

Elena Madalina Ilca

by Elena Madalina Ilca

Submission date: 09-Dec-2021 01:46PM (UTC+0000)

Submission ID: 165562025

File name: 29314_Elena_Madalina_Ilca_Elena_Madalina_Ilca_365136_629017701.docx (26.3K)

Word count: 2133

Character count: 11008

PORTFOLIO 4 ELEMENTS

Portfolio 4 Elements

Name of Student

Elena Madalina Ilca

Professor

Lola Vilard

Affiliate Institution

University Of Wales Trinity Saint David

Course

Hotel Management

Due Date

09.12.2021

- **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.

This not written in the expected professional letter format including logo and address as indicated in the assignment's requirements.

1 r guests,

In response to the spread of the COVID-19 pandemic, we have continued to heed the most recent guidance and recommendations from the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and the local authorities in the countries where we do business. Please 2 consult the World Health Organization and the Centers for Disease Control and Prevention for the most up-to-date information and more details. Hotel Trinity has engaged our global corporate crisis response teams and has put in place robust systems and support personnel.

3 The Radisson Hotels Safety Protocol was established in collaboration with a team of specialists after a thorough examination of our current health and safety procedures (e-brochure). This comprehensive cleansing and disinfection routine, developed in collaboration with SGS, is intended to provide you with complete 4 peace of mind from the time you check in to the time you check out. The introduction of the 20-step procedure for hotels and the 10-step methodology for meeting and event space has been suggested to all hotel sites. Additionally, each of our hotels has been outfitted with resources and instructional materials on how to deal with suspected or confirmed instances of coronavirus (COVID-19) or lockdown for quarantine reasons in collaboration with the appropriate authorities. As recommendations and guidelines issued by local governments and local health authorities in the countries where we operate change on a regular basis, we are constantly monitoring and following the changes to ensure that we are providing the best service possible while also ensuring the safety of our guests and associates, within the parameters set by such local authorities. Depending on your destination hotel, you may see a disruption in the provision of restaurant service, pools, fitness facilities, and other services. Some hotels may only be available to essential personnel in compliance with government requirements 5 and reservations for these properties may only be accepted by contacting the business directly over

the phone. We are dedicated to continuing to provide Hotel Trinity customers with flexible cancellation alternatives on a worldwide basis. During peak seasons of high demand, hotels may modify their cancellation policy (e.g., holidays or special events). It is always recommended that visitors study the rate regulations, which outline the relevant cancellation, deposit, and/or refund policies for each rate at each property, before making a reservation to ensure that they are aware of the conditions that apply to their individual reservation.

With much appreciation,

Missing name and signature

You are not offering an apology or a complimentary item for the guest to feel incentivised to stay in your hotel again

• **Element 2:**

Response to a complaint. Find a negative 1 star review on Trip Advisor / 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.

Dear Patrice,

Thank you very much for your **Word** review. With relation to your previous stay at our hotel, it is highly important to us to get your opinion since we are always striving to improve with each and every stay. I truly appreciate your feedback on the elements of the room that want improvement. Please accept our gratitude once again for bringing **this matter** to our notice. It is always our first goal to ensure the safety and security of our visitors. If it's okay with you, please contact Tina Lackey, our Guest Service Manager, to further discuss your recent stay with us. **At Beaumont Inn & Suites, we put the needs of our guests first, and we would welcome the chance to exceed your expectations once again.** As we stated in our earlier contacts, our staff has done everything necessary to examine your allegation in collaboration with the Cincinnati Police Department. I very regret that we were unable to reach a satisfactory conclusion. If you have any other information to give, please do not hesitate to contact me personally at **[protected]**. Many of **improvements** will be implemented at the property during the next few months, which gives us great pleasure to report.

These kinds of evaluations provide us a chance to work on our flaws. I sincerely urge that you contact me personally to discuss your experience in further detail, as customer happiness is our top concern. As someone who takes great pleasure in the services my hotel offers, I'm constantly

on the lookout for new ways to enhance them, uncover new chances for training, and ensure that our guests have an exceptional stay. As soon as you have a chance, please let me know what went wrong and how we can fix it. New bedding, bed skirts, drapes, carpets, and a slew of other accoutrements will be installed in each of our rooms. In order to provide our guests with a pleasant stay, we go to considerable lengths to ensure that our hotel is well-maintained and well-appointed. I'm hoping I can persuade you to reconsider paying us another visit. If you'd want to give us another opportunity to make things right, please contact me at directly. I'd love to meet you in person and show you around our new and renovated hotel!

With much appreciation,

Sign with your name and position! How are they supposed to contact you if they don't know who you are?

- **Element 3:**

Response to a compliment. Find a positive 5 star review on Trip Advisor / 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.

Hi Alex, thank you for your feedback. Upon reading that you had a bad check-in experience, I can guarantee you that my personal attention will be paid to the situation. Although I am certain that our front desk staff will do everything in their ability to check our guests in as quickly as possible, if they come before 2 PM, our cleaning crew may need to make a few phone calls to clean the room. Thank you for visiting, Mr./Ms. Your evaluation of our property is much appreciated. Beaumont Inn & Suites is delighted that you had a pleasant stay. We strive to go above and beyond your expectations every time! Please let us know if we can assist you in any way on your next visit. Hopefully, we'll get to see you again soon. I'd like to thank you for your kind words regarding our hotel. We take great delight in doing all we can to meet the demands of our visitors. Don't hesitate to contact us if you plan to visit our region in the near future. A hotel's ability to keep its patrons comes down to the quality of the services it gives to each one. Investors eager and able to match buyer's desires have also come into the hotel business, offering an abundance of options for purchasers who are looking for the ideal hotel experience. Customers' actions and habits include purchasing, using, consuming, and discarding goods and services. In response to unfavorable ratings, several establishments have taken legal action against visitors. Due to all of these answers,

your firm might face a plethora of additional detrimental effects if you choose to respond in this manner.

- **Element 4:**

Sign with your name and position

Response to a formal written complaint to Hotel Trinity. Your task is to reply to the official complaint, as the manager of Hotel Trinity, which 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.

I can't mark this element as not relevant

I am writing with reference to respond to complaints from our customers, it would be preferable for him to organize a meeting rather than chatting with them over the phone one-on-one. While informing them of the company's general policy. My first apology goes out to everybody who has ever had an issue with a product or service. As soon as you notice that something isn't quite right with a firm, the best thing to do is get in touch with a corporate representative and express your displeasure. Uneven staining has occurred on the cabinet's doors, with one side darker than the other. As soon as I unpacked the cabinet from the package on December 30th, I observed this issue. The quality of the cabinet is unacceptable and does not match the example cabinet I was shown at the shop. I want you to replace it with a cabinet of the same quality and finish as the sample and arrange for the return of the defective cabinet at no additional expense. If you could kindly get this issue repaired as soon as possible, thank you. My state's consumer protection agency will be notified if you don't respond within 10 days. On this occasion, an acceptable standard has clearly not been met/we have clearly failed to meet your expectations, despite the fact that we take great care to ensure that important matters such as this are properly managed/processed/implemented. Please be cautious about how much detail you provide; in general, only the broadest of explanations is required. Given this, we have chosen to (give a solution or offer), which we hope will be acceptable to you, and we also hope that this will serve as a foundation for maintaining our relationship/carrying your business. My intention is to call you shortly to confirm that everything is satisfactory. Please let me know if you have any other concerns.

Yours,

You are not answering at all to the formal letter complaint provided to you for this assignment!

References

- Abramova, O., Shavanova, T., Fuhrer, A., Krasnova, H. and Buxmann, P., 2015. Understanding the sharing economy: The role of response to negative reviews in the peer-to-peer accommodation sharing network.
- Gössling, S., Zeiss, H., Hall, C.M., Martin-Rios, C., Ram, Y. and Grøtte, I.P., 2019. A cross-country comparison of accommodation manager perspectives on online review manipulation. *Current Issues in Tourism*, 22(14), pp.1744-1763.
- Ho, V., 2017. Giving offense and making amends: How hotel management attempts to manage rapport with dissatisfied customers. *Journal of Pragmatics*, 109, pp.1-11.
- Kim, W.G., Lim, H. and Brymer, R.A., 2015. The effectiveness of managing social media on hotel performance. *International Journal of Hospitality Management*, 44, pp.165-171.
- Magno, F., Cassia, F. and Bruni, A., 2018. "Please write a (great) online review for my hotel!" Guests' reactions to solicited reviews. *Journal of Vacation Marketing*, 24(2), pp.148-158.
- Orlikowski, W.J. and Scott, S.V., 2015. Exploring material-discursive practices. *Journal of management studies*, 52(5), pp.697-705.
- Proserpio, D. and Zervas, G., 2017. Online reputation management: Estimating the impact of management responses on consumer reviews. *Marketing Science*, 36(5), pp.645-665.
- Sparks, B.A. and Bradley, G.L., 2017. A "Triple A" typology of responding to negative consumer-generated online reviews. *Journal of Hospitality & Tourism Research*, 41(6), pp.719-745.
- Sparks, B.A., So, K.K.F. and Bradley, G.L., 2016. Responding to negative online reviews: The effects of hotel responses on customer inferences of trust and concern. *Tourism Management*, 53, pp.74-85.
- Wang, Y. and Chaudhry, A., 2018. When and how managers' responses to online reviews affect subsequent reviews. *Journal of Marketing Research*, 55(2), pp.163-177.
- Xie, K.L., Zhang, Z. and Zhang, Z., 2014. The business value of online consumer reviews and management response to hotel performance. *International Journal of Hospitality Management*, 43, pp.1-12.
- Zhang, Y. and Vásquez, C., 2014. Hotels' responses to online reviews: Managing consumer dissatisfaction. *Discourse, Context & Media*, 6, pp.54-64.

FINAL GRADE

GENERAL COMMENTS

34/100

Instructor

Please see Rubric for a detailed breakdown of your grade.

Moderated by MJ

PAGE 1

PAGE 2

Text Comment. This not written in the expected professional letter format including logo and address as indicated in the assignment's requirements.



Comment 1

Use their name



Comment 2

Provide a link



Comment 3

Why the Radisson? Your hotel is called trinity



Comment 4

Very wordy



Comment 5

You need to talk about your Hotel and address the letter to specific guests including details of their previous booking

PAGE 3

Text Comment. You are not offering an apology or a complimentary item for the guest to feel incentivised to stay in your hotel again

Text Comment. Missing name and signature



Comment 6

This is clearly instructed and yet, you haven't copied the original complaint



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

What matter? Be specific



Comment 8

Good to target future guests in your answer



Comment 9

Create a fake email



Comment 10

What improvements, there no solutions offered

PAGE 4



Comment 11

There is your solution, it comes a bit late



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.

Text Comment. Sign with your name and position! How are they supposed to contact you if they don't know who you are?



Comment 12

Aren't you answering to a compliment?



Comment 13

How is this relevant in an online review answer?

PAGE 5

Text Comment. Sign with your name and position

Text Comment. I can't mark this element as not relevant

Text Comment. You are not answering at all to the formal letter complaint provided to you for this assignment!

PAGE 6

GRADING FORM: HAFO PORTFOLIO

ELENA MADALINA ILCA

34

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

26

realistic, industry standard response. I was very disappointed to see you had not provided all the information you should have gathered from your Hotelier booking in Element 1. You did not complete element 4, you did not use the complaint letter provided.

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.



You did not provide a logo or hotel address for your letter responses. The layout of your portfolio is poor. You have not paid attention to the instruction provided to you for this portfolio as noted throughout.

8

RESEARCH & LITERATURE /10

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



Although you provided a reference list, there was no requirement for it as you were supposed to write the answers in your own words

0