrive. Can you explain? I understand the waiting staff were busy, but sitting at a table hungry and frustrated, is not my idea of an enjoyable and relaxing meal. Our total food bill was £46.98. not what I would expect to pay for cold food that should be served hot. We ate elsewhere the other nights. Breakfast, however, was delivered to a high standard. We are a family of four, and our two children were looking forward to staying at your hotel. Unfortunately, because of the long wait times, they were bored and agitated which affected our overall experience. I hope you agree with me that this type of service is completely unacceptable on so many levels. It is not the kind of treatment I would have expected from a hotel of your reputation. I am very disappointed with our unpleasant experience. I would add, that although we had an unpleasant experience, Ben made every effort and attempt to help and assist us throughout our stay. You should hire more employees like Ben! I would like to hear your thoughts about my complaint and

the steps that you are willing to take to prevent such incidents in the future. There was nobody on the front desk when we checked out, so could not raise our issues further.

I look forward to hearing from you.

Mr. Damian Cloake

Response:

Dear Mr. Damian Cloake

As per element 1, the format needs to be reviewed

Thank you for your feedback.

Justify Text

As a General Manager at *Hotel Trinity*, I want to say my sincere apologise for your negative experience.

Also, I want to assure you that we are doing all possible that this won't happen again. We are doing all possible things that you early mentioned to avoid any lacks of negative experience for our future customers.

Sorry about the issue with the check in process! The receptionist (Ben) has been working with us for 15 years; he is a professional!!

It must be the system issue. I've checked and amended this issue myself.

That time we had some troubles with the staff; that why (you get your meal, as you said, cold) we have just couple waitress serving that day! The company which recruiting staff were late sending people.

Be positive and offer solutions instead of of making excuses. this sounds very negative and it isn't what the guest wants to hear.

I am very glad that you like our morning breakfast! We have brilliant Chefs in our kitchen! From November we are improving our menu. That's why I do invite you to try it!! And as compensation to your bad experience, we offer you a 20% discount off your bill.  13

We do apologise for any inconvenience that we caused you. We will take this in consideration, in the future, and also, I do invite you to stay and try our improved service and staff members once again.

Your sincerely,

General Manager

Lilia Chetrusca.

FINAL GRADE

GENERAL COMMENTS

50/100

Instructor

Please see Rubric for a detailed breakdown of your grade.

Moderated by MJ

PAGE 1

PAGE 2

Text Comment. Missing logo and title of the letter

QM

Justify Text

You could justify your text to make it look neater on each side

QM

Grammar

Grammatically incorrect



Comment 1

good to include this information



Comment 2

inappropriate



Comment 3

are they staying complimentary? this is unclear.



Comment 4

punctuation

PAGE 3



Comment 5

this is confused. If you are sending them a letter they are not in the hotel room!



Comment 6

Great touch and recognition of preferences



Comment 7

You don't own the team

Text Comment. Missing manual signature

PAGE 4

Text Comment. Referencing missing



Comment 8

Change the font



Comment 9

This is straight to the point but doesn't cover enough details to be efficient and reassure future guests

PAGE 5



Comment 10

Font

PAGE 6

Text Comment. Good information for future guests

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 7

Text Comment. As per element 1, the format needs to be reviewed



Justify Text

You could justify your text to make it look neater on each side



Comment 11

The

Strikethrough.

Text Comment. Be positive and offer solutions instead of making excuses. This sounds very negative and it isn't what the guest wants to hear.

PAGE 8



Comment 13

Complimentary night would be more appropriate a discount always looks cheap. And remember we learnt in lectures the importance of being generous.

GRADING FORM: HAFO PORTFOLIO

LILIA CHETRUSCA

50

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

35

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.

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.



The layout of your portfolio was poor and needs improving as noted throughout. Some minor inaccuracies in grammar and spelling.

13

RESEARCH & LITERATURE /10

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



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

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