



## P R E S S R E L E A S E

**Seda Hotels Pioneer Lodging Security Certification Program in the Philippines**  
*Program was based on a collaborative effort between the American Hotel and Lodging Educational Institute and United States Homeland Security*

February 2015.....Seda hotels by AyalaLand Hotels and Resorts Corporation (AHRC), is embarking on another pioneering effort in the Philippines— the roll-out of training courses for its security managers and security officers developed by the American Hotels and Lodging Educational Institute (AHLEI).

As the training and education arm of the largest hotel industry association in the world (with over 15,000 member properties) AHLEI is a globally respected name in the hotel training, certification and hospitality education. It has been providing programs since 2013 to Seda hotels to help them meet the highest international standards of service.

Ed Kastli, vice-president of AHLEI, says that the Filipino’s innate warmth, concern for others and strong desire to please predispose him to be among the best in the hospitality and hotel industry worldwide.

This holds true for every employee in any department, whether they be among the front-liners or security personnel who play a crucial role in finding a balance between going out of the way to please guests and maintaining safety and security protocols. AHLEI provides structured training to achieve this objective.

For managerial positions, the Certified Lodging Security Director (CLSD®) is the most prestigious certification available to a security executive. It combines education, practical experience, and awareness of current trends and the latest hospitality protocols to give him a level of expertise that is only achieved by an elite few. The Certified Lodging Security Officer program, designed for line staff, teaches them to effectively handle routine security activities and emergencies as well as practice sound judgment and acquire practical skills.

Seda’s Group General Manager Andrea Mastellone says that the hotel security program is particularly important to corporate clients who seek assurance that measures are in place before accrediting establishments to do business with their executives. “The AHLEI courses will definitely strengthen Seda’s reputation as a safe and secure establishment and reinforce its emphasis on providing the best protection for its clients,” he says.



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In addition, Mastellone feels that the security training programs will make better use of the officers' time as they learn to be more involved in customer service and improve their guest relations skills. "The typical security officer is usually stationed in a particular post and is not expected to interact with guests. When they do, it is usually in the course of investigating an incident and in a manner that may not be very engaging. This training program will teach them the importance of becoming more aware of hotel activities so that they can be helpful to guests who need assistance and train them to listen, communicate, solve problems, and display good manners and right conduct."

Seda is the first hotel chain in the Philippines to use AHLEI's Certified Lodging Security Director (CLSD) and Certified Lodging Security Officer (CLSO) professional certification programs. Both the CLSD and CLSO designations are the lodging industry's highest acknowledgement of professionalism for security executives and security officers, respectively. These same programs are endorsed and mandated by the likes of Hyatt and Marriott Hotels who require all their security officers and directors of their properties go through them. Hilton and Starwood are also major proponent of these security programs.

Prior to security training, the hotel engaged AHLEI to assist Seda in certifying its employees as Gold Service Professionals (CGSP). The CGSP designation affirms that an establishment's front-liners meet the highest international standard of service and offer service that is above and beyond their duty, in order to truly make a long-lasting impression on the guests. Seda properties were able to fully certify their properties with this customer service program, making them the first in Asia to become Certified Guest Service Properties, a major achievement and a testament to their investment in professional development that meets international standards.

The Security certification programmes once again re-inforce Seda's commitment to investing in training programs that will provide their guests with the best experience in all aspects of their stay. Seda hotels are located in Bonifacio Global City, Nuvali in Laguna, Cagayan de Oro City and Davao City. ###

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