Business Correspondence for Tourism & Hospitality
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INTRODUCTION

Correspondence in general is about written communication. The same thing with oral communication, correspondence is about getting our ideas or intentions across to someone else. Generally, people use written communication as the replacement of oral communication. When people are not able to have face to face communication then written communication occurs. Written communication is also used verify the things which have been expressed in oral communication.

There are several forms of written communication, such as in letters, faxes, e-mail, memos, etc. in business, correspondence is essential in establishing and confirming transaction. Its function is to maintain a good relationship with another company. As business letter reflects the image of a company, then it should be clear, concise, and courteous.

In travel industry, business players use written communications for many things, such as: to book hotel room, to confirm reservation, to request and provide information about holiday/ hotel facilities/ conference room, to inform clients on itinerary/ flight schedule, etc.

In this modules, samples of travel business correspondence are provided, beside that general rules about written correspondence are mentioned, such as: part of the envelopes, fax, memos, letters, and e-mails. Exercises are available at the end of the samples for students to practice writing business letters.

Jakarta, February 2011

Rina Kurniawati, MM, MBA
MODULE I
COMPONENTS OF ENVELOPES, LETTER, E-MAIL, FAX, AND MEMO

1. PART OF THE ENVELOPES

- The addressee consists of:
  1. Name, title in the company and name of company.
  2. Location (street, building)
  3. City and Post Code
  4. The name of country

- If you want you send the letter to a particular department of a company, you may write:

  To:
  Skyways Holiday
  Publication Manager
  Skyline Building, 7th floor
  10B Jln. MH. Thamrin
  Jakarta 10003 Indonesia

- Never write an abbreviation of a particular place, unless the abbreviation of the place is generally known. For example:
  - Saint Louis, typed St.Louis
  - Saint Paul, typed St. Paul

- Never write an abbreviation of the title of the addressee. For example
  - Personal Manager, abbreviation PM
  - Secretary, abbreviation Sec
2. STYLE IN BUSINESS LETTER

A. FULL BLOCK STYLE

MEYER GmbH
IMBERGSTER 46, 7000 STUTTGART 21

Ref: JL/LS/001

Bellevue Conference Center
1862 Sunset Boulevard
Fort Lauderdale
Florida FL. 42000
USA

November 12, 2000

Dear Sirs,

Subject: Annual Conference

We are planning to hold our annual conference in Florida in May next year and of our clients, Matt Jessop, recommended Belevue to us. We would be grateful if you could send us a copy of your prospectus, details of accommodation, and a current price list. We will require the facilities of the center from May 15 for two weeks and expect approximately 150 delegates to attend. We look forward to hearing from you.

Your faithfully,

Jochen Liesel
Personal manager

Signature

Name
Title
Ref: JL/LS/001

Bellevue Conference Center
1862 Sunset Boulevard
Fort Lauderdale
Florida FL.42000
USA

Dear Sirs,

Subject: Annual Conference

We are planning to hold our annual conference in Florida in May next year and of our clients, matt Jessop, recommended Belevue to us.

We would be grateful if you could send us a copy of your prospectus, detail of accommodation, and a current price list.

We will require the facilities of the center from 15 May for two weeks and expect approximately 150 delegates to attend.

We look forward to hearing from you.

Yours faithfully,

Jochen Liesel
Personal manager
November 12, 2000

Ref: JL/LS/001
Bellevue Conference Center
1862 Sunset Boulevard
Fort Lauderdale
Florida FL 42000
USA

Dear Sir,

Subjek: Annual Conference

We are planning to hold our annual conference in Florida in May next year and one of our clients, Matt Jessop, recommended Bellevue to us.

We would be grateful if you could send us a copy of your prospectuses, detail of accommodation, and a current price list.

We will require the facilities of the center from 15 May for two weeks and expect approximately 150 delegates to attend.

We look forward to hearing from you.

Your Faithfully,

Jochen Liesel
Personnel Manager
1. Letter head

- Letter head usually consists of:
  - Name of the company
  - Address of the company
  - Phone number
  - Fax number
  - Email and website address
  - Logo of the company

2. Reference line / number

The reference line usually contains the initials of the person who signs, dictates, and types the letter. If there is a reference line in an incoming letter, there should also be a reference line in the reply, consisting of the reference line of the incoming letter and the reference line of the reply. The reference line is typed two spaces under the letter head.

Example:

Ref: JL/JL/001

1. JL is the initial of the person who signs the letter, Jochen Liesel
2. LS is the initial of the person who types the letter, Linda Smith
3. 0001 shows the letter filling number
4. Your ref: LH/DC/2D – reference incoming letter
5. Our ref: RM/AM/21A – reference replying letter

3. Inside Address

- The addressee consists of:
  - Name, title in the company, and name of company
  - Location (street, building)
  - City and post code
  - The name of the country

- Attention line

Attention line is typed two spaces under the address, guaranteeing that the letter is received by the targeted person.

Example:

Attention: Mr. Robert Mann
Attn: Mr. Robert Man

4. The date of the letter

- British style: 12th January, 2006
- American style: January 12th, 2006

Example:

12 January 2006
January 12, 2006
5. **Salutation if the letter is intended for a certain person of a company, such as: personnel manager, Marketing Manager**

   British style:  Dear sir,  Dear madam,
   American style:  Dear Sir,  Gentlemen:

   If the letter is intended for more than one person:
   British style:  Dear sir,  Dear madam
   American style:  Gentlemen:

   If the letter is intended for a person whose name is known:
   British style:  Dear Mr. Richard,  Dear Ms. Mansen
   American style:  Dear Mr. Richard:  Dear Ms. Mansen

6. **Subject line**

   Subject line is type under salutation. The purpose is to make it easier for the readers to know the content of the letter. Example:
   - Subject: Annual conference
   - SUBJECT: New Credit Policy
   - CONTRACT NEGOTIATION
   - Or you can use “Re”
   - RE: Purchase order No. 24X
   - RE: inventory control

7. **Body of the letter**

   The body of the letter consists of:
   - The opening
   - The message of the letter
   - Closing paragraph

8. **Compliment close**

   If the letter is intended for a certain person of a company:
   British style:  yours faithfully,
   American:  very truly yours,  yours very truly,

   If the letter is intended for the person whose name is known:
   British style:  yours sincerely,  with best wishes,
   American:  sincerely yours,  cordially yours,

9. **Signature**

   Signature consists of: signature, complete name, and title of the person, if the name of the company is mentioned, then it should be typed right under the compliment close. The name is typed four spaces under the name of the company the complimentary close.

10. **Miscellaneous**

    Enclosure
To enclosure additional documents, then the word ‘enclosure’ shall be added to the letter. It is normality typed on the bottom left of the letter. Example:
Enclosure. Catalogue
Encl. 2
Encl. (2)
Carbon copy
If you want other person receive the same letter, it is typed two spaces under enclosure
CC
CC:
Postscript
The purpose is to highlight an important point. Normally postscript is typed:
P.S PS PS: PS-
P.S. If you book within seven days, we can give you 10 percent discount.

**Exercise 1:**
Arrange the following data into a complete business letter in block style
Snow unlimited, 17 international boulevard, New York, NY 12007
Ref: JL/SB/16
March 16, 2006
Mr. William Reed, Manager, Maranelli Tour, 261 Jl. Mahkota Raya, Jakarta 12002 Indonesia
Dear Mr. William
Aim writing to enquire about your entertainment programs at the resort, we are a small package tour operator and we would be interested in the possibility of including your entertainment program as part of our package holiday.
I would be grateful if you could send details of your program including times and prices.
I look forward to hearing from you
Sincerely yours
Julie Linden, Marketing Manager

---

**4. E-MAIL, MEMO, AND FAX**

*Guidelines for Writing emails*

The style of an email depends on the relationship between the writer and reader. When you send an email to someone you don’t know, a style similar to a formal letter is appropriate. Email to colleagues and friends can be very informal and close to spoken English.

However, with both formal and informal email you should:

- Always complete the subject / reference line
- Keep the message reasonably short
- Leave a line before new paragraphs
From scheineider@bismark.de

Subject: 15-18 oct

Re: your booking 15-18 oct

Dear Ms Navaro,

Thank you for your email of 2 September. We are delighted to confirm the booking for you and your party of five guests. We have reserved three double rooms with en suite bath for 15-18 October.

I can confirm the room rates will be £180 per person per night. This is inclusive of the 10 percent group discount.

We look forward to welcoming you on the 15 October.

Best regards,

Suzanne Scheineder
Reservation Manager
Berlin Hotel Bismarck
From: michael-mills@city travel

Subject: Paris Amsterdam

Alex

Hi! how's Things?

Could you urgently send me your current rates? I have a family of 5 pax who want to visit Paris & Amsterdam. Please email your hotel, tours & transfer rates including seat in coach basic & private car transfer.

Thanks & Rgds

michael
A. NEW COMPANY

ROYAL HOTEL****
JL. Raya Kuta Denpasar Bali

15 June 2006

Director
ABC Travel
Palace Road London SW1

Dear Sir,

As a new established four star hotel, located in the main tourist area of Bali paradise Island, Royal Hotel offers you and your esteemed customers to taste the fantastic overnight stay.

Royal Hotel completed with 400 wall to wall carpeted deluxe rooms and two Olympic size swimming pools with different style, and Jacuzzi and spa as well.

Our Royal Garden serves various cuisines with the best and experienced cooks/available. Taste the unique of Royal Hotel, you will feel it.

Should you need more information about Royal Hotel, please do not hesitate to contact or call Royal Hotel, soonest.

Thank you for your kind attention and cooperation.

Yours sincerely,

Agustinus
Marketing Manager
B. REMINDING

ROYAL HOTEL****
JL. Raya Kuta Denpasar Bali

15 June 2006
Manager
ABC Travel
Palace Road
London SW1

Dear Sir,

Further to our previous letter (of introduction) addressed to your ABC travel we would like to inform you about our new services. Starting from now on, we guarantee transfers from Royal Hotel to the International Airport vice versa.

Royal Hotel completed with 400 wall to wall carpeted deluxe rooms and two Olympic size swimming pools with different style, and Jacuzzi and spa as well.

Our Royal Garden restaurant serves various cuisines with the best and experienced cooks/available. Taste the unique of Royal Hotel, you will feel it.

Should you need more information about Royal Hotel, please do not hesitate to contact us, soonest.

Thank you for your kind attention and cooperation.

Sincerely yours,

Agustinus
Marketing Manager
## C. NEW ADDRESS

<table>
<thead>
<tr>
<th>Dear Sir,</th>
</tr>
</thead>
<tbody>
<tr>
<td>Due to the expansion of our previous office, starting next month, Oct 2006, we are going to move into our new address as follow</td>
</tr>
<tr>
<td>ABC Travel Service</td>
</tr>
<tr>
<td>Jl. Kemiri Raya 22 Pondok Cabe Tangerang</td>
</tr>
<tr>
<td>Indonesia</td>
</tr>
<tr>
<td>Ph.+62217402329, Fax.+62217428152</td>
</tr>
<tr>
<td>Please address your mailing letters to the above new address starting October 2006</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dear Sir,</th>
</tr>
</thead>
<tbody>
<tr>
<td>As we have changed our telephone communication system into hunting, please kindly note that our phone number have been changed as follow:</td>
</tr>
<tr>
<td>Ph.+62217402329, Fax.+62217428152</td>
</tr>
</tbody>
</table>
A. HOTEL ENQUIRY

June 01, 2006

Dear Sir,

Would you please send me your information folder and your schedule of rates for your hotel.

Would you also let me know what accommodation you have available for the month of August? We would require two double rooms for four of our clients.

If the accommodations and your rates are satisfactory, I shall let you know our decision immediately.

Sincerely yours,

Dear Sir,

Thank you for your letter of June 1 requesting information about our hotel.

We are pleased to enclose our latest brochure giving full particulars about rates, meals, facilities, etc.

For the period of August 5 to August 19 we can offer you two double rooms on the third floor, with a beautiful view of the sea. The price for one double room is $23 plus 21% service and tax.

We look forward to receiving you at our hotel.

Sincerely yours,
B. CONSIGNMENT

BRITISH CHRYSAL Ltd.
Glazier House, Green Lane, Derby DE1 1RT
Telephone 0332 25790 FAX 0332 51977

15 June 2006

Cargo manager
Universal Airways Ltd.
Palace road
London SW1

Dear Sir,

We would like to send from Heathrow to Riyadh, Saudi Arabia, twelve boxes of assorted glassware to be delivered within the next fortnight.

Each box weighs 40 kilos, and measures 0.51 cubic meters could you please quote charges for shipment and insurance?

Yours faithfully,

N. Jay
Director
Dear Mr. Jay,

Thank you for your enquiry of 15 June. We will be able to send your consignment to Riyadh within two days of your delivering it to Heathrow. The cost of freight Heathrow to Riyadh is £1.50 air way bill, and £14.00 customs clearance and handling charges. But you will have to arrange your own insurance.

There are three flights a week from London to Saudi Arabia, Monday, Wednesday, and Saturday. Please fill the enclosed dispatch form and return it to us with the consignment and commercial invoices, one of which should be included in the parcel for customs inspections.

Yours faithfully,

R. Landen
Cargo Manager
C. EVENT ARRANGEMENT

FACSIMILE TRANSMITTAL SHEET

TO
PT.Etico Indonesia

From :
Siti Yurie Zen/Yurie -FB secretary

ATTN :
MS. Elis

CC:
Fin.FB.File.

Fax/phone:
021 – 4903515/3903512-14
0817678888

Date
03/10/06

RE:
Quotation letter

TOTAL PAGE :
02 pages (incl. cover)

IF
YOU DO NOT RECEIVE ALL THE PAGES PLEASE CALL ( 62 21 ) 2515050 EXT6165

Dear Ms. Elis,

Warm greetings from the all suite hotel wishing you a **suite** day!

In reference to our prior discussion, I have pleasure in outlining the following arrangements, which we have provisionally made on your behalf.

**Name of group** : PT. Etico Indonesia

**Event** : Meeting & Gathering

**Day /date** : November 30, 2006

**Time** : 09.00-13.00 hours

**Venue** : Teratai room 2th floor

**Table set up** : Theatre style

**Person guarantee** : 50 Pax

**EVENT ARRANGEMENTS:**

- Standard meeting equipment; flower arrangement, whiteboard, screen, flipchart, mints, microphones, notepads, iced water, pencils.

- Coffee break arrangements: 2 coffee break; coffee & tea with 2 snack each break will be served in the room.

- Lunch Buffet menu – Indonesia menu in Porta Venezia restaurant 2nd floor
ESTIMATION COST:

-RP 211.750,-NET / per person (rate is including meeting package per person per day, room rental, 2 coffee break, lunch Indonesian buffet, standard meeting arrangement, other F & B order and administration assistance will be charged in cash basis )

TERMS OF PAYMENT:

Full payment will be settled by cash or credit card (invoice will be sent if your company is registered for credit facility-please forward your guarantee letter for this event.

J.O METROPOLITAN.ASTON
333- 30-01220 – ( RUPIAH )
Lippo bank kantor kas sudirman
Lippo condominium
Jakarta Indonesia

CANCELLATION:

- Cancellation of revision noticed in 1 week prior to the event will be free of charge.
- Cancellation of revision noticed in 2 days before the event will be charge 50% of total amount.
- Cancellation of revision noticed on the day before the event will be fully charged

We understanding that this is a draft proposal only .for you and your supervisor to discuss further, when you ready to make this booking definite, then we will request you to sign for approval ASAP would be appreciated if you could advise any other set up arrangements promptly for our immediate preparation to make you function a successful one. Thank you and we look forward to be of service to you and your distinguished guests.

Yours sincerely,

Siti Yurie Zen / Yurie
F & B secretary

Read and accepted by.

Ms. Elis
PT Etico Indonesia
MODULE IV
RESERVATION LETTER

A. HOTEL RESERVATION

Dear Sir,

We would like to reserve four single rooms from 19 to 24 May 2006 for four of our clients. The rooms should be booked in the names of Bill Franks, Mary Black, Erik Peterson, and Ann Jones. They will probably arrive in the morning.

We look forward to receiving your confirmation.

Regards

Matt Damon

Dear Mr. Damon,

Thank you for your letter of 4 April. We are very pleased to that you have chosen to use our hotel for four of your clients who will be in pert from 19 to 24 May. I would like to confirm your reservation for four single rooms for these dates.

We look forward to welcoming our guest on 19 May.

Yours sincerely,

MacGYVER
Reservation clerk
B. AIRLINE TICKET RESERVATION

Read this plane reservation letter made by a secretary to a travel agent.

Dear Sir.

With reference to my telephone call to you this morning, would you please book a return ticket in the name of miss R Volpe for London Heathrow- Budapest-London-Heathrow, leaving on Wednesday 10 April and returning on Thursday 18 April.

I would appreciate if you are sending the tickets as possible and have enclosed a cheque for £ 310.00

Yours faithfully

Oprah Winfrey
Secretary
Dear Oprah,

We have pleasure in enclosing Ms. R Volpe’s tickets covering the following reservations:

**Wednesday**
- 10 April
  - London (Heathrow) → Budapest
    - Ma 611
    - Depart: 1245
    - Arrive: 1610

**Thursday**
- 18 April
  - Budapest → London (Heathrow)
    - Ma 610
    - Depart: 1015
    - Arrive: 1145

For the outward flight on 10 April, please check in at Terminal 2, Heathrow not later than 1145.

We hope you will have a pleasant flight.

Yours sincerely,

Nick Cole
Reservation Manager
C. HOLIDAY BOOKING

Iskandaria  
Jl. Ir. H.Djuanda No.34  
Jakarta

April 6, 2006

Dear Sir,

I wish to book a holiday number M006. There are four of us travelling; my husband and I, and our two children aged 14 and 17.

We would like to leave from Soekarno – Hatta airport on Saturday, 1 July and return from Bali on Wednesday, 5 July. The hotel we have chosen is Hard Rock 5* and we would like two twin-bedded rooms.

Please telephone if you require further information.

Yours faithfully,

Dian Wardoyo
Dear Mrs. Wardoyo,

Thank you for your letter of April 6.

We are pleased to confirm the booking of your holiday number M006 for you and your family with the following details.

Destination: Bali
Hotel: Hard Rock 5*
Accommodation: two-twin bedded rooms
Departure airport: Soekarno-Hatta
Duration: 1-5 July 2006

Please note that settlement of your account must be made eight weeks before departure or by 1 June.

Sincerely yours

Atlantica Vau
Tour Manager
June 7, 2006

Dear Mrs. Wardoyo,

With regard to your booking for above holiday, we are writing to ask you to send us your final payment without delay.

We stated clearly that the balance was to be paid by 1 June. The dateline has now passed and we haven’t received any money from you.

Would you kindly fill in the tear off slip at the bottom of this letter and return it to us with your payment. If you have any reason that you are unable to take the holiday, we would ask you to return the slip. No refunds will be given for the deposit money paid.

Yours sincerely,

Atlantica Vau
Tour Manager

I enclose the balance of my holiday payment as requested
I wish to cancel my holiday booking

Name :
Address :
  • Delete as possible
RE: Bali Package Tour 4 days/3 nights
Tour Ref. 001/01/2006
27 Pax@US$500,- US$13,500,-

Kindly remit, soonest the above amounting to US$13,500,- through our bank account as follow:
Name of Company: 
Bank: 
Current Account No.: 

No later than 14 days after the date invoice, attached. The failure of the settlement will cause the penalty interest 3% per month.

As we have checked our accounting file, the payment of --- Invoice No. 1357/AB/C.2006 ---
Has not been settled yet. To avoid overdue penalty, kindly remit the payment, soonest, or the latest at the end of this month.

Voucher No: 1357/TA/26
Name of Clients: Mr./Ms. Mulder
Period of Stay: Dec 24/26, 2006
Type of Rooms: 01 DBL included breakfast
Rates: US$50,-/night
Amount paid: 01 Room X 2nights X US$50 = US$100
Said: One hundred dollar only --
B. DEPOSIT

1. Floating Deposit

Dear Sir,

Since we have confirmed 27 group series starting next month, and each group will allocate average expenses amounting to US$ 5,000,-

We request you to remit a floating deposit remittance, when your floating deposit amount nearly limit in to US$ 5,000,-

This is to enable us to render the best possible service favor your groups.

2. Deposit (Partial)

Dear Sir,

The land arrangement for your group No. 1437/06/06, has been prepared and the total payment of above group is US$ 25,400,-

Kindly remit a 50% deposit, prior to the group arrival, to enable us to provide the best. The balance due, should be settled the latest at the day of arrival of the group.

3. Terminated Deposit

Your intercontinental group, 100 pax, will be operated October next year. We are in the process of process of preparing the best favor your above group.

As the tour and the term of payment has been accepted by you, please remit the terminated payment, as follows :

1. 50% of the total amount, 3 months prior to the group arrival.
2. 25% of the total amount, 2 months prior to the group arrival.
3. 25% one week (7 day) prior to the group arrival.

Our Bank account, as follow :

Bank : ...............  
Account No.  : ...............
MODUL VI
CHANGES AND CANCELLATION

A. HOTEL RESERVATION
Sometimes reservation has to be cancelled

Dear Sir,

With reference to your recent letter requesting accommodation from August 5 to August 19, we regret that due a heavy demand for this period we are unable to make a reservation for you. We sincerely hope that we will have the pleasure of making a booking for you on a future occasion.

Yours faithfully,

---

Dear Sir,

Re: Pacific Study Tour

We regret to inform you that the above mentioned group will not be coming to Indonesia in August as originally planned. Please cancel all arrangement you have made for their accommodation.

We understand that the group will be traveling to Southeast Asia in December and we will contact you further when we have more details.

Sincerely yours,
A. HOLIDAY PACKAGE

Study the cancellation and alteration conditions below. Then read the letter from Mr. Clark and complete the reply.

Must be made at the time of booking in order to secure the reservation.

8. CANCELLATIONS
If you have to cancel your holiday, please inform us in writing immediately.
Cancellation charges are as follows:
More than 42 days................................................................. deposit.
29-42 days.............................................................................. 40% of holiday cost.
15-28 days............................................................................... 65% of holiday cost.
14 days- day of departure.......................................................100% of holiday cost.

9. BOOKING ALTERATIONS
If you wish to make any amendment to your booking after it has been confirmed, there will be a charge of $15 per booking to cover our administration costs.

10. TRAVEL INSURANCE
It’s a requirement when your holiday.

| 87 Ridgeton |
| London W9 1BB |

Skyhigh Travel,
17 Dingley Court,
London,

7 May 2006

Dear Sir,

Holiday to Turkey, 1-15 July 2006

Unfortunately owing to illness we may have to cancel our holiday plans this year.

Is there a charge of if we cancel before the end of May? We would also like to know about any amendment charge if we can change the dates of our booking.

Yours faithfully,

Steven Clark
2 May 2006

Mr. S Clark
87 Ridgeton Avenue
London W9 1BB

Dear Mr. Clark

Thank you for your ................. of 7 May. We ................. very ................. to hear that you may have to ................. your holiday.

If you cancel before the ................. of ................. the ................. charge is ................. of your holiday cost. If, however, you can ................. the dates of your trip, the ................. charge is ................. per ................. to cover ................. costs.

We enclose a full table of cancellation charges for your information.

Yours .................,

J. Harper
Travel Manager
31 March 2006

Ew/ph
Mrs. J. Ashcroft
26 Wellington Avenue
Hook Hampshire

Dear Mrs. Ashcroft,

Re: Group booking to Atlanta, 25 April 2006

With reference to your booking, I am pleased to enclose your revised confirmation which takes account of the name changes mentioned in your letter of 24 March. All other remain unchanged.

I am expecting to receive tickets for the group within the next two weeks, and will forward these to you when they have been checked.

If you have any queries regarding the confirmation, please do not hesitate to contact me.

Yours sincerely,

Emily White
Travel Consultant
The Manager
Fly-By-Night Travel,
101 Constable Street
Edinburgh EH4 3PQ

Edinburgh, 12 June 2010

Dear Sir,

I’m writing to complain about the way a member of your staff treated me in Fly-By-Night Travel last Monday. I went to alter a flight booking to London (your ref. AST.3625B) as a result of a mistake your office made in issuing my ticket.

I tried to explain the situation to the travel clerk, but he was extremely rude to me. He suggested that I was in the wrong and told me that I would have to pay a supplement to upgrade my original ticket. In the end I had to pay an extra $40.

I often fly to London and always use Fly-By-Night, but if I have not received a satisfactory reply to this letter, I have to take my business elsewhere.

Yours faithfully,

Sarah Ashton
Replying to Letter of Complaint

It is important to deal quickly with letters of complaint. A prompt and satisfactory replay may save a customer. First, establish whether the complaint is justified. If you are quite sure the customer is at fault. Your replay should politely point out what the facts are. If there is any doubt about responsibility for the mistake, it is often wiser to assume the customer is right. Below is a guide to the content of a typical reply to a letter of complaint. Write about each point in a separate paragraph.

1. Begin your reply by acknowledging that you have received the letter and referring to the complaint
2. Apologize for the mistake, explaining why it happened. Avoid blaming members of your staff.
3. Explain what action you are taking. This may mean replacing or repairing damaged goods or refunding the customer’s money.
4. Finally apologize for the inconvenience caused and indicate that you hope your business relationship can continue.

The following phrases are useful when responding to a written complaint

1. Show sympathy
   We are very sorry to hear that you did not enjoy…..
2. Apologies
   We apologize for any inconvenience caused, but…..
3. Give explanation
   We are writing to explain few points
   Firstly, we are afraid that we are not responsible for…
   Secondly,
   Thirdly,
4. Offer compensation when necessary
   Please accept our apologies and an offer of…
5. Close with formal salutation
   Yours Sincerely,
Mr. Roy Petersen  
1422 Ocean Drive  
Jacksonville  
Florida USA  

10 October 2003  

Dear Mr. Petersen,  

We were very sorry to hear that you were unhappy with the Safari Experience Hotel. We always try to make all our guests feel welcome and to provide a quality service at all times.  

We have spoken to the staff involved and it seems that we were fully booked at the time you stayed. We apologize for any inconvenience, our usual safari guide were unwell, but has now returned to work. In addition, a number of our staffs were not on duty because of the local holiday. We also take note of the fact that we need to improve our facilities.  

Pleased find enclosed our new brochure with the correct prices and times for Safari excursions. We would like to offer you a double room for one night at no charge in compensation. Once again, we apologize for any inconvenience and hope you will stay at the Safari Experience Hotel in the future.  

Yours Sincerely,  

Paula Morgan  
Manager
Here is a form that can be found at Heathrow Airport (London) for travelers to note down what they think about the airport facilities and services.

**British Airport**

<table>
<thead>
<tr>
<th>Comments</th>
<th>Heathrow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Date</td>
</tr>
<tr>
<td>Address</td>
<td>Time</td>
</tr>
<tr>
<td></td>
<td>Flight No.</td>
</tr>
</tbody>
</table>

We welcome your comments on services provided at Heathrow. Please place your card in this box.

We will give our attention to all comments – either dealing with items ourselves or referring them to the organization responsible.
A. MEETING APPOINTMENT

Dear Mr. Green,

Allow me the pleasure of inviting you to lunch at Porta Venezia Restaurant on June 15 at 1 pm. I believe it will be a wonderful opportunity for me to learn about the entertainment programs that you have and to discuss how our company can promote the sales and marketing of your program.

Please let me know if this is convenient. Looking forward to hearing from you.

B. CONFIRMATION OF APPOINTMENT

Dear John Smith,

It was a pleasure to speak with you the other day. I am looking forward to meeting with you on to discuss our business proposal. To confirm, we will be meeting in your office. Please contact me if I am mistaken.

Again, I thank you for your time and effort. I am certain that our meeting will prove productive to our goals.

Sincerely,
B. MINUTES OF MEETING

Date: 
Venue: 
Chairman: 
Attendance: 

1. Global Tours
   …………. 
2. Grand Canyon hotel
   …………. 

It is agreed that:

1. 500 rooms with sea view are made available at Grand Canyon Hotel from 30 March to 25 November on weekly basis.
2. We, Global Tours are required to inform the hotelier 4 weeks in advance if we wish our allocation are cancelled. The account must be settled 1 month after the close of the holiday period i.e. by or before 25 December.
3. All payments are made in US$. The rate for this year is fixed in $1 = 1650
4. It brings our attention that tour information was displayed last year. Therefore, suitable space must be provided for our company leaflets and notices display.

It is noted that this agreement is valid for 2 years. 6 Months notice require in writing in order it is terminated.

Global Tours
By: 

Grand Canyon Hotel
By: 
C. MEMORANDUM OF AGREEMENT (MOA)

An agreement was made this 21 June 2006 between Kurt Rauh A.G., hereinafter is called the principal, and Casa Blanca S.A. hereinafter called the Agent:

It is agreed that:

1. The principal appoints the agent to be his sole representative
2. The agency shall begin on this day and continue until 20th June 2008
3. The agent shall try at all times to promote the sales of the Principal’s goods and will not sell products of a similar type for any other person or company.
4. The principal shall pay a commission of 12% of the f.o.b. price on sales in the Agent’s territory
5. All orders received by the Agent shall be transmitted to the principal
6. The principal reserves the right to refuse any such order
7. The agent shall not offer the credit of the principal without the written permission of the principal

Signed this day of 21 June 2006

Principal
Kurt Rauh A.G.

The Agent
Casa Blanca SA
MEMORANDUM OF AGREEMENT (MOA)

Between Rainbow Tours and Travel and Hip Tours and Travel

On Tuesday, 27th April 2010 a contract agreement has been made and signed by both parties:
1. Name : Helen Tjakra
   Position : General Manager
   In this case acted on behalf of Rainbow Tours and Travel located at Jl. Sario Jakarta 7 95 114 hereinafter referred as the FIRST PARTY

2. Name : Fernando Sumual
   Occupation : Manager of Operations
   Located at Jl. Jend. Sudirman Jakarta # 123 hereinafter referred as the SECOND PARTY

In this agreement the FIRST PARTY and SECOND PARTY as Agent Sub Agent are hereinafter collectively referred to THE PARTIES, agreed to hold a cooperation agreement in the sale of online airline tickets.

   Article 1
   Purpose and Objectives

Intent and purpose of this agreement is to gain profit from the sales of airline tickets.

   Article 2
   Scope of Agreement

FIRST PARTY which is the official travel agent of Lion Air and Batavia Air gives permit the SECOND PARTY to sell the two airline tickets: Lion Air and Batavia Air.

   Article 3
   Duties and Responsibilities

In terms of ticketing, the SECOND PARTY is required to pay Rp 10,000 from the price of NTA (Nett to Agent) to the FIRST PARTY on each ticket issued
FIRST PARTY allows the SECOND PARTY to use the sign-in keyword provided by the FIRST PARTY Airlines web site.
SECOND PARTY shall provide payment to the FIRST PARTY by transfer to:
Bank Central Asia (BCA)
Jakarta Branch
Beautiful PT. Rajawali Buana
Account number 0000-000-000
SECOND PARTY is responsible for the use of the sign-in keyword given, errors or violations arising from the use of the sign-in keyword is the responsibility of the SECOND PARTY.

Article 4
Period of cooperation

This agreement is valid for one year from the date signed and can be extended according to the agreement without prior written consent. This agreement ends automatically if for any reason THE PARTIES do not reach agreement on the articles contained in this agreement.

This agreement is made in 2 (two) copies, legalized with a stamp duty on the paper and THE PARTIES have the same legal force. This agreement is made in good health both physical and spiritual, without coercion from any side.

FIRST PARTY
Helen Tjakra Fernando Sumual
Rainbow Tours and Travel Jakarta

SECOND PARTY
Fernando Sumual
General Manager HIP Tours and Travel Jakarta
NEGOTIATING AN AGREEMENT

Work in Group of four. Within your group you will work in two teams of two people. Team A consists of the Marketing Manager and the Chief Negotiator for Getaway, a tour operator. Team B consists of the Commercial Relations Manager and the Chief Negotiator for Vistas, a chain travel agent. Team A look at the text below.

TEAM A: GET AWAY
Read and discuss your negotiating position and write a minute of meeting

You can offer:
  1. Give 11-12% of commission
  2. An incentive for sales staff; 80 cents paid to the sales staff that confirms the booking if the payment is made monthly and $1 if the payment is made quarterly
  3. Educational for the travel agency to India
  4. Acknowledge complaints within five days and where possible to give a full explanation within three weeks. Often a lot of time is needed to check up on all the facts

You want:
  1. One guaranteed eye-level racking in all agencies

TEAM B: VISTAS
Read and discuss your negotiating position and write a minute of meeting

You can offer:
  1. Guaranteed eye-level racking in larger agencies, but smaller shops will display brochures at their own discretion

You want:
  1. Commission at least 13.5%
  2. An incentive for sales staff; $1.25 per person paid to the sales staff who confirms the booking. This would be paid monthly.
  3. Any customer complaints should be dealt in writing by the operator within a week. Customers need to feel that their complaint is getting elsewhere.
  4. Educational for your agency staff
D.INVITATION FOR SPONSORSHIP

The Branch Manager
The Sport Shoes
Indonesia

June 3, 2006

Dear Sir,

We have a very exciting project. We hope you can help us with it.

We are planning to walk around the earth. We need very good walking shoes for this project. And other quality equipment and we need money to finance the trip.

We think this is a very good opportunity for your company to sponsor us. We can wear your logo. We are planning to meet the media at every major destination, so you can be sure of good publicity. We would greatly appreciate for your help and support.

Looking forward for a favorable reply.

Yours faithfully,
MODULE IX
APPLICATION LETTER, RESIGNATION, AND RECOMMENDATION

A. COVERING LETTER

Human Resources Manager
Cathay Pacific Airways Ltd
2nd Floor Terminal D
Soekarno-Hata Airport

Dear Sir,

I wish to apply for the position of Ticketing and Reservation Staff that was advertised in Kompas on March 21. With an extensive knowledge in Abacus and Galileo Reservation system and several months of experience in Ticketing Department, I believe I have the potential to fill the post.

My name is Naomi Campbell, and I am 21 years old. I graduated from Sahid Institute of Tourism, majoring Diploma 3 Tour and Travel Program March 2006. I attended a sixth-month practical training at Ticketing Department Abbey Travel from October 2005-March 2006. I am a hardworking and reliable person, so I assure you I can be a good staff at your company.

Enclosed are curriculum vitae, a recent photograph, copies of certificates and documents. Please feel free to contact me at anytime which is convenient to you at 021-76789990. I look forward to hearing from you.

Sincerely yours,

Naomi Campbell
B. CURRICULUM VITAE

PERSONAL
Name           Naomi Campdell
D.O.B          June 12 1982
Address        22 Jl. Kemiri Raya
               Pondok Cabe Tanggerang 15111
E-mail Address Naomi@yahoo.com
Tel. No         +62 (021) 7402329
Mobile. No.     +62 08567891011
Marital Status  Single
Religion        Moslem
Nationality     Indonesian

FORMAL EDUCATION
               Major: Diploma 3 Tour & Travel Departement.

INFORMAL EDUCATION
2002 – 2004    Had Passed Advanced Enlish Skill Class at International Language
               Programs Jakarta
2001 – 2002    Had passed Basic Mandarin Class at Shines Lingua Jakarta

EMPLOYMENT
ABBEY TRAVEL
World Trade Center, 17th floor
Jl. Jend. Sudirman Kav 29 Jakarta
Ticketing and Reservation Trainee
- Greet the guest
- Provide service and product information to customer’s enquires
- Handle airlines tickets and tour reservation

INTEREST
Judo, water sports, hiking, mount climbing, traveling

ADDITIONAL INFORMATION
2002-2003    Chairman of Student Executive Board Tour & Travel Dept. Sahid Insitute of
             Tourism
C. RESIGNATION LETTER

June 11, 2006

HR Manager
Human Resources Manager
Cathay Pacific Airways Ltd
2nd Floor Terminal D
Soekarno Hatta International Airport
Cengkareng Jakarta

Dear Mr. Smith,

Please accept my resignation from Cathay Pacific Airways Ltd, to be effective on July 11, 2006. I have recently accepted an offer from Etihad Airlines Ltd. I believe the position I have recently accepted an offer there is a better in alignment with my career goals.

I would like to take this opportunity to mention that my employment here has been thoroughly gratifying and rewarding. I wish the firm success in the future and I am sincerely proud to have had the opportunity to be with Cathay Pacific Airways Ltd. For two years.

Sincerely,

Naomi Campbell
D. RECOMMENDATION LETTER

To Whom It May Concern
No. 123/ L/XI/2009

I confirm that I have known Naomi Campbell for two years. Naomi Campbell was our Marketing Staff. She worked for our company from 2005 to 2009.

At all times I have found her to be dependable, reliable, hard-working, conscientious, honest, peace-loving, courteous and helpful. She contributed to the success of numerous marketing campaign of our company. However, she resigned due to her choice. We wish her success in her future career.

I’m happy to provide further information if required.

Yours faithfully,
MODULE X
BUSINESS REPORT

SUMMARY

This report examines locations in Seneca, Wahalla, and Tougaloo to determine the best location for a new brand of the Riverview health club. After examining population characteristics, income levels, and the retail markets, Archway consultants concluded that Tougaloo, a rapidly growing university and research center, offered the best opportunity for a profitable operation.

INTRODUCTION

Riverview health club operates multipurpose fitness and recreational centers that appeal to an increasingly health-conscious population. Since opening its first club in Tucson in 2004, Riverview has expanded its location in Phoenix (2007).

All three units have proven profitable with net sales of over six million dollars in the 2004 fiscal year. Membership has grown rapidly and the centers now operate at nearly full capacity, averaging almost six hundred members per location.

Additional moneys are derived from guest fees, special user charges, rentals, and retail equipment sales. With annual membership dues of $750, Riverview health clubs appeal to an affluent population.

Statement of purpose

Mr. Anthony Pesci, President of Riverview health clubs, has authorized Archway Consultants to conduct a site survey to determine the best location for Riverview’s expansions. The three alternatives are 1.) A converted warehouse in Seneca. 2.) A construction site in Walhalla, and 3.) A shopping mall in Tougaloo.

METHOD

Archway consultants investigated each location by three criteria:

1. Population
2. Retail market
3. Facilities

Each location was studied to determine income levels of the population and potential growth trends. Archway also interviewed local developers, retailers, and chamber of commerce officials to gain a sense of the business climate in each area.
SCOPE

This report confines its investigation to parameters defined by Riverview health clubs. Alternative construction sites are available at each location, but are reviewed here. The criteria established were deemed to be the most applicable, but other factors such as the relative age of the population may also influence the choice of location.

POPULATION

SENECA

The largest of the three cities, Seneca has a population of 143,672. Since the 1990s its population has been stable. The median income is a relatively high $29,567, but only a small percentage of its population (2.5%) falls in the upper income bracket.

WALHALLA

The population has experienced steady growth, but the metropolitan population of 133,876 is significantly smaller than Seneca’s. Of all three sites Walhalla has the highest median income ($30,103), and a significant percentage of its population is affluent, 4.5% earn over $40,000 annually.

TOUGALOO

Though its currently has the smallest population, Tougaloo has experienced rapid growth in the past twenty years. The population has nearly doubled since 1998 and now numbers 131,875. The median income of $29,350 is competitive with both Seneca and Walhalla. Almost 11% of its population listed in the highest income bracket, reflecting the significant number of professionals who have moved to the area recently for research park and state university complex.

Median Family Income, 1999

SENECA $29,567
WALHALLA $30,103
TOUGALOO $29,360

Source: Statistical abstract of the southwest

SENECA

Retail sales have been in a prolonged slump, reflecting national economic trends. Ms. Felice Gonzales, director of the chamber of commerce, described local business conditions as “generally flat”, the principal employer, Dedmon industries, has been phasing out its operation and transferring its
administrative personnel. Data indicated that a large percentage of disposable income is spent on the home, food and transportation rather than on recreation or entertainment.

**WALHALLA**

The economic situation is stable. Retail sales have remained level for several years even as the national economy depressed. A significant proportion of the population at the upper income levels traditionally spends significantly on entertainment and recreation. Walhalla is a banking and financial center, and these institutions have proven to be secure, experiencing steady limited growth of the white collar population.

**TOUGALOO**

Once an agricultural market town, Tougaloo has the makings of a “booming post-industrial center “state university campus established in 1985 has expanded rapidly 10 18,500 students. A state-subsidized research park was opened in 1991 which has succeeded in attracting a mix of electronic and pharmaceutical firms including Fuchs electronics, Ariel computers and Shirata chemicals. The university and research park are drawing to the area a large and well-paid professionals population. Median income, though slightly below Seneca and Walhalla is rising dramatically and this trend should continue. Data suggest that the Tougaloo population spends a large percentage of its disposable income on recreation and entertainment.

**FACILITIES**

**Seneca**

A refurbished warehouse is available downtown on south street. The building offers 15,000 square feet of floor space, sufficient for offices, fitness center and exercise and locker rooms. Rental should be approximately $ 8 per square foot or $ 120,000 annually. A two-year lease is available. The building would require major renovation. Another problem is the lack of parking space as only a nearby municipal lot, which charges $ 50 per hour, could handle the expected flow of traffic. The downtown location would appeal strongly to office workers and commuters but would be less attractive to suburbanites.

**Walhalla**

The site is currently an open lot located on route 17, a major thoroughfare. The building could be designed to Riverview’s specifications, but current construction costs of $ 50 per square foot would require large cash outlay. Conveniently located near an exit to the 1-90 beltways, the site offers easy access to major subdivisions and retail and office complexes. It is situated on the town’s north side which is the area of great suburban growth.
Tougaloo

The site is a major shopping mall now under construction. The building currently has 41,000 square feet of unrented space, and Mr. Sam Wood, sales agent for Best Worth Developers, has stated that he would work with Riverview in designing facilities. Rentals should be $9 per square foot. The mall has already received commitment from a major luxury department store, Heyman’s, as well as several dry good franchises that cater to an affluent clientele. The mall is located at the intersection of Interstate 15 and Route 301. A development of 300 “luxury town houses” is now under construction three miles from the mall.

RECOMMENDATIONS

Archway consultants recommend that Riverview health clubs open the new branch in Tougaloo. It best meets the requirements of population, facilities, and retail market.

Seneca

The city offers a large population base, but its economy is stagnant. Few data indicate that the trends will improve. This site is inconvenient to Riverview’s consumer market and the facility has shortcomings, especially with parking.

Walhalla

The site is an attractive choice with a stable population and sound economic base. The area is currently the most affluent of three alternatives developing the Walhalla site, however, will require substantial development costs.

Toulagoo

Thought smallest in population, Toulagoo offers the greatest opportunity for growth. The trend indicates rapid expansion of the local economy with an affluent, active population. The mall site can be tailored to fit Riverview’s needs at minimal cost. For these reasons Archway consultants strongly recommend that the new Riverview health club is located in the Tougaloo mall.

NOTES

1. Archway consultants recommend that Riverview health clubs consider a survey of its members to draw a more detailed statistical profile of its potential consumer market.
2. Felice Gonzales, interview held at the Seneca chamber of commerce March 23 2003
REFERENCES

Rogof, Land Ballenger G. (1994) *Office Guide To business Letters, Memos, And Reports*
Arco. Macmillan. USA.