

# UNIVERSITY OF CARTAGENA

## Reflection paper about Sofitel Legend Santa Clara hotel after my internships

By

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A paper submitted to the faculty at the University of Cartagena in partial fulfillment of the requirements for the degree of Bachelor of Arts (English and French) in the Program of Foreign Languages at the Faculty of Human Sciences

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## **Abstracts**

The information of this report is based on my experience as an intern at Sofitel Legend Santa Clara. First, I present the hotel in some of its contexts such as its location and the history of its infrastructure before becoming a hotel in 1995. Then, I describe the hotel's objectives and its clientele, the relationship among the hotel's ambassadors and the general work environment. Next, I evince my role in the company, my apprenticeship along my internships and my relationship with the Guest Relations department, with my immediate supervisor and with the entire hotel's staff in general. Plus, I identify the role of my immediate supervisor, her strengths and weaknesses and the way she has contributed to my professional growth during this process. Finally, I identify the lack of innovation as a problematic of the hotel, propose the creation of an all-in-one mobile app as solution and visualize the possible outcome if the project is one day implemented.

## **Acknowledgement**

It is my pleasure to hereby mention the people who have always accompanied me emotionally and physically during my professional training from the beginning to the end of it.

First of all, I would like to thank my parents for always encouraging me and supporting me to achieve my personal and professional goals. I do not know what I would have done if it had not been for their help.

Second, I always wanted this moment to come to thank some of my classmates for their frequent support during these 8 semesters. I remember, like it was yesterday, my first day of classes of first semester when I was introducing myself in front of everybody. I finished my speech by saying that I was not interested in making friends during this learning process. Now, I want to thank my classmates for not paying attention to my words and for becoming my friends. The truth is that I could not have made it without their help. Thanks a lot to Kyara for listening to me and giving me advice in my moments of frustration. Thanks to Linda Grimes, Daniela Torres, Maria Clara Valenzuela, Luisa Patarroyo, Dania Almeida, Robellyn Conrado, Leidy Alandete for always being so kind to me. Thanks to Alejandro Avila and Johnny Ramirez for being the only two male friends I had during this time and finally thanks to all my classmates whose names did not appear on this text but who one day gave me a hand to keep going.

Thirdly, I want to make a special mention to professor Nadia Morales for her patience, for instilling in me the importance of work as a team, and for her occasional wake-up calls for us to make a bigger effort to become excellent professionals in the near future. I also want to mention Professor Gustavo Pinedo for encouraging me to follow my dreams and to never give up whenever my things do not go as planned. In

general I would like to express my gratitude to all my professors, not only for their academic teachings, but also for their advice for me to be a better human being; I truly learned a lot from all them.

Finally, I apologize to all other unnamed people who helped me in various ways to have a good training.

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## Context and Expectations about My Practicum Site

The company where I did my internships was Sofitel Legend Santa Clara hotel. I started them on June 26<sup>th</sup> 2018 and finished them on November 1<sup>st</sup> 2018. This organization is situated inside the historical complex of Cartagena, right opposite the Caribbean Sea.



*Figure 1.* Sofitel Legend Santa Clara's Location. Copyright © 2007 by Sofitel Legend Santa Clara. Reprinted with permission.

## Most significant events about the historical context of Sofitel Legend Santa Clara

What is known currently as Sofitel Legend Santa Clara hotel was originally a place built for catholic purposes. To be more accurate, according to the Sofitel Legend Santa Clara's Documentation center (2007), this establishment was at first the convent of Santa Clara de Asís, built in 1621 and worked as such until 1861.



*Figure 2.* Convent of Santa Clara de Asís built in 1621. Copyright © 2007 by Sofitel Legend Santa Clara. Reprinted with permission.



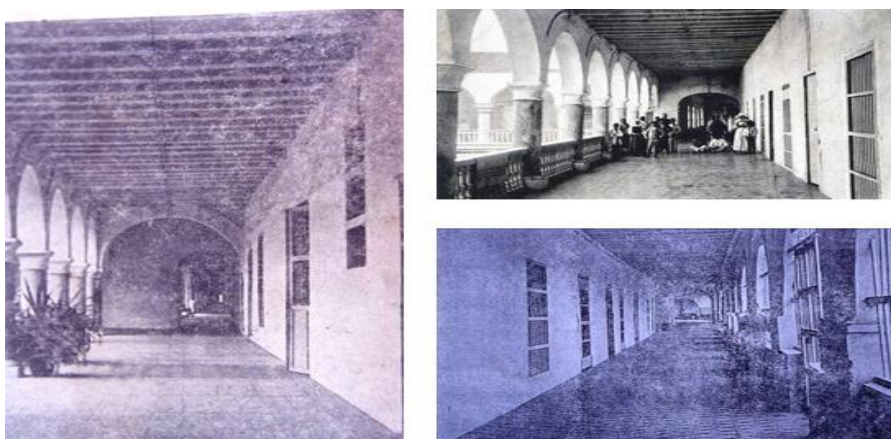
*Figure 3.* Interior of the Convent of Santa Clara de Asís. Copyright © 2007 by Sofitel Legend Santa Clara. Reprinted with permission.

In 1861, the nuns were evicted from the convent and moved to Havana because of the ‘ley de desamortización de bienes en manos muertas’, which basically meant the confiscation of all properties owned by the Catholic Church. After this episode, this property became a deserted place and was partially deteriorated by climate factors and by people who used to break into it.



*Figure 4.* The Former Santa Clara de Asís Convent After The confiscation. Copyright © 2007 by Sofitel Legend Santa Clara. Reprinted with permission.

A few decades later, in 1884, this place happened to become a charity hospital and the ruined part (market gardens) an orphanage. The roofs were repaired, the second floor was remodeled and some windows overlooking San Diego square were mended.



*Figure 5. The Infrastructure as a Charity Hospital and an Orphanage in 1884.*  
Copyright © 2007 by Sofitel Legend Santa Clara. Reprinted with permission.

By XX century, this property went through a series of uncertain phases until 1995, when AccorHotel, one of the greatest hotel chains felt confident in making this place an astonishing luxury hotel.

The historical aspect of this place together with the amazing stories told about it, has made thousands of tourists choose to spend at least one night in this splendid place. Its 123 beautiful rooms, 19 of which are suites, distributed between the Colonial and Republican wings, offer views of the Historic Center, the Caribbean Sea as well as the hotel pool and interior courtyards. Living an experience in this luxury hotel is not affordable for everyone, since a single night in the least expensive room is worth more or less the equivalent of a Colombian minimum wage while its most expensive room, the Botero suite, costs around 8 million Colombian pesos. This allows us to infer that, it is definitely a hotel whose large clientele is concentrated in people with high socioeconomic stratum.

### **Mission, vision and values of Sofitel Legend Santa Clara**

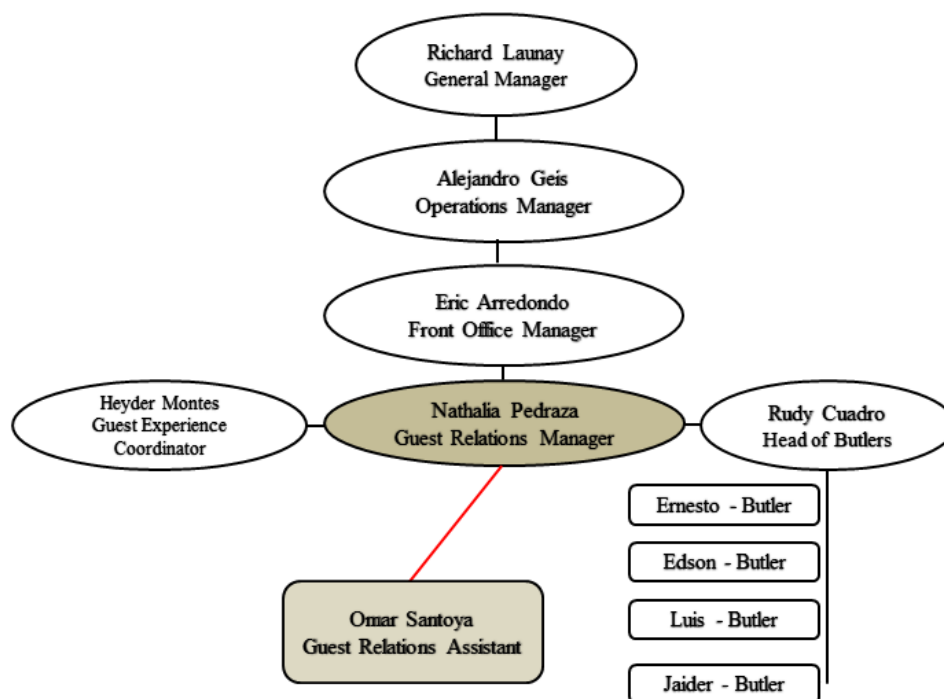
**Mission.** Generate the thrill of living an unforgettable experience in an environment that combines the charm of history, luxury and French savoir-faire with our ambassadors' talent, reaching high rates of profitability.

**Vision.** By 2020, Sofitel Legend Santa Clara should maintain its leadership as the best hotel in Central and South America and enter the list of the best 100 hotels and resorts in the world.

**Values.**

- Passion for the excellence
- Spirit of opening up
- The essence of pleasure
- Sustainability
- Discipline
- Respect

**Organizational Structure of Sofitel Legend Santa Clara's Guest Relations department**



*Figure 6.* Organizational Structure of Sofitel Legend Santa Clara's Guest Relations Department. Own elaboration based on my own experience.

## **Expectations and personal goals prior to beginning my practicum**

Before starting my internships as an assistant in the Guest Relations department at the Sofitel Legend Santa Clara hotel, my expectations were high. I knew that I would work in one of the most sophisticated hotels in America. So, I was aware that I should put all my effort to leave a great image of myself at the end of this process and that I had to demonstrate that my formation process in the business and tourist profile of the foreign languages program of the University of Cartagena, had been worthwhile. Therefore, I was very excited to have the possibility to learn many things from the hotel industry and at the same time to develop interpersonal relationship skills.

## **Clientele and Co-Workers**

The clientele of the Sofitel Legend Santa Clara hotel embraces all those people with great economic level who need and want to spend one or more nights in Cartagena for leisure, business, cultural, and other tourism purposes.

There are several reasons why this hotel differs markedly from many others in its category. One of them is its excellent location, since it is located within the walled historic center and in turn facing the Caribbean Sea. Another reason why this is a lovely hotel to stay is that it has colonial spaces full of centuries-old relics like the sculpture of Santa Clara de Asís, the woman by whose name Accor got inspired to name this hotel. Also, this infrastructure has a beautiful lovely suitable space for all couples who want to get married in the great Santa Clara room. Moreover, Sofitel Legend Santa Clara enjoys great international recognition as it is a hotel that belongs to one of the most important hotel chains in the world. Even so, the demand for the services and products of this hotel is also influenced by the famous accommodation meta search engines such as Booking, Trivago, hotels.com and many others, as well as the great propaganda on pages such as TripAdvisor and TrustYou due to the quality of service and the exclusivity and reverie of its facilities. The truth is that more than

93% of the comments of people, who live the experience of spending at least one night in this hotel, are very positive; therefore, this attracts many other people to book rooms and buy services and products from this tourist service provider based on their researches on the internet about the hotel.

### **Challenges in the Sofitel Legend Santa Clara**

The Sofitel Legend Santa Clara hotel presents an imposing, amazing and captivating infrastructure because it retains its colonial features and hundreds of objects made centuries ago in combination with luxury elements, sites and services. However, there are certain details that require attention in terms of infrastructure. One of them is the landslides of small parts of roofs that sporadically occur due to heavy rains. Therefore, one of the great challenges of the hotel's management is to continue maintaining this hundreds-year-old colonial infrastructure in good conditions without affecting its design in order to ensure the physical integrity of both ambassadors and guests.

### **Sofitel Legend Santa Clara's Intangible aspects**

The intangible aspects of Sofitel Legend Santa Clara as well as the interaction among ambassadors are varied, very professional and formal. Since this is a hotel that belongs to a chain of French hotels, its employees are instilled to use certain French words and expressions such as "bonjour" or "bonsoir" to interact with other employees and guests. With regard to work communication, an internal newspaper called "Journal du Savoir Faire" is prepared every, which is the main information medium about the day's events, hotel occupancy, arrivals of important guests and much more day (**see annex 1**). In addition, all teamworks meet up every day to carry out the "briefing" which is a short meeting where important issues about the operation are addressed. Similarly, each teamwork makes use of a logbook so that each ambassador reports on it the pending activities and the details of the operation just at the

end of their working day in order to keep the ambassador who is about to start his/her working day aware of the operation.

### **Immediate Supervisor**

During my internship at Sofitel Legend Santa Clara, my immediate supervisor was Nathalia Pedraza. She is the Sofitel Legend Santa Clara's guest Relations Manager. She is a 28-year-old woman who is from Boyacá. Even though she is still a young, she has a lot of experience working in the hostelry industry.

#### **My immediate supervisor's role**

Nathalia's responsibilities include greeting VIP guests as they arrive, coordinating their check-ins in a special space to assigned rooms and informing them about the hotel's facilities. Besides, she was delegated to actively listen to and resolve guests' complaints and propose solutions to all departments to improve the quality of all services. Moreover, it is her duty to analyze customer feedbacks and reviews from the Sofitel Legend Santa Clara's social networks such as Booking, Expedia, Google and TripAdvisor and subsequently suggest ways to improve ratings. Nathalia is in charge of the guest relations department which is conformed by a group of butlers and by the Guest experience Coordinator.

#### **My immediate supervisor's skills and weaknesses**

Nathalia Pedraza does her work effectively. When dealing with guests, she manages her body language very well and most of the time resolves their concerns. She does her work in record speed and ends up doing most of the general manager's work as well when he is away on business. If there is one thing I have learned from her is managing time properly and performing my duties the right way. Nevertheless, Nathalia is not a perfect and nobody is. I mention this because during the time I worked with her, she used to lose her temper occasionally. If I were her, I would react differently during the first very moments that something wrong would come up. One thing I have learned over the year is that a leader has

to be emotionally intelligent and feel empathy for the rest whenever something is not going as planned.

### **How my immediate supervisor can improve the overall management of the hotel**

Given that Nathalia is the Sofitel Legend Santa Clara's Guest Relations Manager and that her duty is to ensure guests' satisfaction during their stay at the hotel. One of her many functions is to verify, analyze and filter guest comments in all social networks and accommodation met search-engines in order to let the other departments of the hotel know the degree of satisfaction of the clients about their experience during their stay and subsequently propose solutions about them.

### **How my immediate supervisor has been supportive to my professional development**

Nathalia Pedraza has been a person from whom I have learned a lot. On a professional level, she helped me improve my writing and text writing techniques and taught me essential phrases and answers to interact with guests whenever they approached me to ask questions. Moreover, she instilled me to do things in the best possible way and never to perform activities mediocrely. She gave me advice to learn how to do things efficiently.

### **My Role at Sofitel Legend Santa Clara**

Most of my duties during my internships at the Guest Relations department of the Sofitel Legend Santa Clara hotel were to perform informatics stuff. There were very few moments where I had the opportunity to interact with guests

### **The specific tasks I was responsible for at Sofitel Legend Santa Clara**

I was delegated the following activities:

- Download the list of VIP guests who daily arrive to the hotel.
- Write welcome letters for guests affiliated with the Le Club program
- Organize VIP guest records.
- Assist the butlers in any of their responsibilities.



- Register the courtesies of guests according to their VIP classification.
- Reply the positive guests' reviews on all social networks and report the negative ones to my immediate boss.
- Register the requisitions for the Guest Service department.
- Translate documents from English to Spanish and vice versa.

### **The biggest challenge I faced during my internships and an unexpected experience I encountered at Sofitel Legend Santa Clara**

The biggest challenge I faced during my internships at Sofitel Legend Santa Clara, was to perform one of the functions of one of the Business Center auxiliaries during his vacation period: making daily the hotel's internal newspaper and forward it to all the departments of the hotel before 9 am for two weeks. This paper is really important because it is the main material with which all the teamworks of the hotel, including the boards of directors carry out their daily briefings. Many times, I ran out of time and sent the newspaper just on the time; Deivis (the Business center assistant) usually has the paper done at 8:30 am and sends it around 8:40 am. However, my first days doing so, I used to have it ready at 8:40 and send it at 8:50 am and the ambassadors began to call insistently to ask about the reason why the newspaper has not yet been sent even when my deadline was at 9:00 am. One essential thing I had to be very aware of was the data written in the newspaper; I could not skip anything neither grammatically nor informationally. I can say that at the end of this process, I felt pleased with what I had done and Nathalia was too.

On the other hand, I unfortunately had a bad episode with Nathalia. It turned out that one Monday, María Urquijo ( the hotel's general manager's secretary) contacted me to please help her translate some texts from Spanish to English and have them ready not later than the following Thursday. At that very moment, I felt some pressure and I was very honest with her by telling her that I had been overloaded with work lately and that it would be difficult to me

to finish that work in such a short time. However, I kindly asked her to speak with Nathalia to see if she could give me the priority of such a duty. The following day, Nathalia called me for me to give her some explanations about the conversation I had with Maria Urquijo because Mr. Launay (the general manager) supposedly scolded her for the lack of support in the translation of the texts. I noticed in Nathalia's tone of voice some anger at the situation and asked me to please finish the translations as soon as possible. I got shock by this fact because Mary was supposed to only ask Nathalia to please give me priority in the task; I really did not expect this.

### **My strengths and weaknesses as an employee**

During my internships at Sofitel Legend Santa Clara, I was able to identify my strengths and weaknesses.

The strengths that I detected and developed throughout this process are:

- Good interpersonal communication with guests.
- Agility to work with computer tools.
- Contribution of good ideas to resolve issues of the day-to-day operation.
- Writing of mails and formal letters.

As for my weaknesses, I found in the time frame of my internships that I should improve in:

- Time management to be more efficient.
- Mental strength when receiving comments or perceiving situations that affect my emotional state.
- Prudence and wisdom when doing and saying things.

During and after my experience as an intern at the hotel, I have worked hard to improve each of my strengths and weaknesses. Today, I already manage the time much better than before although I am still working on it. Moreover, I used to take things personally, now

I understand that to be successful in big industries, I have to have a great mental strength to cope with things when they don't go as planned.

### **Aspects in Which Sofitel Legend Santa Clara Could Be Much Better**

Just before mentioning the aspects on which this hotel should work to become much stronger against the competition according to my perspective, I find it necessary to highlight the achievements this hotel organization has got up to now. And the truth is that, Sofitel Legend Santa Clara has been a benchmark in the hotel industry thanks to its high-quality service, its colonial facade, the professionalism of the ambassadors, its strategic location in the heart of the historic complex of Cartagena and opposite the Caribbean sea, the beauty of its spaces and the astonishing history of the building along with the shocking and numerous stories told about it. The proof of this is that, Sofitel Legend Santa Clara has won plenty of awards during the current decade that prove its potential and leadership in the market.

According to the World Travel Awards (the travel industry's most prestigious awards program, rewarding leaders in the tourism, airline, hotel and hospitality sectors around the world) this hotel has received recognition as the Colombian's leading Hotel and the South America's Leading Hotel Suite during this decade, year by year and as if this were not enough, the hotel has been nominated to be the World's leading city hotel and the World's city hotel in the last few years. However, it has never won any of these accolades (World Travel Awards, s.d).

On the basis of the previous information, It is easy to determinate that, on one hand, Sofitel Legend Santa Clara has been the 'flagship' in Colombia and in South America in a row for more than 5 years! This is undoubtedly a magnificent achievement. On the other hand, even though this organization has the potential to be awarded as a world's leading hotel,

it has never been recognized as such. So, the big question is: What does Sofitel Legend Santa Clara hotel need to really strive to be one of the best hotels of the entire world?

### **What could make Sofitel Legend Santa Clara perform better?**

Bearing in mind my observations about Sofitel Legend Santa Clara during the time I worked as a Sofitel Legend Santa Clara's guest Relations assistant, and after having done some research about this organization and a couple of interviews to people close to this hotel, I came to the conclusion that a weakness of this company is mainly a major lack of up-to-date technology, taking into account that this is a luxury hotel that competes internationally and that the price for staying one night there, is a whole lot higher than its competitors'.

The first technological weakness I would like to mention is about the lobby: on one hand, they do not have air conditioning installed and people who arrive in the hotel in broad daylight do not have the possibility to cool off immediately.

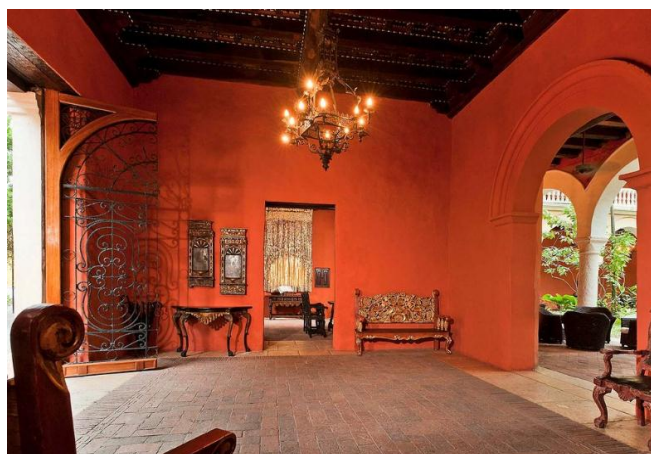


Figure 7. Lobby of Sofitel Legend Santa Clara. Copyright © 2007 by Sofitel Legend Santa Clara. Reprinted with permission.

On the other hand, there are always moments along the day where this area get really crowded and people who are about to check in or check out get desperate.

The second technological issue that needs to be solved from my perspective is about the TV's and sound systems equipped in the rooms and suites. The problem is that they are already dated and there is no smart TV's; so guests dispose of led TV's to get some digital

entertainment; which I find it to be insufficient. I would like to point out that, on average, the Sofitel Legend Santa Clara's guests usually have an excellent quality of life and can easily afford the newest technological tools of the market. So, finding these outdated technological elements in the rooms they are paying for may be consider a shame taking into account the high price for staying just a night in there.

Thirdly, I consider that they should no longer use keys to open and close rooms' door; fingerprints should be implemented instead.

So, one thing the Sofitel Legend Santa Clara's guests would definitely appreciate is to count with technological tools that make easier and richer their experiences from the beginning until the end of their stays.

I had the opportunity to interview Heyder Baldiris, the Sofitel Legend Santa Clara's guest experience coordinator (**see annex 2**) about the technological changes the hotel needs to become a very serious competitor against other international luxury hotels that have been world's leaders in this industry. According to Heyder, the technology they use at our hotel is a shortcoming because they do not have air conditioning installed in the lobby, the TV system is a bit outdated and they use key cards to open doors. (H. Baldiris, personal communication, July 22 2019)

### **Why does Sofitel Legend Santa Clara need to put attention in technological aspects?**

To begin with, technology is becoming more and more determinant in competitiveness among hotels. In this day and age, It is no longer enough for a hotel to offer just an excellent service if it is devoid of technological tools. According to Pinedo (2019) The quality of a hotel's service is diminished if this is not accompanied with technology. You can be so kind to your guests and offer them your help whenever they need something, but, if for example, you do not have a printer in your hotel so that they can print out their boarding pass, their perspective about the hotel might not be the same as if you dispose of one.

I strongly believe that Sofitel Legend Santa Clara has the potential to go further than ever. This hotel is uniquely positioned in South America, but to compete internationally, they have to put attention to cutting-edge technology, which is something they have not worked on yet. According to the HP inc's president (An American multinational information technology company) (2016): "the presence of technology in hotels is the key to offer new possibilities and experiences to customers by improving each of the services they offer. With this, they can increase the level of preference of the guests over other establishments and thus improve the profitability of the business".

### **Proposal To Make Sofitel Legend Santa Clara Grow In The International Market.**

Innovation is the main factor by which a hotel distinguishes from the competence. It is no longer enough to offer just a good service, it is essential to look for ways to make your company unique in the market. Martens states (2013) that Innovation addresses all the challenges that a business faces and when it is brought to the company's operations, the results tend to meet the costumers' expectations.

So, I strongly believe that Sofitel Legend Santa Clara has to make technological changes. Besides just putting in place basic technological changes to their service and facilities such as having smart televisions equipped in the suites, deploying fingerprint systems to open doors and having air conditioning installed in key areas, the hotel must innovate and that is my proposal so that it can perform better internationally.

**I propose** that the hotel should innovate by creating an all-in-one app with which the guests can:

- Check-in and check-out without stepping by the reception.
- Make special requests even when they are outside the hotel.
- Get informed about important hotel's events.

- learn about the hotel's history and stories by activating bar codes pasted on the hotel's spots where there are usually interesting things to tell.
- have their passing boards printed out and taken them to their rooms without having to step by the business center
- Place scheduled orders for public transportation, food and whatever they need whenever they need it.
- Share their hobbies, culinary and musical tastes and many more valuable information so that the guests can make them special gifts if possible.
- Play learning games about information related to the hotel and has the chance to win beverages and cakes if their answers are correct.

Table 1.

*The Sofitel Legend Santa Clara's All-in-one App*

<u>Function</u>	<u>Description</u>	<u>Implementation</u>
Checking-in and checking-out without stepping by the reception.	The guest will be able to check-in and check-out without the need to step by the front desk. This way, the guest and the staff save valuable time.	The app will include a check-in and check-out section through which they will be able to perform this process. The only requirement is to register a credit card so that the receptionist can charge the total payment of their stay

Chatting online with a guest-service attendant to make request even when guests are outside the hotel

This function will allow the guest to ask for whatever they please whenever they want especially when they are outside the hotel and want to have something ready for them as soon as they are back.

The hotel will count with a guest service attendant to interact with the guests 24 hours a day and try to help them with their requirements-. The guest service attendant will escalate the request to the right department.

Getting informed about important hotel's events

The guest will get notified about important events that will be carried out in the hotel.

The right person to do so is the business center assistant. They manage the information of all the events that are being performed on a daily basis.

Reading barcodes located in emblematic spots to display impacting stories about themselves

All the emblematic zones and monuments of the hotel will count with a barcode so that the guest, through the application can read it. Once they have done this, they will be able to read a text or listen to an audio about what that specific place or element meant so many years ago.

The hotel counts with so many interesting zones and hundreds-year-old relics. By this function, the guest will be able to know everything about the hotel.

Having any kind of paper printed out and taken them to their rooms if necessary

Time is precious, and sometimes the guests do not have time to go to the business center to have their documents printed out. Now, they can have all their papers printed out with just a few clicks.

Through a business center server connected to the application, the guests will be able to print out their papers in real time.



Placing scheduled orders of public transportation, food and whatever they need whenever they need it.

This function will allow the guests to book a transportation service or order food for immediate delivery or for a scheduled time.

The hotel will work hand-in-hand with a very-well selected taxi-fleet and with a private transportation service provider that pick the guests up both at the hotel and outside of it.

Sharing their hobbies, culinary and musical tastes, dislikes and much more valuable information so that the staff can make them special gifts if possible based on that information.

On the app, guests will be able to share personal information. This is for the staff to properly interact with the guests and avoid disgusting moments with them as well.

The Sofitel Legend Santa Clara's ambassadors will have access to the information given by the guests through the application to identify ways of making gifts for them.

Playing learning games about information related to the hotel to have the chance to win beverages and cakes if their answers are correct.

The guests will be able to take tests about information related to the hotel in all its contexts. According to the results, the guests might win beverages as cups of coffee, beers, refreshing juice as well as cakes, candies, snacks and so on.

Once the guests have passed the test, they will automatically receive a code with which they will be able to redeem their awards at El Claustro Restaurant. It is a way to get them to get familiarized with the hotel and give them

### **Implementation of the All-in-one Mobile Application**

Including all functions showed in Table 1 on just one application can be a tough work. There are plenty of things that must be taken into account to success in this project.

#### **The proposal about the all-in-one mobile is under study**

Of course, the creation of this all-in-one app that includes all these functions implies a deeply study to estimate the possible investment and the recruitment of new people if necessary to carry out each of these foreseen tasks. However, Sofitel Legend Santa Clara will have in exchange a significant and enormous add value to its service, which mainly means more customers buying their products and service and more propaganda by social networks. Besides that, the implementation of this project will be a giant leap to compete against world's leading hotels of the industry.

### **Outcome**

This proposal has been sent via mail to the hotel's board of directors to know if the project is viable for them, and in turn, has been published in Workana, which is an agency specialized in the development of mobile applications only to obtain an estimate of how much complex creating this app would be and also its costs. It only remains to wait for the relevant answers, so it is now impossible to provide results about the creation and implementation of this app.

#### **Projection regarding this project**

As I have mentioned before, the purpose of this project is to make Sofitel Legend Santa Clara boost its brand in the international hotel market. Unquestionably, this hotel has achieved amazing achievements. And the truth is that being a leader in Colombia and South America during this decade, year after year in a row is a unique achievement. However, if the implementation of the mobile application all in one is carried out and works perfectly, Sofitel Legend Santa Clara will be fulfilling the objectives its vision (**see annex 3**).

By 2025, this company would be fighting to be one of the 20 best hotels in the world if it continues to base its services and products on innovation as a competitive advantage.

### **Application of my apprenticeship after this learning process to my future work placements**

Throughout all this learning process, I have learned three important things. The first one is how to use body language and how to express myself properly when dealing with people. The second thing I learned is to manage time well. Finally, I learned not to take things personally and try to be emotionally intelligent whenever things do not go as planned.

First, when a new opportunity to work in a company comes, I will try to use my body language very well from the very beginning of my first interview to show the employer what I am capable of interacting with customers the right way.

Second, in my next job, I will definitely make a good usage of time to work effectively. Time is precious in any kind of operations and my teamwork as well as the customers will appreciate that.

Finally, I will not take things personally. I would have loved to do all my duties the right way during my internships at Sofitel Legend Santa Clara, but it is not possible because I am not perfect and no human being is. So if in my next job someone tells me something that could hurt me, I will just smile and thank them for their words; I will try to be emotionally intelligent.

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## Annexes

## Annex 1. Sofitel Legend Santa Clara's Journal Du Savoir Faire.

# LE JOURNAL DU "SAVOIR FAIRE" SOFITEL LEGEND SANTA CLARA

20 DE SEPTIEMBRE  
DE 2018  
No. 2732

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## LE SAVOIR FAIRE DU JOUR TEAM OF THE WEEK – FINANCIERA

**Conciliaciones Bancarias**  
La conciliación bancaria es un proceso que permite confrontar y conciliar los valores que la empresa tiene registrados, de una cuenta de ahorros o corriente, con los valores que el banco suministra por medio del extracto bancario.  
Las empresas tienen un libro auxiliar de bancos en el cual registra cada uno de los movimientos hechos en una cuenta bancaria, como son el giro de cheques, consignaciones, notas débito, notas crédito, anulación de cheques y consignaciones, etc. La entidad financiera donde se encuentra la respectiva cuenta, hace lo suyo llevando un registro completo de cada movimiento que el cliente (la empresa), hace en su cuenta. Mensualmente, el banco envía a la empresa un extracto en el que se muestran todos esos movimientos que concluyen en un saldo de la cuenta al último día del respectivo mes.

### COUSU MAIN – SPARKLE CHALLENGE #2

**Cousu Main del Día:**

Departamento	SEPTIEMBRE	TOTAL
Alojamiento	1	62
AyB	5	65
Ventas y Revenue	0	9
Admon y Financiera	0	2
Infraestructura	0	1
Talento & Cultura	0	4
So Spa	0	10
<b>Total</b>	<b>6</b>	<b>153</b>

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## OCUPACIÓN HOTEL

SEPTIEMBRE	MIE 19	JUE 20	VIE 21	SAB 22	DOM 23
Ocupación Hotelera	86,99%	92,68%	85,37%	67,48%	52,85%
Individuales	54	53	62	62	52
Grupos	53	61	43	21	13
Check in	30	22	26	51	10
Check out	16	18	34	72	27
Habitaciones Fuera de Servicio:	11	10	14	1	4
Time Share Ocupadas:	29	33	33	34	34
Hab. Disponibles	13	3	8	41	56
<b>DÓLAR (TRM): \$3018,63 EURO: \$3521,83</b>					

### V.O.G. TRUSTYOU SEPTIEMBRE

No	Score
TrustYou	
Survey	55
E-Reputation	24
TripAdvisor	8
Booking.com	12
Facebook	0
Expedia	2
Hotels.com	2
<b>94</b>	

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### EVENTOS DEL DÍA

**COMITE OPERATIVO SEPTIEMBRE**  
SALON ESPADANA/ 10:00-12:00

**MUESTRA MESA FIESTAS 24 Y 31 DIC 2018**  
SANTA CLARA CON PASILLO/ 08:00-23:59

**OFICINA REVISORIA FISCAL (DELOITTE)**  
SALON CLARISAS 2/ 08:00-18:00

### M.O.D

GERENTE DEL DIA: YOHANNA ALBERTZI  
GERENTE FIN DE SEMANA: ALEJANDRO GEIS

### FRASE DEL DÍA

“Entrega siempre más de lo que se espera de ti”  
**LARRY PAGE**


### OBSERVACIONES

¡FELIZ CUMPLEAÑOS!  
**JULIETH MORALES— A&B**

### LLEGADA VIP

**Sra. Monica VILLAGOMEZ**  
Vicepresidente APD Ecuador (Asociación para el Progreso de la Dirección) / Aviator  
**VIP 2** Hab. 403B  
2N 1P  
Primera Estadía  
Idioma Español  
Eta: 15:55

**Sra. Mónica ALZATE & Sr. Álvaro RIVERA**  
Directora Ejecutiva APD Colombia / Aviator  
**VIP 2** Hab. 403A  
2N 2P  
Idioma Español  
Sexta estadía  
Eta: 14:02





 **LLEGADA VIP**

<p><b>Sr. Luis BUSTAMANTE &amp; Sra. Maria Inés FLORENCIA</b>            Presidente ejecutivo de APD PERÚ/ Aviator  <b>VIP 3</b> Hab. 508            2N 2P            Primera Estadía            Idioma Español            Eta: 17:23</p> 	<p><b>Sra. Juana Carolina LONDONO</b>            Consejera APD Colombia/Aviator  <b>VIP 2</b> Hab. 326            2N 1P            Primera Estadía            Idioma Español</p>  <p><b>Mr. Saad KETTANI</b>            Presidente APD Marruecos + Presidente de KSG Group y Wafa Assurance. /Aviator  <b>VIP 3</b> Hab. C52            2N 1P            Primera Estadía            Idioma Inglés            Eta: 19:10</p>  <p><b>Mrs. Farida JIRARI</b>            Directora General APD Marruecos/Aviator  <b>VIP 2</b> Hab. 311B            2N 1P            Primera Estadía            Idioma Inglés            Eta: 19:10</p>  <p><b>Sr. Javier TORRES</b>            Long Stay de Club Turavia SA  <b>VIP 1</b> Hab. 227            7N 2P            Primera Estadía            Idioma Español</p>	<p><b>Sra. Maria Cleila FERRARO &amp; Sra. Mariana MORANTE</b>            Gerente General de APD Perú/Aviator  <b>VIP 2</b> Hab. 327            2N 2P            Primera Estadía            Idioma Español            Eta: 17:30</p>  <p><b>Sr. Marcelo STUBRIN</b>            Embajador de Argentina en Col Rec. Sr. Kianni y Sr. Launay  <b>VIP 3</b> Hab. C32 – 425            3N 2P            Segunda Estadía            Idioma Español</p> <p><b>Sr. Pablo GOMEZ DE OLEA</b>            Embajador de España en Col  <b>VIP 3</b> Hab. C53            1N P            Séptima Estadía            Idioma Español            Eta: 18:00</p>
<p><b>Sr. Jose Antonio VARGAS Lleras y Sra. Cecilia SANDOVAL</b>            Presidente APD Colombia + Presidente CODENSA / Aviator  <b>VIP 3</b> Hab. 229            2N 2P            Cuarta Estadía            Idioma Español</p> 		
<p><b>Sr. Enrique SÁNCHEZ &amp; Sra. Sonia ACOSTA</b>            Director General APD España/Aviator  <b>VIP 2</b> Hab. 418            2N 2P            Primera Estadía            Idioma Español            Eta: 14:00</p> 		

### TEAM OF THE WEEK - FINANCIERA

Por lo general, el saldo del extracto bancario nunca coincide con el saldo que la empresa tiene en sus libros auxiliares, por lo que es preciso identificar las diferencias y las causas por las que esos valores no coinciden. El proceso de verificación y confrontación, es el que conocemos como conciliación bancaria, proceso que consiste en revisar cada uno de los movimientos registrados en los auxiliares, con los valores contenidos en el extracto bancario para determinar cuál es la causa de la diferencia.



### PLANET 21



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**Annex 2.** Transcription of my interview with Heyder Baldiris, the Guest Experience

Coordinator:

**Omar:** Heyder, first of all, thank you very much for your time to attend this interview.

**Heyder:** It's a pleasure!

**Omar:** The purpose of this interview is to develop a business report about my internships at Sofitel Legend Santa Clara. The point is that I have to propose solutions to a problem or weakness that I have identified during my internship period. We all know that the hotel's service is wonderful, that the hotel is beautiful and unique in its style, that its restaurants offer really delicious food, and that your guests live very significant experiences during their stay at the hotel. However, it seems to me that technology is an aspect on which the hotel must work seriously, and I believe that it will not be long before guests become more demanding with the technologies implemented in the hotel. Before explaining my argument, I would like to know if you agree with me. If So, In your opinion, Is there anything that the hotel should change in this aspect to continue competing internationally with other hotels of the same category?

**Heyder:** Well, I could not be agree with you more. I honestly think that the technology we use at our hotel is a shortcoming, starting from basic stuff that the majority of the prestigious hotels like this must have, but ours doesn't.

**Omar:** What do you mean by basic stuff?

**Heyder:** To begin with, we do not have an air-conditioning system installed in the lobby, and taking into account how hot and warm this city is, a refreshing system is totally a must. As you know, we offer bottles of water and glass of lemonade to our newcomer customers, but I consider that it is not enough.

**Omar:** That is true, I remember that one day, a woman, probably in her 50s who was about to check in, was drinking a bottle of water in the lobby. I was just passing by and she



stopped me to ask me why we did not have air conditioning working in that area. I could not answer that question properly; I only said that we were working on it.

**Heyder:** To tell you the truth, the clients usually ask about that all the time. But thanks god that is an issue we are currently working on, along with other concerns.

**Omar:** What is another technological concern of the hotel that needs to be improved?

**Heyder:** Multimedia equipment in the rooms and suites need to be replaced.

**Omar:** Do you mean the TV's and sound systems?

**Heyder:** That is right. We have LED televisions and simple sound equipment equipped in our rooms, and you know that these are outdated multimedia equipment. In fact, I felt embarrassed the other day because an important VIP guest approached me to tell me that this hotel was almost perfect. So, I kindly asked him "what would we need to be the perfect hotel according to you, sr.? Trust me, we will seriously take your opinion into consideration". He kindly answered me with a smile in his face that if he only could keep watching his favorite Netflix show from a smart TV in his suite, he would appreciate it hugely. What a shame! But as I said before, we are having these multimedia tools changed very soon so that our guests can watch whatever they want and listen to high-quality music.

**Omar:** What about the doors' opening system? Do you still use key cards?

**Heyder:** Yes, we do. I know it is not the latest technological system to open doors but still keeps being a plus in the hotelry business.

**Omar:** Well, I think you can keep competing locally with this system, but if Sofitel Legend Santa Clara wants to be a world's leading hotel, don't you think it would be essential to implement fingerprint system to open doors? This system is working in many luxury hotels.

**Heyder:** I will not deny that a fingerprint system will be much better than the one we use. I do not know whether it is going to be changed in a near future or not.

**Omar:** Well Heyder, let me thank you one more time for your time. Your information will definitely come in handy for me to write a reasonable proposal focused on the improvement of the hotel's quality of service, which is undoubtedly magnificent but needs technological support so that the guests can run out of words about their experience at this hotel.

**Heyder:** You're welcome Omar; we will appreciate your work and proposals and remember this hotel will always be your home.

**Annex 3.** Picture of the vision of Sofitel Legend Santa Clara Hotel.



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