

Assignment 3 portfolio

by Asmaa Negraj

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Hotel Administration and Front Office Operations

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Introduction

In this time of revaluation, hotel industry has become one of the competitive and sensitive industry. Satisfying a customer has become more challenging than before as the customers are more demanding than before (Johnson and Harrison, 2019). They want everything so flawless and perfect as well. That is why the hotel needs to operate each and every department very cautiously. This report will be conducted in the context of hotel OYO.



Element 1



10 Trinity Square

UK, London

December 4, 2021

Dear Mr & Mrs Jones,

We are glad to inform you that our hotel has been granted the permission to operate regular operation in full swing from following Monday. Initially we will restrict our services from the perspective of safety concern. We are maintaining the cleanliness and sanitization on a regular basis to keep the hotel premise safe and hygienic. It is to be informed that you had a reservation in our hotel before the pandemic situation and your reservation number is 001555. We are requesting you cordially to visit our hotel from the following Monday.

You will be glad to know that we are providing the top priority to maintain the safety and bygone issues of ours gets, clients, stuffs and employees. We are giving the service to our customer in such a way where we are able to stop the virus to get spread. We are ensuring that all our guests, clients and potential guests do not need to worry about their safety and hygiene. To ensure the safety and hygiene of our employees we are operating all our activities through work from home for last 12 to 15 months and we are providing all the necessary tools and equipment to our employees to make their activities and work from home smooth and fine. Besides that we have also arranged some training sessions for our employees to make them more capable and expert about their job.

We are trying to provide our customers the best possible service and in order to do that we are trying to put improvement in our services on a regular basis to our services. Our company is available to make any kind of booking or reservation in the website of our company or trip advisor. We have also provided our hot number in our website for any kind of emergency case.

We are following all the safety and hygiene steps according to the rules and guidelines given by the WHO for the covid-19 and pandemic situation. We have made the temperature checking step and face mask as a compulsory step to follow for everyone who wants to enter in the hotel such as employees, stuffs, clients and guests (Stott, 2018).

We are also providing our customers the facility of making the contactless payment system to ensure the maximum safety and hygiene as well as the quick check in at the hotel to avoid any problems. We hope that these information will help you to make the decision of visiting our hotel.

Kindest regards

Signature/name at the end

Guest Relations Manager

Element 2



Michael wrote a review Aug 2021
5 contributions • 1 helpful vote



Worst hotel I've ever stayed in

"Given the price, I didn't have high expectations for this hotel, but boy did it miss them. I was even prepared to look past the bizarre propping open of our door with a towel on arrival. But the room was only just large enough for the double bed, it was dirty with all manner of stains on the walls and the smell radiating from the bathroom drains felt like we were mainlined to London's sewer system. The TV remote was as though it had been painted with jam (at least I hope that's why it was so sticky...). At the end of the day we only needed somewhere to sleep, but the hotel even failed to deliver on that. You could easily have been convinced the UK was in the middle of a heatwave, until you looked out of the window - barely covered by the broken curtains - to a grey sky. 90 year..."

[Read more](#) ▼

Date of stay: August 2021

1 helpful vote

Here the OYO hotel has got a negative review and the review is given the price, I did not have high expectations for this hotel, but boy did it miss them. I was even prepared to look past the bizarre propping open of our door with a towel on arrival. But the room was only just large enough for the double bed, it was dirty with all manner of stains on the walls and the smell radiating from the bathroom drains felt like we were mainlined to London's sewer system. The TV remote was as though it had been painted with jam (at least I hope that why it was so stick) (Hotel industry, 2013).

At the end of the day we only needed somewhere to sleep, but the hotel even failed to deliver on that. You could easily have been convinced the UK was in the middle of a heatwave, until you looked out of the window - barely covered by the broken curtains - to a grey sky. 90 year old smokers could have created a stronger breeze to cool me down than the wall mounted fan, clearly put in place to address the heat. Obviously we turned to our last resort: to have the window open. However, the noise from the busy main road wasn't much more conducive to sleep, and we had possibly the worst night sleep of our lives" (Factors and initiatives affecting renewable energy technologies use in the hotel industry, 2020). The reply would be for this negative review like this:



Dear Michael,

We would like to thank you for taking time and providing your valuable feedback.

I am really sorry to know that you have faced a worst kind of situation and experience in our hotel. ^{Sp.} Kindly be informed that we are trying to improve our services on regular and continuous basis and we are adding new features to our services on a regular basis especially after the pandemic.

Kindly note that we have already shared your experience and feedback with our concerned team ^{Awk.} of our hotel and they are working on this issue and taking necessary steps to bring the improvement in our services. Kindly accept our apology and we are expecting that you would be kind enough to give us another ^{Awk.} to provide you a positive experience with us.

We will highly appreciate if you make any further communication with us and share your experience with us in detail. Once again thank you for your valuable opinion.

Best regards,

.....

Guest Relations Manager

Element 3:

Hotel OYO has got a positive review to which I would reply now as a relationship manager of hotel OYO. The review is



Jim Smith wrote a review Apr 2021

1 contribution



Home from home during two week assignment

"I stop in a lot of hotels owing to my work and this is the nicest one I've found for my London assignment. I will have no issues recommending OYO and will be back soon next time I'm in London for work"

[Read more](#) ▼

Date of stay: April 2021

"I stop in a lot of hotels owing to my work and this is the nicest one I've found for my London assignment.

I will have no issues recommending OYO and will be back soon next time I'm in London for work"

My reply would be like this:

Dear Jim Smith,



We are very thankful to you to make time to provide such an amazing review on TripAdvisor about the service of our hotel. Such kind of positive feedbacks play as an inspiration for us to serve better and to work better. We are considering ourselves lucky as you had chosen our property to make a visit.

Thank you for your positive feedback and we hope to see you as our repeated customer.

Best regards

.....

Guest Relations Manager

Element 4

10 Trinity Square

UK, London

December 3, 2021

Dear Mr. Damian Cloake,

I have got to know about your complain and expressing my sincere apology for the inconvenience that you have faced from our side. I am thankful to you that you have informed about your inconvenience because it is a gr Awk. opportunity for me to make up the m Sp. es that we have made.

The problems which you have faced about the room service of our hotel, check in time and the cold food at the Awk. l that happened because of the room inconvenience of your selected room. Kindly be informed that we are doing our room renovation and that Awk. y the temporary inconvenience you have faced. Room renovation is a part of the improvement of our service.

Kindly be informed that we are working on the issue and trying our best to recover our service with betterment. We have arranged some training session for our stuff as well to make them more efficient.

We hope that you would visit us again and give us the opportunity to provide you the best service.

Best regards

Sign your name

.....

Hotel Manager

Conclusion

In this era it has been difficult to satisfy customers a lot because the customers are enough intelligent and well aware of their needs. From the reservation to check out and after sales service everything needs to be done properly and in a perfect manner. Each of the department of hotels need to provide their service to get satisfied and loyal customer because the journey of creating a loyal customer is not so easy and each and every staffs need to put enough effort to do this (Blackstone, 2019). In this report various context of a customer and the response of a hotel has been shown.



References

- Blackstone, W., 2019. *Commentaries on the laws of England*. Clark, NJ: The Lawbook Exchange.
2020. *Factors and initiatives affecting renewable energy technologies use in the hotel industry*.
2013. *Hotel industry*. Ottawa: Information Directorate, Translation Bureau = Direction de l'information, Bureau des traductions.
- Johnson, K. and Harrison, L., 2019. *The British hotel industry*. Bristol: Jordon & Sons.
- Stott, T., 2018. *Highly recommended*. Oxford.

Assignment 3 portfolio

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

44/100

Instructor

Please see Rubric for a detailed breakdown of your grade.

Moderated by MJ

PAGE 1

PAGE 2

PAGE 3



Comment 1

There is no need for an introduction on this assignment

PAGE 4



Comment 2

Recipient name and address missing.



Comment 3

Opposite side of letter below address.



Awk.

Awkward:

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



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

I would change this phrase.

PAGE 5

Strikethrough.

QM

Signature/name at the end

PAGE 6



Comment 6

You do not need to repeat the review comments

PAGE 7

QM

Sp.

Spelling error

QM

Awk.

Awkward:

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

QM

Awk.

Awkward:

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

PAGE 8



Comment 7

No need to repeat the review comments

PAGE 9

QM

Sp.

Spelling error

QM

Awk.

Awkward:

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

QM

Awk.

Awkward:

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



Awk.

Awkward:

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



Sign your name

PAGE 10



Comment 8

There is no need for a conclusion on this assignment

PAGE 11

GRADING FORM: HAFO PORTFOLIO

ASMAA NEGRAJ

44

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: No mention of their loyalty or golden wedding anniversary. Response to complaint: This review is severe and could cause damage to your reputation. You could have invited them to contact you to discuss the matter further. This would have given prospective guests

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reassurance in booking. Address complaints and try and justify where possible. Response to positive review: This review was too short. In your response, you could have used some of the techniques we explored during lectures in regards to responding to positive reviews. You could have suggested upcoming events or advertised facilities/amenities? Complaint letter: Issues were not addressed. No compensatory measures offered - remember, this was private communication between you and the guest.

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 correct format, however, some sentence structures/phrases need addressing. Please see comments 'sp' for spelling and 'awk' for restructure of sentences. No hotel address in complaint letter response.

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RESEARCH & LITERATURE /10

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



Reviews are not referenced correctly, Please refer to the referencing handbook on Moodle (Harvard referencing).

2

