

Prince_2027484

by Mohammad Mahbub Prince

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BMIH4004: Hotel Administration and Front Office Operations

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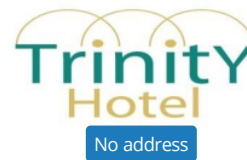
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Introduction

In the context of hotel management, it is critical to ensure the satisfaction of hotel guests. The first priority of a hotel's management is to provide the greatest possible results from their services in order to please their clients. In the context of COVID-19, hotel services are adapting their policies in accordance with the administrative body's requirements (Hidalgo *et al.*, 2022). In such instance, some customers are pleased, while others are dissatisfied. We addressed the example of Hotel Trinity in light of this circumstance.

Element 1



Date: 26th November, 2021

Subject: Booking Cancellation due to Covid-19 Pandemic

Dear Sir/Madam,

I'd want to begin by introducing myself. I am the Hotel Trinity's General Manager. I've gained extensive knowledge and am currently serving as your problem solver. Permit me to resolve any unanticipated difficulties arising from our services and write us a letter in such instances.

Sir, we are really grateful that you have retained our services from our hotel. We are quite appreciative of both of you and appreciate your support of our services as well as your insightful assessment of our services. We are very sorry that there were some shortcomings on our part and that we were unable to deliver acceptable and quality services.

We really appreciate you making your reservation for March 3rd, 2021, and look forward to seeing you there. After being alerted of the recent COVID-19 pandemic, we are obligated to monitor and adhere to the most recent recommendations and guidelines issued by the Centers for Disease Control (CDC), the World Health Organization (WHO), and local governments in order to continue moving forward

toward providing the best services possible while protecting the health and well-being of our guests.

The cancellation of your lodging arrangement has been made due to your safety concerns as well as  our legal duties during this difficult period. If the hotel where you stayed has a cancellation policy, we will refund your money within three working days of learning about it. If you need additional information on this topic, please visit our guest service booth, which is open 24 hours a day, seven days a week for your convenience.

We are grateful for your continuing assistance and partnership. We hope that we will be able to work together to overcome this tough time, and we look forward to serving you at one of our hotels in the future.

Best Regards,
General Manager
Mohammad Prince
Hotel Trinity

Element 2



M S wrote a review May 2021
London, United Kingdom • 3 contributions • 7 helpful votes



HOTEL TO BE MISSED!!

"My original booking has to be changed due to Covid-19. I disputed the £20 admin fee on three occasions. Telephone when changing date, on arrival and, sure enough, it was still on the bill when I checked out.

I kept being referred to as Groupon booking. It was NOT. It was a direct phone booking when I also requested ground floor and inside dining as the outside steps were not suitable. Checking in I was told room 118 was upstairs, three or four flights totalling approx. 40 steps. Almost impossible for an unsteady 90 year old. We were also prebooked outside to Fine Dining. Outside and down wooden and stone steps. This in the pouring rain and wet steps. You may remember the rain last Tuesday. I was told no room inside and was offered an umbrella. No handrail on the glass panels. 90 year old safety??

Breakfast was also down these steps. After this I asked Reception for room service for breakfast at 9.00 for the next two mornings. The wrong order came at 9.05. At 9.30 our cooked breakfast arrived.

Breakfast on the last morning was ordered for 9.00. It arrived at 8.30, which was fine. However, butter was missing, although we had toast. No marmalade provided. Fried bacon and egg was cold and slightly congealed. Awful!

On the Wednesday morning we needed to meet someone at 10.00. We were already late due to breakfast but then could not move from the disabled parking spot as we were hemmed in by two large deliveries. 20 minutes we waited, only to go around the corner to exit the car park and that too was blocked by contractors. When we returned, the disabled bay was taken by the hotel buggy, which we requested be moved elsewhere. Buggy driver was most annoyed at moving.

On returning on the Thursday afternoon the entrance was totally blocked by cement deliveries and other contractors. The cement lorry was spewing water over two of the parked cars. They thought it hilarious! One of your receptionists tried to get them to reverse out but there was insufficient room. We waited 43 minutes to get in only to find a contractor parked in the disabled bay!

However, the biggest complaint we have is the lack of room communication. There was a tablet in the room which was operating but no phone or any way in which to communicate with reception. We had to go down all those stairs and then back up again. Despite repeated requests and assurances it would be sorted, nothing happened. In the event of an emergency we would be unable to get assistance. I felt very

(Source: https://www.tripadvisor.in/Hotel_Review-g10429234-d189210-Reviews-Carbis_Bay_Estate-Carbis_Bay_St_Ives_Cornwall_England.html)

Response from General Manager

Carbis Bay Estate

Response made in 27th November, 2021

Dear M S,

Sir, please accept our heartfelt greetings on our behalf.

Sincere apologies for any problems you and your family members may have encountered during your most recent visit to Carbis Bay Estate. We understand your concern. We were just beginning to deal with the COVID-19 pandemic's development on the day you came and stayed at our hotel. We had to break the news to our

employees, who were understandably horrified and terrified at the thought of being exposed. After conducting a thorough investigation, we have determined that all of the troubles you have encountered during your stay at our hotel have been caused completely by employee fear, which we have validated. This has caused us a great deal of distress.

In addition, as you are aware, COVID-19 has had an influence on every company around the world, with the hotel industry being one of the most severely damaged sectors. The incident not only affected the morale of our employees, but it also compromised much of our operations since employees have acquired a substantial apprehension about engaging with patients and delivering on-time services as a result of the incident. This has posed significant challenges for us, since several of our employees have shown reluctance to interact with our visitors. This issue has caused us a great deal of concern, and it has prevented us from delivering the high-quality services that distinguish our company. However, we guarantee you that we are making every effort to improve rigorously and to enhance all of our services in order to prevent any future problems.

You may be certain that your issues will be addressed as soon as we become aware of them, and we are delighted to notify you that you will be able to resume your normal activities. We would like to express our heartfelt thanks to you for the excellent feedback you have offered us. Please do not hesitate to contact us at the above-mentioned address if you have any more questions. Carbis Bay Estate desires to work with you to help you get through these difficult times and make your future stay even more enjoyable.

Element 3



Sarah S wrote a review Oct 2021
1 contribution



Very impressed

"We have just come back from a week at anglers paradise, and I must say that I was really impressed!! the Place we stayed in, had everything you could possibly need for a self catering place.. And was very clean.. the staff was very helpful and welcoming..Due to Covid some of the facilities they Advertise on their website wasn't available, but no fault of their own, with having to stick by the rules... A lovely place for a fishing person/family/couple as plenty of lakes and other facilities to please everyone.. Definitely recommend a visit!!"

[Read more](#) ▼

Date of stay: September 2021

Helpful Share

(Source: https://www.tripadvisor.in/Hotel_Review-g1103700-d4093886-Reviews-Anglers_Paradise-Halwill_Devon_England.html)

Response from General Manager

The Anglers Paradise

Response made in 27th November, 2021

Dear Sarah S,

Good

We are really appreciative for such a positive comment from you,

It is because of visitors like you that we are able to flourish. It is our mission to give our customers with the most delightful and memorable experiences possible via the use of our products and services. We are delighted to have been able to fulfil your request. The evaluation was also favourably received by our Front Desk Officer, who was overjoyed.

We want you to know that having reviews is really beneficial for both our guests and our establishment. It is a helpful resource for those looking for an overnight stay who are considering making a reservation. We feel it is an extremely significant approach for hoteliers like you to enhance awareness while also sharing your ideas and impressions about our services, which ultimately enables us to improve customer engagement and assist in the establishment of a favourable influence on visitors like you.

Thus, we would want to express our heartfelt appreciation for your thoughtfulness. Your time is much appreciated, and we hope that our **WC**ffs will provide you with the exceptional experience you seek! We consider ourselves fortunate to have people such as you as customers. Serving you with our fullest potential is something we look forward to doing in the future!

We **4** look forward to welcoming you back to our hotel and having the opportunity to further improve your happiness with your stay with us.

Best regards,

Sign name and position

Element 4



Dear [5], 27th November, 2021

Subject: Responding to the complaint

Dear [6], Mr Damian

We are extremely sorry and eager to convey our hearty condolence for your inadequate experience in our hotel. This letter has been prepared to affirming you with necessary accommodation for your inadequate experience in our hotel.

To relieve you from your unusual experience, we would like to know you that we have papered a presidential suite for 3 nights [7] for only in \$1000 per night as accommodative discount voucher for you. It is expected that you will arrive [8] no later than nine o'clock in the morning, with a check-out time of no later than eleven o'clock being the latest. The preparations for your reserved suite for two persons are now underway. Given its close proximity to the airport, our hotel should be straightforward to find. When you arrive at our hotel or whenever our staff asks for your reservation reference, please provide the following information: TRI016724. Taking use of our presidential suites can save you up to 80% on your accommodation costs. [9] are the only one who can take advantage of this offer.

As of right [10] however, your reservation has not yet been verified. In order to benefit from our guarantee, you must provide us with a valid credit card number. You may pay for your stay in advance with a valid credit card or a bank transfer, or we can save your credit card information and charge it on a daily basis for your convenience. For credit card payments made by someone other than you or your guests, a letter of authorization from the cardholder as well as a copy of the cardholder's identity must be obtained before payment may be processed. We also accept cash payments upon arrival, at your convenience.

Remember that, according to our cancellation policy, bought reservations are non-refundable and cannot be cancelled or altered once they have been made. There are certain instances in which you may be entitled for a refund, as specified in our

cancellation policy; nevertheless, you will be charged a cancellation fee, which may vary based on the kind of reservation you made. It is important to understand that if you do not arrive on the specified arrival date, we will charge you for the first night's stay in full and cancel your reservation. If you wish to take advantage of our parking laws, you may park in the hotel's parking lot for \$7¹¹ day; however, in your case, parking is completely free. If you need a parking space, please tell our hotel's guest service staff as soon as possible.

Best Regards,
General Manager
Mohammad Prince
Hotel Trinity

Conclusion

This portfolio had four separate elements, each represented by a unique instance. It is critical in hotel services to provide consistent services to consumers. As a consequence, customers who are experiencing problems have been urged to return to Trinity Hotel, where the management will attempt to settle their issues. Concerning the second element, a negative rating from TripAdvisor was acquired and a letter was sent to address the concerns. Positive customer perceptions, on the other hand, are reflected in greetings and feedback loops. A dissatisfied client's criticism was handled via forgiveness and restitution.

References

Hidalgo, A., Martín-Barroso, D., Nuñez-Serrano, J.A., Turrión, J. and Velázquez, F.J., 2022. Does hotel management matter to overcoming the COVID-19 crisis? The Spanish case. *Tourism Management*, 88, p.104395.

TripAdvisor, 2021. *Anglers Paradise*. [online] www.tripadvisor.com. Available at: https://www.tripadvisor.in/Hotel_Review-g1103700-d4093886-Reviews-Anglers_Paradise-Halwill_Devon_England.html [Accessed 27 November 2021].

TripAdvisor, 2021. *Carbis Bay Estate*. [online] www.tripadvisor.com. Available at: https://www.tripadvisor.in/Hotel_Review-g10429234-d189210-Reviews-Carbys_Bay_Estate-Carbys_Bay_St_Ives_Cornwall_England.html [Accessed 27 November 2021].

FINAL GRADE

57 / 100

GENERAL COMMENTS

Instructor

Please see Rubric for a detailed breakdown of your grade.

Moderated - RP

PAGE 1

PAGE 2

PAGE 3

QM

No address

No address



Comment 1

General manager rather than problem solver.

PAGE 4



Comment 2

This will be confusing for the guests. Be more specific.

PAGE 5

PAGE 6

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.



Comment 3

A few sentences that described the pandemic impact/effect on your hotel would have sufficed.
rephrase 'employee fear.'

PAGE 7

QM

Good

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.



Comment 4

You could have mentioned the positive elements of your hotel. Remember, your response is also viewed by potential guests.

QM

Sign name and position

PAGE 9



Comment 5

No hotel address or recipient address



Comment 6

Mr. Damian Cloake



Comment 7

UK Hotel



Comment 8

Check in before 9am?



Comment 9

Rephrase.



Comment 10

This feels like a sales pitch.

PAGE 10



Comment 11

Change to £

PAGE 11

PAGE 12

GRADING FORM: HAFO PORTFOLIO

MOHAMMAD MAHBUB PRINCE

57

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 acknowledgement of their loyalty or Golden Wedding Anniversary. Letter felt quite generic. Too much detail regarding Covid-19. Compliment review: You could have taken the opportunity to advertise your hotel to prospective guests. Complaint review: A lot of information regarding Covid-19, however, the complaints were not addressed. Mr. Cloake response: No issues addressed that were raised in the complaint letter.

23

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 the correct format.

25

RESEARCH & LITERATURE /10

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



Referenced according to instructions.

9