

BMIH4004

by Alexandra Livia Kondra

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Trinity Hotel
6 Honeycombe Way, SA1 2AR
Swansea

Element 1:

December 2nd 2021

Dear Mr and Mrs Jones,
25 Leyton Avenue, SA13AL,
Morrison, Swansea

I would like to express our deep gratitude and gratefulness to you for having trusted our service and allowing us to make it up to you on numerous occasions for the past many g Awk. years. I am deeply apologetic for the cancellation of your last reservation due to the COVID-19 lockdown restrictions – we at Trinity Hotel understand the inconvenience that the cancellation WC caused to you as it was your golden wedding anniversary, but there were no other ways as the protocols were for the safety of our guests like you. However, I would like to gladly inform you that we are opening our services again, and therefore, I humbly present this notice to you personally on behalf of Hotel Trinity that you are welcome to plan and book reservations with us again just as you have been doing for a number of years now. Missing " "

It is an evident fact that the COVID-19 pandemic had a significant impact on the hospitality industry, and esteemed guests like WC had to forfeit your plans and schedules as well. Since the surge of cases and strict health protocols disrupted the whole hospitality industry, it has been a WC h couple of years. With the availability of vaccination and other precautionary measures, the hospitality industry is slowly back on the business. It was a great pain to inform you about the cancellation of your last reservation, and at that moment it was uncertain when we could offer you our services again. It is with great pleasure that we would like to extend our warm welcome to you to start booking your reservations and enjoy our premium and professional hospitality as usual. We are looking forward to making up for the past inconvenience of your cancellation with new special deals and plans that we will send to you shortly.

We have planned our re-opening, and we would like to invite you to start your booking sessions as usual. We assure you that our service quality and delivery have not been compromised, and we seek to better your experience with us in the days ahead. All of your time with us during all those celebrations and occasions have been memories well cherished. We look forward to serving you soon.

With kind regards,

Sign your name

Manager,
Hotel Trinity

Element 2:**Customer Review:**

Review of Norfolk Hotel (TripAdvisor, 2017)

Really really really bad.

Kieron P

Do not be taken in by the photos on their website. It shows soon pretty decent rooms, but you'll be very shocked once you've checked in. There are 3 of us in separate rooms, we have all said that it's the worst place we've stayed. The rooms are that dirty, disgusting, and horrible that once we had a shower we felt dirty again. The walls are covered in dirty marks, scuff marks, and in one room glowing yellow stains. The bathrooms are unbelievable, the grouting is covered in mold. There is no power in the shower itself and the curtain is covered in blood or something. I strongly recommend that people stay elsewhere.

Response:

Hi Kieron,

I would like to express my deep apologies for the horrible experience that you had during your stay in our hotel. As you mentioned in your feedback, it is not that we have posted different images of our rooms than that in our hotel. The images are genuine, and I would like to clarify the situation that you had to unfortunately witness.

Space

The block that you booked was scheduled for maintenance and was not in use for quite some time. However, due to some issues with our booking system and new trainees that were overseeing the booking process, you were allocated the rooms in that particular block. It is totally our fault, and your frustration and anger are totally justified and well taken by our team. The maintenance process is underway and is scheduled to be completed soon. Other blocks in our hotel are in excellent shape and

Space

provide high standard services as promised by us.

I would like to apologize for the misunderstanding and horrible experience of yours – this should not have happened and could have been sorted out easily. I am looking into the issue for further details so that such blunders do not get repeated at any cost to any of our esteemed guests.

Space

I would like to welcome you to see and experience our service so that you can see the Norfolk Hotel at its best – you had a bad experience, but there is more to Norfolk Hotel that can help you get over that bad experience to provide you with good experiences and memories.

Element 3:

Customer Review:

Review of Hotel Orient Bandarawela (TripAdvisor, 2013)

A true sample of excellent hospitality!

Inge S

The Hague, The Netherlands

Without a doubt one of the favourite hotels, I stayed at during my time in Sri Lanka! Upon arrival we were warmly welcomed by the staff and general manager, our names were mentioned on the board and we were upgraded to the Paradise Suite. The staff was extremely friendly, the restaurant very flexible (appreciate this!) and the restaurant supervisor deserves special thanks. We had two great evenings here, which obviously  added up to the experience.

The second day we did a village trekking which was guided by Raj, who works as a waiter in the hotel as well. Raj is such a warm personality and highly motivated guide (recommendable!). I truly enjoyed walking the three of us through the village. The scenery was beautiful and it was a relief to walk in such a quiet and peaceful environment. The natural bath on the end was a great way to end the trekking.

Note, this is not a 4/5-star hotel or so, but the atmosphere is so special that it really felt like home to me. All respect for the general manager who does a great job here; a true sample of excellent hospitality!

Response:

Many thanks, Ms. Inge for your kind words and review concerning Hotel Orient Bandarawela. We are really thrilled that you felt at home in our hotel – this has always been our primary target to make our esteemed guests feel comfortable and at home. We have set up the culture of zing the needs and demands of our guests over anything else, and as such, we take pride in catering to every minute detail of customer requirements ranging from cutlery, lodging, and logistics all the way to travel nning and seeing you off.

We strive to assist you to create a lifetime of memories, and the only way we can do so is by delivering the best quality services. We are hard at work to improve our service delivery and to remain true to our vision of maintaining a high standard in the sector of hospitality management.

 We are grateful  your comments concerning our service and our staff members including Raj – he is a professional employee with the utmost sense of responsibility and always resorts to his best efforts to make guests feel comfortable and welcome. It is people like him who make it possible to fulfil our visions and keep us motivated to keep improving. We are glad that you enjoyed your stay at Hotel Orient Bandarawela, and we look forward to welcoming you again. Also, do  forget to recommend our service to your friends and families – help them  experience the excellent hospitality and make memories just as you did.



Trinity Hotel
6 Honeycombe Way, SA1 2AR
Swansea

Element 4:

3rd December 2021

Dear Mr. Cloake,

I would like to apologise from the bottom of my heart concerning the awful experience you endured during your two days of stay – you should not have faced any of the issues that you mentioned, and I would like to ensure that I have taken your concern pretty seriously. On that note, I really appreciate you reaching out to me sharing your invaluable feedback as your feedback helps us gauge our performance and improve our service delivery.

I actually cannot defend any of the issues that you have raised as it should have been our responsibility to make sure that you felt comfortable and welcomed no matter what the internal situation. I have set up a team to look into the issue and figure out the reason behind such an unacceptable occurrence. It is true that we are currently understaffed, and this might have been the reason for the delay in check-in and bed arrangements. Due to the COVID pandemic, getting back up stronger has been challenging, and I totally agree that it should not be your problem. I was busy myself trying to solve these issues and was away from the hotel premise for a short period of time, which happened to coincide with your reservation here. I usually attend to the guests to the extent possible and ensure that they are getting the services and experiences as promised by us.

I cannot express in words how ashamed I am concerning your family's horrible experience with food and how you and your children were forced to eat outside despite our in-house restaurant service. Equally unacceptable is the unavailability of staff at the front desk during your departure. I am the same page as you are on condemning this unpleasant experience that you had to live through in our place. We have recently hired more employees to counter the employee shortage, and we have a training session in place to train the employees to perform their duties efficiently to reduce wait times and queues in our facilities. I would like to assure you that we have taken your feedback seriously, and in fact, we have already begun solving the issues by hiring more people like Ben, who is an articulate employee with good demeanours. He is leading the training sessions for the new recruits, and he is highly motivated to revive and sustain the high standard that Hotel Trinity always aspires to.

and your family will not regret your next reservation in Hotel Trinity, and I personally assure you that you and all the guests at Hotel Trinity will receive the best service that we have promised and have been providing for years prior to the COVID pandemic. I would like to request you to put your trust in us and provide us an opportunity to make it up to you regarding the last horrible experience that you, unfortunately, had to live through.

Looking forward to seeing and hearing from you soon.

With kind regards,

Sign your name

.....
General Manager, Hotel Trinity

References:

- TripAdvisor. (2013). *A true sample of excellent hospitality.*
https://www.tripadvisor.co.uk/ShowUserReviews-g1051532-d1739842-r184969602-Hotel_Orient_Bandarawela-Bandarawela_Uva_Province.html
- TripAdvisor. (2017). *Really really really bad.*
https://www.tripadvisor.com/ShowUserReviews-g186402-d215723-r499184867-Norfolk_Hotel-Birmingham_West_Midlands_England.html

FINAL GRADE

73/100

GENERAL COMMENTS

Instructor

Please see Rubric for a detailed breakdown of your grade.

Moderated by MJ

PAGE 1

QM

Awk.

Awkward:

The expression or construction is cumbersome or difficult to read. Consider rewriting.

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

Missing ","

Missing comma:

Though it may not always be grammatically necessary, a comma can often help to prevent a misreading. When a sentence opens with an introductory element (a phrase, clause or word that is logically related to another phrase or clause in the same sentence), it is a great help to your reader to place a comma after that introductory element. Such phrases will often begin with words like "because," "while" or "although," as in the following example: "While everyone was fighting, the bear wandered away." As you can see, without the comma, the sentence would be confusing.

QM

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QM

Sign your name

PAGE 2

QM

Space

QM

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QM

Space

QM

Space

PAGE 3



Comment 1

When you justify your assignments, proof read to ensure no large gaps have formed within your writing.



Comment 2

UK/US spellings are different

QM

Space

QM

space



Good



Good



Comment 3

no comment

PAGE 4



Sp.

Spelling error



Comment 4

Lovely introduction to your response.



WC

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Comment 5

Sounds too informal



Space



Sign your name

PAGE 5



Comment 6

GRADING FORM: HAFO PORTFOLIO

ALEXANDRA LIVIA KONDRA

73

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 - how will you make it up to the guests? Complaint Letter - need solution or compensation, otherwise a very good letter. Response to negative review: Addressed issues. Some word choices sound less formal/professional (please see WC). Response to positive review: Some lovely warm feedback and acknowledgement of your employee sounded sincere. Subtle advertising/promotion. Well done!

45

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.



Not presented in 1.5 line spacing.

22

RESEARCH & LITERATURE /10

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



Need to add the date 'accessed' and 'available at'

6