

Silviu Ciolan

by Silviu Ciolan

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

Lecture names: Lynsey Hooper

Table of Contents

Element 1	3
Element 2	5
Element 3	6
Element 4	7
Bibliography	9
Appendix	10

Element 1

Hotel Trinity



Trinity Hotel Groups

26 Blackhorse Rd,

London E17 7BE,

UK

Clive Jones, 25 Leyton Avenue

Morrison

Swansea – SA13AL

Dear Mr & Mrs Jones,

This letter is to inform you that you had booked our hotel for visiting; however, it was cancelled with the emergence of Covid 19 restrictions and lockdown. The pandemic had a severe impact on our business operations and overall, it had negatively affected the hospitality industry. Additionally, our industry suffered from a serious threat because of the pandemic, lockdown, and other governmental restrictions. There has been a considerable decrease in consumer spending on the hospitality sector because of the pandemic. Presently, we have reopened our service again and have started accepting hotel room bookings. We invite both of you again to book your tickets with our hotel and experience our revised and innovative services. Your visit will help us recover from the challenging situation of pandemics and enable us to show our effectiveness and improvement in service with the emergence of covid 19.

The survival and sustainability of the hotels are at a stake due to the covid 19 pandemic, and we have lost many talented employees as an impact of the

coronavirus. Other than that, many employees involved in the sector have lost their jobs. Further, the restrictions of Covid 19 had made us restructure our hotel and its services that too has been a toll on our expenses.

We have improved our service quality in response to the Covid 19 where we have given priority to maintaining the best standards of cleanliness and hygiene. Sanitising has become a part of our daily schedule and the hotel rooms, furniture and other places are sanitised regularly. Additionally, we have redesigned our eating space so that social distancing is ensured while our beloved guests visit us. Voice-activated elevators have been installed in our hotel for ensuring and maintaining the safety of our clients so that they do not reduce the number of touchpoints. We have also started a customer loyalty programme where we are offering our customers a 25% discount on the bills with booking above 5 days.

We will be privileged if you again book your tickets with us and enjoy our services. Hope that you will avail of our service and new customer loyalty programme during the times of Christmas. Trinity will remain extremely eager to welcome your presence in the hotel.

We ensure that the accommodation cost will be up to £220(including champagne) which will be pocket friendly for you. We are addressing these facts to keep you informed that our hotel is a safe place if you want to book a visit with us to relax your mind and atmosphere. We will be excited and delighted to provide services to out and provide our service to you

I look forward to hearing from you,

Silviu Ciolan / General Manager
Hotel Trinity

Element 2

Hilton has found that one of our customers named Fabio had uploaded in TripAdvisor UK where they have rated us with one star (tripadvisor, 2021).  client has stated Hilton to be a fraud and that the customers must avoid visiting us. Our client is of the opinion that he or she had the worst experience as the room had to be changed twice and our hotel had refused to refund. The hotel rooms have been stated to be dirty and that they are overpriced. We are extremely sorry for the poor service that has been received by our client and we apologise for the same to the client for having received such service at Hilton. Due to Covid 19 restrictions, there were fewer staffs to offer services, which might have been the cause of finding the room dirty.  However, this is not the regular scene, and we clean our rooms as and when convenient for the clients daily. Further, we have increased the number of our room service staff as a response to this post so that high levels of cleanliness are maintained in the hotel and the hotel rooms are not found dirty and untidy. We assure the guest that on his/her next visit he/she will not have to face this problem again. The prices of our hotel rooms have been told to be high and thus we promise to give the guest a discount of 20% on his or her next visit to our hotel as compensation for the poor service that was received. Hilton regrets the fact the room of the guest had to be changed twice but we want to mention that the room was changed as there were certain maintenance issues with the room. The air-conditioning of one of the rooms was malfunctioning and the next room was changed, as the windowpane was broken. Thus, we had changed both rooms to improve the effectiveness of our service. We refund to customers only when the mistake is from the part of our management but in case of this guest our management had no major faults, so refunding was not possible for us. As a manager of the hotel, I can promise it on the behalf of Hilton that the client on his/her would not face such incidence next visit. We will try our best to look after these issues so that such complaints or remarks from the part of our clients can be reduced in the future.

With high appreciation

Silviu Ciolan / Guest Relationship Manager

Element 3

It has been found that one of our clients named Nawal gave us a review with five stars stating that he/she had an amazing experience with great service (tripadvisor, 2021). The client has mentioned our staff, Vivian, to make the client feel comfortable with his fast and excellent service. The attentiveness of our staff has been praised and stated that he had positive energy. The client has stated that they would again visit our hotel to receive this great service of ours.

We would like to thank our client for giving us a five-star review on TripAdvisor and we hope to see them again enjoying our service very soon. Marriott has recognised you as one of our loyal customers and we would further like to make your visit to Marriott more exciting and comfortable for you. It is expected that we can meet up to your expectations in the future and providing our best possible service. We hope that you would refer your friends to visit us and enjoy their stay at our hotels. Additionally, we promise you that on your next visit we will provide you with exciting complementary offers where the spa and gym service will be made complementary for you. We will eagerly be waiting for you to visit us again and avail of our service and promise that Vivian or similar other staff that is effective and efficient to accompany you on your visit. You can also promote our service at social media sites and others who follow you can avail of our service with your promo code at a discount of 25%. Marriott expects to provide you with our five-star service soon and believes that you would promote us or refer your friends for visiting us to have an enjoyable experience with Marriott and their well-behaved staff. For any update or query you can contact me at 2027368@student.uwtsd.ac.uk

Silviu Ciolan / Guest Relationship Manager

Element 4

Hotel Trinity



6 Honeycombe Way

Swansea SA1 2AR

November 15, 2021.

Trinity Hotel Groups

26 Blackhorse Rd,

London E17 7BE,

UK

Dear Damian Cloake,

This letter is to inform you that we have received your complaint about your poor experience at our Hotel Trinity from the 15th to 17th of August 2021. We are writing this letter to you by accepting our mistakes and we apologise to you Sir for being irresponsible about our guest and their experience.

As you had visited our hotel during the season time and there were several guests that had arrived before you, we had to attend to each of the customers which might have delayed your checking in time. However, there was limited staff due to the new covid restrictions where we were having to work with limited staff. We are sorry that we could not keep the additional beds set up for you for the same reason. Later we and our staff had immediately set up your beds as soon as you informed us through our reception desk. Further, the delay or waiting in the reception queue was beyond our control as we could not increase the number of staff due to the pandemic restrictions so that they could attend to your problems in a better way.

As there was a few guests and the limited number of staff in the hotel had to meet the needs of all the customers at a time the food you received had arrived after forty minutes. However, we are sorry regarding the fact that the food you and your family received was cold for which you had to pay the complete bill. We are sorry that your

children have a disappointing experience with us on your visit in the month of August.

Sir, we wish that you visit our hotel with your family, and we promise to make your experience with us better this time. As we have been able to increase the number of staffs due to the decrease in the number of restrictions on us, we are hopeful that we can serve you adequately this time and that compensate for our irresponsible behaviour which was the cause of your disappointment. I would like to thank you for appreciating our breakfast menu and our loyal staff Ben who had tried to serve and help you in the best possible manner. We would surely keep your advice and hire more staff like Bena as our employees.

On your next visit, we would like to customise your visit where after booking you can call us at our number and tell us about your demands so that we can keep them arranged before you check-in into our hotel. Further, as compensation for your last experience, we would like to provide you complimentary dining facility and spa access on your next visit. Hope to see you visit our hotel with your family soon. . If you have any more concerns or reviews, kindly feel free to reach me at 2027368@student.uwtsd.ac.uk

With warm regards and acknowledgement,

Silviu Ciolan / General Manager

Bibliography

ons, 2021. *Coronavirus and its impact on UK hospitality: January 2020 to June 2021*. [Online] Available at: <https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/articles/coronavirusanditsimpactonukhospitality/january2020tojune2021> [Accessed 25 November 2021]

tripadvisor, 2021. *London Marriott Hotel Marble Arch*. [Online] Available at: https://www.tripadvisor.com/Hotel_Review-g186338-d193086-Reviews-London_Marriott_Hotel_Marble_Arch-London_England.html [Accessed 25 November 2021]

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Appendix

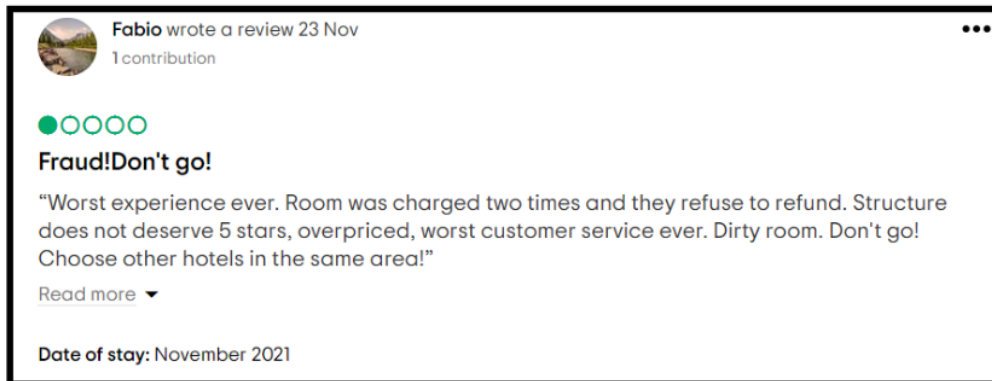


Figure 1: Complaint against Hilton Hotels, UK on TripAdvisor

(Source: tripadvisor, 2021)

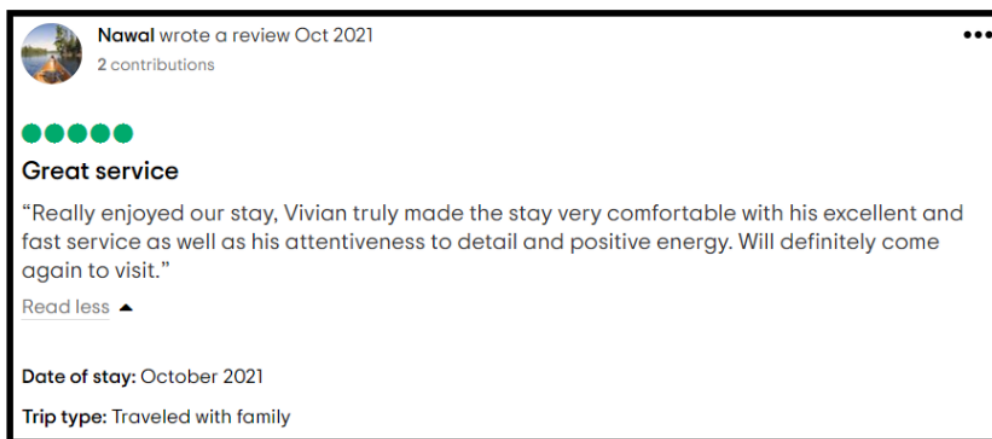


Figure 2: Complement for Marriott Hotel Marble Arch London

(Source: tripadvisor, 2021)

FINAL GRADE

GENERAL COMMENTS

47 / 100

Instructor

Silviu, this assignment was submitted at 4pm. It has been marked without being capped to 40%, however I would advise prioritising your time in future assignments to avoid submitting so close to the deadline next time.

Moderated by MJ

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5



Comment 1

The screenshot of the review should have been included here instead



Comment 2

This is not an excuse. Rooms can be blocked off to avoid these situations, as well as recruiting more staff.

PAGE 6



Comment 3

?

PAGE 7

PAGE 8

PAGE 9

GRADING FORM: HAFO PORTFOLIO

SILVIU CIOLAN**47****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 - You have included both addresses and a hotel logo, however you have not been empathetic in your tone towards Mr and Mrs Jones' circumstances or cancellation of their anniversary booking, and you could have also included more details from their booking on Hotelier. I would have liked to have seen a goodwill gesture, as well as information about contacting the hotel to rebook. However, you have shown a great insight into how Covid-19 has impacted the hospitality industry. Review Responses - you have not included the screenshots of the reviews you are responding to, so I am unable to assess how well you have responded to your chosen reviews. This

24

is where you have lost marks for Knowledge and Understanding. You have apologised for the Complaint Letter - compensation could be clearer in regard to the dining, and do remember this was a family booking so they may not be the target group of customers to use the spa.

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.



Spacing between paragraphs should be used, particularly in the letters.

18

RESEARCH & LITERATURE /10

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



Reference list needs to be addressed. Please check spacing.

5