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HOSPITALITY  
ACADEMY

# MAGAZINE

## MARKETING MASTERY:

Strategies Driving  
Success in Hospitality

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## Community Spotlight:

**DAVID TUTERA**

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*Your future starts with*



# PREFACE

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Hospitality Academy Magazine is your monthly compass in the constantly shifting world of hospitality. Whether you're a seasoned professional or just beginning your journey, **our magazine will lead you through the latest trends, insights, and innovations that define our industry.**

At Hospitality Academy, we're committed to preparing today's hospitality students for tomorrow's challenges. With campuses in key locations across the United States, our programs blend hands-on experience in luxury hospitality settings with a strong foundation in business administration and entrepreneurship. Our mission is to equip you with the skills and knowledge to thrive in this exciting field.

In each issue, you'll discover inspiring stories of industry leaders, in-depth explorations of sustainable practices shaping the future, and practical tips to elevate your hospitality career. Our goal is to inform, inspire, and empower you as you pursue excellence in hospitality.

Join us as we celebrate innovation, excellence, and the endless possibilities within hospitality.



The background image shows the entrance of a Four Seasons Hotel at dusk. The building's facade is illuminated, and the name "FOUR SEASONS HOTEL" is visible in large, dark letters. The entrance area features a large, illuminated canopy with a grid of lights. Two hotel staff members in uniforms are standing near the entrance. The sky is dark blue with some clouds.

# Marketing Mastery:

## Strategies Driving Success in Hospitality

In the competitive world of hospitality, **having a standout marketing strategy is key.** Today's leading companies are using innovative tactics to attract and keep guests, making every experience memorable. Here's how top players in the industry are setting themselves apart:



Marriott International promotes excellence in hospitality marketing with a strong and multi-faceted approach. Their strategy is centered around a deep understanding of their diverse customer base and the ability to engage them effectively across multiple channels. Here are some key components of their marketing mastery:

## **BONVOY LOYALTY PROGRAM:**

Marriott's Bonvoy loyalty program is a cornerstone of their marketing strategy. It offers personalized experiences and rewards that cater to individual preferences, promoting a strong connection with guests and encouraging repeat stays.

## **DIGITAL INNOVATION:**

Marriott excels in digital marketing, utilizing data analytics and customer insights to create targeted campaigns. Their mobile app not only simplifies bookings but also enhances the guest experience through features like mobile check-in, room selection, and personalized recommendations.



## STORYTELLING AND CONTENT CREATION:

Marriott's marketing campaigns often focus on storytelling, showcasing authentic travel experiences and unique destination highlights. This approach not only captures attention but also inspires potential travelers, aligning with the aspirational nature of travel.

# Culinary Excellence: Eleven Madison Park.

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A **three-Michelin-starred restaurant in New York City**, is known for its culinary excellence and innovative marketing strategies.

## SEASONAL MENUS AND LIMITED-TIME OFFERS:

Eleven Madison Park keeps its marketing fresh by constantly updating its menu to reflect seasonal ingredients.

This approach not only showcases the restaurant's commitment to fresh, high-quality produce but also creates a dynamic dining experience.

The restaurant's marketing campaigns might highlight a spring menu featuring locally sourced asparagus and strawberries, enticing food enthusiasts to visit for a unique culinary experience that's available only for a limited time.



## ENGAGING SOCIAL MEDIA CAMPAIGNS:

The restaurant's social media presence is a masterclass in engagement. High-quality photos and videos showcase beautifully plated dishes, behind-the-scenes glimpses of the kitchen, and stories about the inspiration behind their creations. This could be videos detailing the process of creating a signature dish, from ingredient selection to final presentation, which appeals to followers and drives reservations.



## SUSTAINABILITY INITIATIVES:

Eleven Madison Park promotes its commitment to sustainability by highlighting its use of locally sourced ingredients and efforts to minimize food waste. The restaurant often shares stories on social media about partnerships with local farms or initiatives to compost food scraps. This appeals to environmentally conscious diners and reinforces the restaurant's image as a responsible and forward-thinking establishment.



# Influencer Collaborations: Four Seasons Hotels & Resorts

This chain excels in influencer marketing by strategically partnering with key influencers **to amplify their brand message and reach a wider audience.**



## CURATED EXPERIENCES:

Four Seasons often collaborates with influencers to create customized experiences that highlight the unique aspects of their properties. An influencer might be invited to a Four Seasons resort to experience and share their luxurious spa treatments, fine dining options, and exclusive local tours. These curated experiences are then showcased on social media, creating authentic and entertaining content that resonates with the influencer's followers.







## **USER-GENERATED CONTENT CAMPAIGNS:**

Four Seasons makes use of user-generated content by encouraging guests to share their experiences on social media using branded hashtags. This strategy not only provides the hotel with a wealth of authentic content but also creates a sense of community among guests. The best user-generated content is often featured on official channels, giving guests a sense of recognition and further promoting the brand through word-of-mouth marketing.

## **HIGH-PROFILE PARTNERSHIPS:**

Partnering with high-profile influencers and celebrities, Four Seasons enhances its brand visibility and credibility. These partnerships often involve influencers sharing their stays and experiences at Four Seasons properties through blog posts, YouTube videos, and Instagram stories, reaching millions of potential guests.





# A Smarter Tomorrow

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The success of these hospitality giants demonstrates the importance of strategic marketing in driving business growth and enhancing guest satisfaction. By understanding and responding to the needs and desires of their guests, these companies create powerful connections that create loyalty and encourage repeat visits.

By setting high standards and following new trends, these leaders not only stay ahead of the competition but also inspire the entire industry to push for excellence. Marketing mastery in hospitality is not just about promoting services; it's about designing a narrative that resonates with guests, creating unforgettable experiences, and building a brand that stands the test of time.





Hospitality **Cultural Getaway:**

# *Indonesia*

Located between the Indian and Pacific Oceans, Indonesia is a fascinating island nation that attracts travelers with its rich cultural heritage, diverse landscapes, and warm hospitality.

From the busy streets of Jakarta to the lovely beaches of Bali, Indonesia offers an endless variety of experiences that celebrate its unique blend of traditions, natural beauty, and culinary excellence.



## Culinary Delights

Indonesian cuisine is a reflection of its diverse cultural influences, renowned for its bold flavors, aromatic spices, and distinctive ingredients. From savory rendang—a slow-cooked beef dish bursting with spices—to aromatic nasi goreng (fried rice) and spicy satay skewers, Indonesian food offers a rich tapestry of taste experiences. Each region brings its own specialties, such as the tangy and sweet dishes of Sumatra, or the sweet and spicy flavors of Java. Desserts like klepon (sweet rice cakes) and es cendol (a refreshing coconut and palm sugar dessert) demonstrate the country's talent for creating delightful sweets.

## Customs & Culture

Indonesian customs and traditions are deeply rooted in the country's history and regional diversity, influencing daily life and festive occasions. Family is a key element of Indonesian society, with events often centered around meals and celebrations. Traditional dances such as the majestic Legong dance of Bali and the energetic Saman dance of Aceh showcase Indonesia's cultural richness. Festivals like Nyepi, the Balinese Day of Silence, and the annual festivities of the Java-based Sekaten offer insights into the country's religious and cultural practices. Hospitality, or "ramah tamah," is a key value, where visitors are welcomed with open hearts and traditional ceremonies.







## Historical Landmarks

Indonesia's historical landmarks are a testament to its rich past and cultural evolution. The ancient temples of Borobudur and Prambanan in Central Java, with their stunning carvings and towering structures, offer a glimpse into the wonder of past civilizations. The royal palaces of Yogyakarta and the remnants of Dutch colonial architecture in Jakarta further illustrate the layers of history that shape Indonesia's heritage.

## Natural Beauty



The natural beauty of Indonesia is as diverse as its cultural tapestry. From the beautiful beaches of Bali and the tropical rainforests of Borneo to the volcanic landscapes of Java and the breathtaking vistas of Komodo Island, home to the iconic Komodo dragons, the country's landscapes are both diverse and spectacular. The rugged cliffs and crystal-clear waters of Nusa Penida Island offer breathtaking seascapes and secluded beaches, while the tranquil waters of Raja Ampat and the stunning green rice paddies of Ubud provide picturesque escapes into nature. Additionally, the wildlife of Sumatra and the geothermal wonders of Bandung attract adventurers and nature lovers alike.





# Selamat Datang ke Indonesia!

(WELCOME TO INDONESIA!)

Indonesia invites you to explore its exotic lifestyle -a land where ancient traditions blend perfectly with natural beauty, and every meal is a celebration of flavors. With its unique cultural experiences, historical landmarks, and stunning landscapes, Indonesia is a destination that deserves a top place on your travel bucket list. There must be a reason why this diverse island paradise continues to captivate travelers from around the world (and yes, it might be the irresistible rendang!).





A couple is shown from behind, sitting on a couch and watching a television. The man is on the left, and the woman is in the center. The TV screen on the right shows a woman in a black dress standing in front of a background of warm, out-of-focus lights. The overall atmosphere is cozy and intimate.

# Top 5 Must-Watch Hospitality TV Shows

August is here, and what better way to spend a lazy Sunday than binge-watching shows that offer a deep dive into the fascinating world of hospitality? Whether you're relaxing after a long week or simply taking some quality time for yourself, these top TV shows provide a perfect blend of drama, insight, and inspiration. So, **grab your favorite snack, get cozy, and enjoy** a dose of hospitality service from the comfort of your home.

## 1. The Bear

The Bear showcases the intense reality of restaurant kitchens through Carmy, a chef managing a family sandwich shop in Chicago. It delves into kitchen challenges, leadership dynamics, and culinary aspirations, making it a compelling watch for those interested in the restaurant industry. Available on Hulu, Disney+, and other streaming platforms.

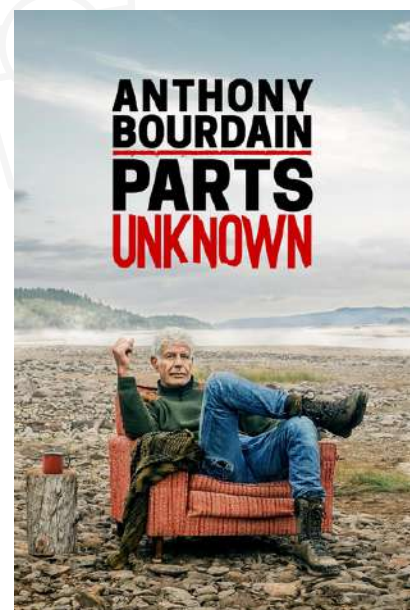


## 2. Kitchen Nightmares

Celebrity chef Gordon Ramsay assists failing restaurants in transforming their operations on Kitchen Nightmares. The show highlights common issues faced by struggling establishments and the dramatic changes needed for success. It offers practical advice, emotional stories, and lessons in restaurant management and customer service. Available on Amazon Prime Video, Fox, and other platforms.

## 3. Anthony Bourdain: Parts Unknown

Celebrity chef Gordon Ramsay assists failing restaurants in transforming their operations on Kitchen Nightmares. The show highlights common issues faced by struggling establishments and the dramatic changes needed for their survival. It offers practical advice, emotional stories, and lessons in restaurant management and customer service. Watch on Amazon Prime Video, Fox, or your preferred platform, depending on your location.





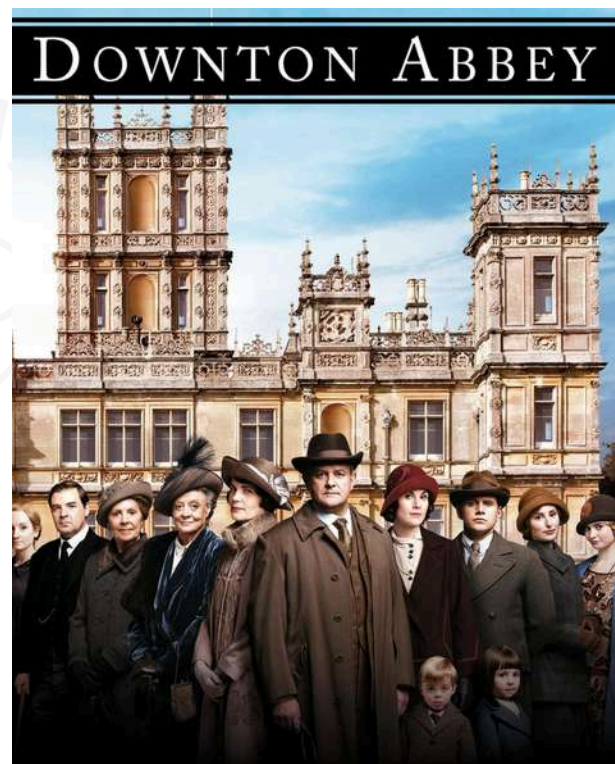


## 4. The White Lotus

The White Lotus is a dark comedy series that delves into the lives of guests and staff at a luxury resort, offering social criticism and a unique perspective on hotel management and guest interactions. It showcases the complexities of the hospitality industry in exotic locations. Available for viewing on HBO Max, Sky Atlantic, or other streaming platforms based on location.

## 5. Downton Abbey

"Downton Abbey" showcases the lavish lifestyle of the Crawley family in early 20th-century England, highlighting elegant events and social intricacies. The series provides insights into event planning and historical social dynamics. It can be viewed on ITV, PBS, or various streaming services.



Enjoy your Sundays in August with these lively shows that offer a sneak peek into the exciting and diverse world of hospitality.

**HAPPY BINGE-WATCHING!**

# Game Time

## Food & Beverage Quiz

Ready to **test your knowledge** of this industry?  
Dive into these questions and see how much you really know!

1

What is the term "**mise en place**" commonly used to refer to in the kitchen?

- A) A French cooking technique
- B) A dessert preparation
- C) The setup of ingredients and tools before cooking

2

In wine terminology, what does "**terroir**" refer to?

- A) The region where the wine is produced
- B) The variety of grape used
- C) The soil, climate, and conditions affecting the grape growth

3

What does "**FIFO**" stand for in inventory management?

- A) First In, First Out
- B) Fast Inventory For Operations
- C) Free Ingredients For Orders

4

What is **the main ingredient** in a traditional Béarnaise sauce?

- A) Tomato
- B) Butter
- C) Vinegar and herbs

5

What is a "**sommelier**"?

- A) A chef specializing in seafood
- B) A wine expert who advises guests on wine selections
- C) A manager responsible for kitchen operations



A man with dark hair, smiling, wearing a black tuxedo jacket over a white shirt and a black bow tie. He is standing in a wedding hall with large floral arrangements of white and yellow roses in the background. He is leaning on a gold-colored chair. The text "Community Spotlight: David Tutera" is overlaid in large white font.

# Community Spotlight: David Tutera

Redefining **Wedding Planning** Excellence



# Extraordinary event *planning & design*

Looking ahead, the hospitality industry is ready to invest in further innovation and adaptability. With a focus on sustainability, personalized experiences, and technological advancements, the future promises to be exciting and dynamic. Properties that continue to innovate and respond to evolving guest expectations **will set the pace for industry trends and lead the way in redefining hospitality excellence.**

As we keep up with these evolving trends, it's clear that the spirit of **innovation and adaptability** will continue to drive the hospitality industry forward.

Tutera's impact is most notable through his work with **high-profile clients and celebrity events**. His ability to smoothly blend traditional event elements with modern design has set new standards in the industry. For instance, his planning of celebrity weddings and high-profile corporate events showcases his talent for creating personalized, impressive experiences. Each event reflects his clients' personalities and visions while maintaining an impeccable sense of style and grandeur.







# Transforming spaces *into enchanting environments*

A standout example of Tuttera's innovative approach is his work with the wedding of **Jessica Simpson and Eric Johnson**. This event, known for its elegant decor and attention to detail, showcased Tuttera's talent. His team orchestrated every detail, from the floral arrangements to the lighting, creating a wedding that was both breathtaking and deeply personal to the couple.

**Beyond his portfolio,  
David Tuttera is also  
a strong advocate  
for giving back to  
the community.**

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Tutera's influence extends into education and mentorship as well. Through his popular television show *"David Tutera: Celebrations"*, he shares his event planning insights and techniques with a broader audience, providing **valuable tips and inspiration for aspiring event planners.**



His mentorship programs are designed to nurture the next generation of event professionals, offering guidance and support to those looking to make their mark in the industry.

In his own words, David Tutera reflects on his career and impact: "Event planning is not just about creating a beautiful setting; it's about crafting experiences that resonate with people. **It's about understanding their dreams and turning them into reality with elegance and creativity.**"



Through his outstanding work, advocacy, and dedication to the community, David Tuter continues to set the bar high in the world of event planning. His ability to transform visions into unforgettable realities shows how passion and innovation can drive success and make a lasting impact in the industry.

“*For me, every event is a chance to connect people in meaningful ways and to celebrate life’s most important moments.*”





# Trend Watch:

Stay Ahead

Current Trends and Future Projections **in Hospitality**

As the warm season unfolds, the hospitality industry continues to evolve, embracing new trends and shaping future projections with a refreshing spirit. The energy of this period brings a new wave of innovation and adaptation that's set to redefine the industry's landscape. Let's dive into the current trends making an impression and explore what's on the horizon for hospitality enthusiasts.



## 1. IMMERSIVE POP-UP EXPERIENCES

This season, immersive pop-up experiences have become a major trend, transforming temporary spaces into unique, high-impact environments. From luxury glamping (glamorous-camping) sites on remote beaches to pop-up fine dining restaurants in unexpected locations.

Take a look at the Peninsula Paris, as they hosted a pop-up rooftop bar that offered breathtaking views of the Eiffel Tower and an exclusive cocktail menu. This created a memorable experience for guests seeking a unique vantage point of the city.



*“These limited-time experiences are **designed to captivate and offer something extraordinary**”*



## 2. BIOPHILIC DESIGN INNOVATIONS

It is taking center stage in hospitality, where properties are increasingly integrating nature into their interiors to enhance guest well-being and create serene environments. Beyond simple green walls or potted plants, innovative applications of biophilic design include living ceilings made of moss, water features that mimic natural landscapes, and the use of natural, sustainable materials in construction.

The 1 Hotel Brooklyn Bridge in New York utilizes biophilic design extensively, featuring a green wall in the lobby, reclaimed materials, and lots of natural light, all contributing to a tranquil and eco-friendly guest experience.





### 3. SUSTAINABLE LUXURY

The drive towards sustainability is reshaping luxury travel, as high-end properties integrate eco-friendly practices without compromising on elegance or comfort. Innovative solutions such as energy-efficient systems, zero-waste dining, and eco-conscious design are becoming standard. This trend reflects a growing demand for responsible luxury that respects the environment while delivering exceptional service.

A great example of a property that is known for its commitment to sustainability is Six Senses Resorts, which incorporates solar power, organic gardens, and waste reduction programs while maintaining a luxurious and comfortable environment for its guests.





#### **4. TECH-ENHANCED GUEST EXPERIENCES**

Technology is continuously enhancing the guest experience, making interactions more intuitive and personalized. Smart room features, contactless check-in, and AI-driven concierge services are just a few examples of how tech innovations are streamlining operations and elevating guest satisfaction.

At the Yotel New York, guests can enjoy a high-tech experience with self-service kiosks for check-in and check-out, as well as smart cabin rooms that feature adjustable beds and mood lighting controlled via a smartphone app.



#### **5. LOCAL FLAVOR AND CULTURAL INCLUSION**

Travelers are increasingly seeking authentic local experiences that connect them to the destination's culture and heritage. Hospitality providers are responding by offering customized experiences that showcase local cuisine, traditions, and activities.

Take the Ritz-Carlton Kyoto for example, they offer guests a chance to experience traditional Japanese tea ceremonies and sushi-making classes, immersing them in the local culture and creating a deeper connection to the destination.



## Future Projections

Looking ahead, the hospitality industry is ready to invest in further innovation and adaptability. With a focus on sustainability, personalized experiences, and technological advancements, the future promises to be exciting and dynamic. Properties that continue to innovate and respond to evolving guest expectations will set the pace for industry trends and lead the way in redefining hospitality excellence.

As we keep up with these evolving trends, it's clear that the spirit of innovation and adaptability will continue to drive the hospitality industry forward.



# Seasonal Flavors:

## Delightful **Summer Recipes** to Try

As the season transitions into its warmest stretch, the kitchen becomes a canvas for colorful, fresh flavors that celebrate the essence of summer. Whether you're hosting a backyard barbecue, enjoying a casual picnic, or simply craving light and refreshing meals, **these summer recipes offer an exclusive set of options to make the most of the season's produce.**





# ZESTY GRILLED CORN SALAD

## INGREDIENTS

- 4 ears of fresh corn
- 1 cup cherry tomatoes, halved
- 1/2 cup red onion, finely chopped
- 1/2 cup crumbled feta cheese
- 1/4 cup fresh basil, chopped
- 2 tablespoons lime juice
- Salt and pepper to taste

## RECIPE

1. Preheat the grill to med-high heat.
2. Grill the corn on the cob for about 10-12 minutes, turning occasionally, **until charred and golden.**
3. Allow the corn to cool slightly, then cut the kernels off the cob.
4. In a large bowl, combine the grilled corn kernels, cherry tomatoes, red onion, and crumbled feta cheese.
5. Add the chopped basil and lime juice, and season with salt & pepper to taste.
6. Toss **to combine all ingredients.**
7. Serve immediately as a side dish or a standalone meal.







# CUCUMBER & AVOCADO SOUP

## INGREDIENTS

- 2 ripe avocados
- 2 large cucumbers, peeled and chopped
- 1 cup Greek yogurt
- 1 cup vegetable broth
- 2 tablespoons fresh dill, chopped
- 2 tablespoons lemon juice
- 1 teaspoon sea salt
- Radishes, thinly sliced (for garnish)
- Black pepper to taste



## RECIPE:

1. In a blender, combine the avocados, cucumbers, yogurt, and broth.
2. Blend until smooth.
3. Add the fresh dill, lemon juice, and sea salt. Blend again until well combined.
4. Chill the soup in the refrigerator for at least 1 hour.
5. Serve cold, garnished with thinly sliced radishes & a sprinkle of black pepper.



# GRILLED SALMON WITH HERB BUTTER

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## INGREDIENTS:

- 4 salmon fillets
- 2 tablespoons olive oil
- 1 teaspoon lemon zest
- Salt and pepper to taste
- 4 tablespoons unsalted butter, softened
- 1 tablespoon fresh parsley, chopped
- 1 tablespoon fresh chives, chopped
- 1 tablespoon fresh dill, chopped

## RECIPE:

1. Preheat the grill to medium-high heat.
2. Brush the salmon fillets with olive oil and season with lemon zest, salt, and pepper.
3. Grill the salmon for 4-5 minutes per side, until charred and flaky.
4. In a small bowl, mix the softened butter with the fresh parsley, chives, and dill to make the herb butter.
5. Top each grilled salmon fillet with a dollop of herb butter.
6. Serve immediately.





# CAPRESE SKEWERS

## INGREDIENTS:

- 1 cup cherry tomatoes
- 1 cup fresh mozzarella balls
- 1/2 cup fresh basil leaves
- 2 tablespoons balsamic glaze
- 1 tablespoon olive oil
- Salt and pepper to taste
- Small skewers

## RECIPE:

1. Thread the cherry tomatoes, fresh mozzarella balls, and basil leaves onto the small skewers.
2. Arrange the skewers on a serving platter.
3. Drizzle with balsamic glaze and olive oil.
4. Season with salt and pepper to taste.
5. Serve as a fun and flavorful appetizer.

From garden-fresh salads to refreshing desserts, **the tastes of summer provide a unique way to celebrate the season** and make every meal an occasion. Enjoy your culinary journey through summer, and let these recipes bring a touch of seasonal magic to your table.

**BON APPÉTIT!**







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