



## P R E S S   R E L E A S E

### **Seda Gives Back to Hotel Industry by Training Punlaan School Scholars** *CGSP provides greater opportunities for career growth to graduates*

March 2016, Manila.....Seda hotels spearheaded a customer service training program for Punlaan School scholars to propagate its corporate culture of providing excellent guest service and to give back to the hospitality industry. The wholly Filipino brand owned and established by AyalaLand Hotels and Resorts Corp. is a partner of Punlaan School, a non-profit, technical and tourism training center that offers scholarships to women ages 16 to 21 years old who would otherwise have few opportunities to be employed in prestigious hotels, restaurants and hospitality centers.

Twenty-five women from the school recently completed the Certified Guest Service Professional (CGSP) program sponsored by Seda in partnership with Europcar Philippines, a franchise of Europe's leading vehicle rental firm and Seda's official transportation service provider. CGSP underscores the most important values in guest service based on a training program by the American Hotel and Lodging Educational Institute (AHLEI), the world's leading educational training institute in the hospitality industry.

Seda's assistant director for human resources Manny R. San Luis pointed out that by sharing the CGSP course with Punlaan scholars, the Filipino hotel brand is helping professionalize the industry. He says,

"The course gives young Filipino hoteliers ideals to reach for and helps them perform according to global standards in customer relations."

The partnership with Punlaan is a sustainable program in corporate social responsibility. As part of their school curriculum, the students train with a particular hotel, Seda taking in one per year to train and subsequently employ. San Luis relates that it was last year's scholar who provided the inspiration for the CGSP training, describing how she transformed from a shy introvert to a confident restaurant staff who has since received numerous commendations from guests.

"This gave our Group General Manager the idea of developing the students of Punlaan into world-class professionals by enrolling them in CGSP because it is recognized globally, and opens them up to more opportunities for career advancement," he relates. CGSP teaches participants how to constantly seek ways to surprise guests by illustrating selfless service, dedication and commitment. "By getting a more - certification," he continues, "they earn a definite advantage in the field." San Luis is himself a certified hospitality trainer of AHLEI, and was the one who conducted the training program.

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Seda tied up with Europcar to transform Punlaan's 2016 batch into Certified Guest Service Professionals. The owner of the transportation service provider, Ms. Socorro Clavano, was eager to support the hotel in this endeavor, and was thrilled at the students' achievement.

Seda was the first hotel chain in Asia to be certified by AHLEI in the program. To merit this recognition, front-liners from all its hotels took the course and passed a certifying exam. Seda hotels are located in Bonifacio Global City, Cagayan de Oro City, Davao City, Laguna and Iloilo City. ###

Image



CGSP graduation of Punlaan School scholars with Seda Group General Manager Andrea Mastellone (seated, 4<sup>th</sup> from left), Anne Marie Jacinto, School Director of **Punlaan** School (seated, center) and Carla Clavano, Marketing Manager of Europcar (4<sup>th</sup> from right)



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