

Assignment 3 Portfolio

by Ciprian Stegaru

Submission date: 05-Dec-2021 07:25PM (UTC+0000)

Submission ID: 165000359

File name: 29692_Ciprian_Stegaru_Assignment_3_Portfolio_365136_1963984599.docx (174.35K)

Word count: 1811

Character count: 8873



Module: Hotel Administration and Front office operations

Module code: BMIH4004

Lecturer: Lola Villard

Assignment title: Portfolio of works

Student name: Ciprian Marian Stegaru

Student ID: 2027091

Table of contents

Introduction	3
Element 1: Inviting the guests to book the hotel room after the Pandemic	3
Element 2: Response to a guest who lodged a complaint	5
Element 3- Write a response to a five star review for a hotel of your choice as the hotel manager.	6
Element 4- As the hotel manager, write a response to a formal written complaint to Hotel Trinity.	7
References	9

Introduction

Hotel Trinity is a hotel of experience located in London 4.3 metres from Victoria Park which is being run by Mary Daly. This hotel as everyone knows is a storehouse of knowledge, experts, and is targeted to group business for the sister concerns. It is maintaining a healthy relationship with many travel agents and tour operators globally from students to any loyal guests who require accommodation. They are really happy to announce the re-opening of the Hotel after the pandemic. The hotel is offering some more offers for the clients who booked before but did not get the accommodation previously. The Hotel is now launching a new look with great services provided to the customers. The quality and services that it provides is always super exclusive. The customer and the company will be satisfied if the quality is served best (Svantesson 2015)

Not needed

Element 1: Inviting the guests to book the hotel room after the Pandemic



Mr. Clive Jones and Mrs. Ann Jonnes
25 Leyton Avenue
Morriston
Swansea
SA1 3AL

Dear Mr & Mrs Jones,

It is a welcoming experience of Hotel Trinity to welcome our loyal guests. ² hotel manager is wholeheartedly inviting chief and loyal guests like you whose booking has got cancelled during the pandemic last year to this Hotel. We apologise for the inconvenience caused to you from our side.

³ We are really sorry for those who have lost their near ones in the COVID 19 pandemic and those who are still struggling to survive in this situation. The hotel has recovered very impressively after the pandemic. It has launched many luxurious suits inside the hotel. The hotel is providing information about the procedures of hygiene and cleanliness to the guests. It has also focussed on proper hygiene. The booking reference for your convenience is ⁴ TR191672 for our Hotel. Please do refer to the exact booking reference number for booking the rooms. The rooms will be allocated as per availability of rooms.

The housekeepers are given proper awareness training during the pandemic and all are advised to wear proper face masks during their duty hours. The hotel uses proper cleaning agents to keep the hotel clean, tidy and effective to fight against viruses. The guest rooms are cleaned

immediately followed by disinfecting the rooms after one guest leaves and before the arrival of new guests. The social distance between every person in the reception is maintained. Tables, chairs, and sitting places are sanitised regularly. In the valet parking also the people are advised to wear gloves and masks . The guests will be given sanitising wipes after the guests after they return.

Healthy and safety protocols are the most important factors that came up with drastic change in the scenario of hotel. We are giving special focus on the sanitising and cleanliness of our hotel. Also we have shifted the buffet breakfast type to a healthy breakfast. The customer preferences and its demand are our top priority.

Looking forward to the best response from you

We expected you to acknowledge their anniversary celebration and offer a complimentary item to thank them for their patience even if the cancelation was out of your control in this case.



Mr. John Stuart

(G.M of Hotel TRINITY) 

You are not inclosing or referencing the original complaint, therefore not answering to the assignment's requirement.

Element 2: Response to a guest who lodged a complaint

Dear Mrs Bechkam,

Thanks for your valuable feedback shared by you on the website. But we're disappointed that we could not get back to you in time. We are working on the improvisations for our hotel website. It has been an issue during the pandemic that the websites were not properly working so the responses from our side were not prompt. You booked a hotel which failed to give the proper facility of Spa to you. And the hot tub was not working properly. You also stated that the charges are higher.

Holiday Inn is the hotel of excellence and one of the most famous leading hotels in the UK with a comfortable environment that is seen for the wellbeing of our customers. The brand speaks of its popularity. It is an independently owned hotel.it gives a piece of mind when you stay in it.

In this pandemic the Hotel industry is no exception to this crisis period. The growth and emergence of this new virus Corona have affected the hotel and hospitality sector badly(Shin and Kang 2020). We could not provide the best for the customers. The complaint you put forward regarding our hotel is really very disappointing. We couldn't go through the complaint and get back to you .

Again, thank you for putting your valuable time to write for us with your kind words. You had a great experience prior to this experience. You have also mentioned that the hospitality of our staff is very warm and friendly. They provided the best for you whenever you required anything . They have satisfied you the best possible way they could.

Yours sincerely

Natasha Gomes

This is not a letter



Hotel HOLIDAY INN
Kensington High St
Wrights Lane
United Kingdom

Element 3- Write a response to a five star review for a hotel of your choice as the hotel manager.



You are not inclosing or referencing the original complaint, therefore not answering to the assignment's requirement.

Dear Miss Jenny,

Shangri-La hotel and the staff could not stop from writing a response to your appreciation review that was posted in Goibibo.com on 21st Nov, 2021. As the hotel manager it is my responsibility

to acknowledge the positive as well as negative reviews that are provided by our guests. The feedback of our guests are considered to be of utmost importance as it helps us in bringing more improvement in our hospitality and services. Reverting back to your review, it was such a pleasure for us to have you as our guest. We take our guests and their sentiments in high profile priority and we could not have missed our window on your special day. The executive chef was happy to serve you the delicious meal with the compliments of wine from the hotel.

The front desk operators are the backbone of our entire hotel and it is not surprising that Kimberly took such good care of you and gave you the attention you deserve. Kimberly is the highlight of our team.

Home service operations of the hotel have the best staff who prioritises the needs and comforts of the guests. It gives the hotel administration a paramount pride to get such wonderful feedback from you on the home service operation. The staff here are very hardworking and honest. Sangri-La takes pride in being able to provide you with the magnificent view of London over the mesmerising Thames. Next time you make a visit you can try our suites, the view from these rooms are more breathtaking with high end advanced binoculars.

We were happy to serve you during your last visit with us. And next time you join us on any occasion, our new executive chef will be happy to serve you her new modified menu.

Thank you,

Patricia Smith.



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?

Element 4- As the hotel manager, write a response to a formal written complaint to Hotel Trinity.



**309-323 Hedon Rd,
England, United Kingdom.**

Review layout

Date: 20th August, 2021.

Dear Mr. Cloake,

First of all, thank you for sharing your concerns with Trinity Hotel and taking the time to express your issues that you encountered during your stay with us. On the behalf of the hotel administration and staff, I would like to express my deep Word ~~morse~~ for having you go through inconvenient situations and for not living up to your expectations.

We regret the fact that you had to wait for longer hours during the check in even though you had booked the rooms under the reservation 7 ~~ber TRI016724~~. If allowed I would put my case on this specific issue, since Pandemic has hit us all in many folds, 8 ~~This being the same reason for the bed~~ Hotel Trinity and the staff were not spared from it either, we were seriously short staffed. Also this can not be put up as an excuse as it was the hotel's responsibility to provide you alternatives for check ins and bed setups. As of now to counter our short staffing the administration has come up with online check ins which will save your valuable time on your next visit.

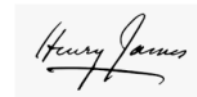
The hotel and restaurant operators are anxious to give you a cold experience while dining. During all these time with Trinity Hotels, the guests were never served cold dishes, an interrogating team is automatically prepared to dwell on this matter more seriously. The Hotel will love to fill you in on this matter as soon as possible.

We can not thank you more for appreciating Ben and his assistance while you were with us. Ben is one of our most trusted and hardworking employees who manages the front desk operations single handedly. We are trying to get more staff like Ben.

Finally Trinity Hotel and staff apologizes for all the inconvenience caused from our side to you and to your family. The Hotel can not afford to lose such a loyal customer like you, please give us the chance in future to assist you with better and warm services.

Thanking you,
Henry James *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.*

Sign in your name



You could offer them a complimentary gesture to show your appreciation

Conclusion

The hospitality and service industry demand high end performance in terms of meeting the needs of the guests and customers. It involves unskilled to skilled employees who are best in their work and can handle the pressure. The services and operations in the hotel industry are diverse and significant. The above elements were designed to give a glimpse of responsibilities and operations carried out by hotel administration and front office department including their necessary steps in resolving issues of the guests or be it appreciating the guest's compliments. The hotel industry has various positions which demand efficiency in all aspects.

You should not have such an extensive reference list as you did not need to cite in your answers.

References

Jiang, Y. and Wen, J., 2020. Effects of COVID-19 on hotel marketing and management: a perspective article. *International Journal of Contemporary Hospitality Management*.

Shangri-la.com 2021 Shangri-La [Online] Available at <<https://www.shangri-la.com/>> [Accessed on 29th Nov 2021]

Shin, H. and Kang, J., 2020. Reducing perceived health risk to attract hotel customers in the COVID-19 pandemic era: Focused on technology innovation for social distancing and cleanliness. *International Journal of Hospitality Management*, 91, p.102664.

Svantesson, D., 2015. The holy trinity of legal fictions undermining the application of law to the global Internet. *International Journal of Law and Information Technology*, 23(3), pp.219-234.

Trinity-hotels.com 2021 Trinity Hotels [Online] Available at <<https://trinity-hotels.com/>> [Accessed on 29th Nov 2021]

Assignment 3 Portfolio

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

Moderated by MJ

42/100

PAGE 1

PAGE 2

PAGE 3

Strikethrough.

Text Comment. Not needed

PAGE 4



Comment 2

Punctuation and layout to be reviewed



Comment 3

Is this a message you want to send, it is a bit risky unless you know of something that you are not mentioning here.



Comment 4

Wrong

PAGE 5

Text Comment. We expected you to acknowledge their anniversary celebration and offer a complimentary item to thank them for their patience even if the cancelation was out of your control in this case.



Comment 5

Sign in your name and follow the instruction given

Text Comment. You are not inclosing or referencing the original complaint, therefore not answering to the assignment's requirement.

PAGE 6

Strikethrough.

Text Comment. This is not a letter

Text Comment. You are not inclosing or referencing the original complaint, therefore not answering to the assignment's requirement.

PAGE 7

Text Comment. no comment

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 8

Text Comment. Review layout



Word

You need to choose your words carefully in order for them to say what you want them to. Here a better words could have been used.



Comment 7

Good use of provided information



Comment 8

Be positive and offer solutions instead of defending the fact that all is perfect and make up that they should have been happy with the offering.

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.

Text Comment. Sign in your name

Text Comment. You could offer them a complimentary gesture to show your appreciation

PAGE 9

Strikethrough.

PAGE 10

Text Comment. You should not have such an extensive reference list as you did not need to cite in your answers.

GRADING FORM: HAFO PORTFOLIO

CIPRIAN STEGARU

42

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 some knowledge and understanding of the tasks. In your responses it was clear you did not follow the instructions or advice provided in class to help you provide a realistic, industry standard response. I was very disappointed to see you had not provided all the

25

information you should have gathered for Element 1.

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 in the wrong format and some inaccuracies in grammar and spelling were noted throughout.

13

RESEARCH & LITERATURE /10

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



You have included the URL for your reviews, but have not referenced according to the UWTSD Harvard Referencing Guide.

4