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HOSPITALITY
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MAGAZINE

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Finding Balance
in the Golden Years

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Your future starts with



PREFACE

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.

A close-up photograph of a person's legs submerged in a hydrotherapy pool. The person is wearing a light-colored towel. The pool's interior has a blue textured mat. A control panel with several buttons is visible on the wooden floor next to the pool. The water is bubbling, creating a sense of relaxation and therapy.

Wellness Tourism:

Balancing Body, Mind, and Spirit

As modern life becomes increasingly fast-paced and stressful, **the demand for wellness tourism has surged**, coming as one of the fastest-growing sectors in the travel industry. Wellness tourism focuses on the pursuit of health, well-being, and relaxation, offering travelers a chance to escape the pressures of daily life and nourish their mind, body, and spirit.



This concept encompasses a broad range of activities, from spa retreats and yoga getaways to holistic health programs and outdoor adventures focused on physical fitness. According to the Global Wellness Institute, the wellness tourism market was valued at \$639 billion in 2017 and is projected to grow to \$919 billion by 2022, highlighting the increasing interest in health-focused travel experiences.

Factors driving this growth include a heightened awareness of mental health, the desire for self-care, and the increasing popularity of holistic approaches to well-being. As travelers seek to prioritize their health while exploring new destinations, wellness tourism offers a way to fit relaxation and rejuvenation into their journeys.

Transformative Experiences Around the World

Wellness tourism goes beyond typical vacations, offering experiences that promote personal growth, emotional healing, and physical well-being. Popular activities include yoga retreats, meditation workshops, and immersive nature experiences.

Some standout destinations for wellness travel include:

- **Bali, Indonesia:** Known for yoga retreats, detox programs, and holistic healing centers, offering spa treatments, organic meals, and cultural experiences.
- **Tulum, Mexico:** Renowned for eco-friendly resorts and wellness retreats, set against stunning beaches perfect for relaxation and mindfulness.
- **Sedona, Arizona:** A hub for spiritual seekers, offering yoga, hiking, and holistic therapies amidst breathtaking natural scenery.
- **Thailand:** Particularly in Phuket and Koh Samui, Thailand offers luxury spas, detox programs, and traditional Thai healing practices, blending yoga, meditation, and healthy cuisine.

Digital Detox ————— and Mindfulness

As technology increasingly soaks into our daily lives, the concept of digital detox has gained traction within wellness tourism. Many travelers are seeking escapes that prioritize mindfulness, encouraging them to disconnect from their devices and reconnect with themselves and their surroundings.


Wellness retreats are responding to this demand by offering structured programs that promote mindfulness practices such as meditation, breathwork, and journaling. For instance, retreats in places like Tulum, Mexico, focus on digital detoxes by providing an environment free from screens, allowing guests to fully immerse themselves in self-discovery and rejuvenation.





A Holistic Approach to Travel

Wellness tourism is more than just a trend; it represents a fundamental shift in how we approach travel. As people become more conscious of their health and well-being, the demand for wellness-focused experiences will continue to rise. Destinations that embrace this shift will not only attract health-focused travelers but also contribute to a broader cultural movement centered on self-care, balance, and holistic well-being.



COMMUNITY SPOTLIGHT:

The Drinking Coach – Tiffanie – Barriere's

Journey in Mixology

In the world of hospitality, **where creativity and culture blend with flavors and techniques**, Tiffanie Barriere stands out as a master mixologist

Who has elevated the craft of bartending **to an art form.**

Known for her dynamic energy and dedication to storytelling through cocktails, Barriere is not only a trailblazer but **also a mentor, educator, and advocate for diversity** in the spirits industry.

A Legacy of **Innovation**

Tiffanie Barriere, affectionately known as **“The Drinking Coach,”** has become a household name in hospitality circles. With over 20 years of experience behind the bar, she has refined her skills to create drinks that do more than satisfy thirst -they celebrate history, culture, and connection.

Barriere's journey began in Atlanta, where she spent seven years as the beverage director for One Flew South, an award-winning restaurant at Hartsfield-Jackson Atlanta International Airport. During her time there, the restaurant garnered widespread acclaim, and her cocktail program earned her recognition as a force in the industry. It wasn't just about creating delicious drinks, it was about reimagining what a cocktail could represent.



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“

I believe that every drink should create a moment of connection. My job is **to make people feel at home**, whether they are at a bar or a restaurant. It's about crafting an experience that allows them to pause, even if just for a drink.

”



Tiffanie has become an influential voice in the industry, advocating for diversity and inclusion within the bartending community. As a leader and mentor, she empowers aspiring mixologists, particularly women and people of color, to pursue their passions and carve their paths in a historically male-dominated field.



What sets Barriere apart is her approach to mixology as a form of storytelling. She makes cocktails that honor Black history and culture, often drawing inspiration from African, Caribbean, and Southern traditions. For instance, her drink the “Seaside Sour” blends tropical fruits and spices, reflecting Caribbean flavors.

Championing Diversity and Education

Tiffanie Barriere's influence extends beyond the bar. As one of the few black women in the upper echelons of mixology, she has become a vocal advocate for diversity in the beverage industry. She is a founding member of organizations like "Cocktails for Culture" and "Speed Rack Black," which aim to empower and educate people of color and women in hospitality. Through workshops, seminars, and mentorship, Barriere is actively paving the way for the next generation of bartenders and mixologists, ensuring that the craft remains inclusive and accessible.

Her commitment to education is also evident in her public speaking engagements and consulting work. Barriere frequently travels to share her expertise at major events like Tales of the Cocktail and has been featured in publications like Esquire and Food & Wine. But no matter how high her profile rises, she remains dedicated to her mission of using cocktails as a vehicle for connection and community.

A Toast to the Future

Tiffanie Barriere's impact on the world of mixology is undeniable, and her influence continues to grow. As she pushes boundaries and challenges the status quo, she also nurtures the next generation of talent, ensuring that her legacy is not only one of exceptional cocktails but of lasting, meaningful change in the hospitality industry.



Her vision for the future is simple yet profound:

to continue using her craft as a way to **tell stories, to connect with others, and to celebrate** the richness of culture and community.

Whether behind the bar or in front of an audience, Tiffanie Barriere is more than a master mixologist —**she is a storyteller, a mentor, and a true pioneer.**

To follow her journey, get inspired, and see her latest creations, be sure to follow her on Instagram at **@thedrinkingcoach**.



Top 3 Must-Try *Thanksgiving Recipes*

Thanksgiving is a time for family, gratitude, and of course, delicious food. As the holiday approaches, **the kitchen becomes the heart of the home**, filled with the aromas of cherished recipes and the laughter of loved ones. This year, upgrade your Thanksgiving feast with three must-try recipes that blend tradition with a modern twist.



Herb-Roasted Turkey

with Citrus Butter

INGREDIENTS

- 1 (12-14 lb) turkey, thawed
- 1 cup unsalted butter, softened
- Zest and juice of 1 lemon
- Zest and juice of 1 orange
- 4 cloves garlic, minced
- Fresh herbs (rosemary, thyme, sage), chopped
- Salt and pepper to taste
- 1 onion, quartered
- 1 lemon, quartered
- 1 orange, quartered

RECIPE

1. Preheat your oven to 325°F (165°C).
2. In a bowl, mix the softened butter with lemon zest, orange zest, garlic, chopped herbs, salt, and pepper.
3. Pat the turkey dry with paper towels. Gently separate the skin from the turkey breast and rub half of the citrus butter mixture underneath the skin. Rub the remaining butter all over the outside of the turkey.
4. Stuff the cavity with onion, lemon, and orange quarters.
5. Place the turkey on a roasting rack in a roasting pan. Roast for about 13-15 minutes per pound, or until the internal temperature reaches 165°F (75°C). Baste every hour with the pan juices.
6. Let the turkey rest for at least 20 minutes before carving. Serve with your favorite gravy.



Maple-Glazed Brussels Sprouts

with Bacon and Pecans

INGREDIENTS

- 1 ½ lbs Brussels sprouts, trimmed and halved.
- 4 slices bacon, chopped.
- ½ cup pecans, roughly chopped.
- ¼ cup pure maple syrup.
- 2 tablespoons olive oil.
- Salt and pepper to taste.

RECIPE

1. Preheat the oven to 400°F (200°C).
2. In a large bowl, toss Brussels sprouts with olive oil, salt, and pepper. Spread them out on a baking sheet.
3. Scatter the chopped bacon over the Brussels sprouts and roast for 20-25 minutes, or until the Brussels sprouts are tender and caramelized.
4. Remove from the oven, drizzle with maple syrup, and add the pecans. Toss to combine and return to the oven for an additional 5 minutes.
5. Serve warm, garnished with extra pecans if desired.





Pumpkin Pie

with a Graham Cracker Crust



INGREDIENTS:

- 1 ½ cups graham cracker crumbs.
- ½ cup unsalted butter, melted.
- ¼ cup sugar.
- 1 can (15 oz) pumpkin purée.
- 1 cup sweetened condensed milk.
- 2 large eggs.
- 1 teaspoon ground cinnamon.
- ½ teaspoon ground nutmeg.
- ½ teaspoon ground ginger.
- ½ teaspoon salt.

RECIPE:

1. Preheat your oven to 350°F (175°C).
2. In a bowl, combine graham cracker crumbs, melted butter, and sugar. Press the mixture firmly into the bottom and up the sides of a 9-inch pie pan to form the crust.
3. In a large bowl, whisk together pumpkin purée, sweetened condensed milk, eggs, cinnamon, nutmeg, ginger, and salt until smooth.
4. Pour the pumpkin mixture into the prepared crust and smooth the top.
5. Bake for 45-50 minutes, or until the filling is set and a toothpick inserted in the center comes out clean.
6. Let cool before serving. Top with whipped cream if desired.





Hospitality Cultural Getaway

Argentina

For this month's Hospitality Cultural Getaway, we're taking you to Argentina, **a country where vibrant culture**, breathtaking landscapes, and legendary hospitality converge to create a truly unforgettable experience. From the busy streets of Buenos Aires to the serene beauty of Patagonia, **Argentina is a destination where tradition meets innovation, and every visitor is treated like family.**



The Warm Embrace of Hospitality

Known for their warmth and generosity, Argentinians take pride in making guests feel welcome. Hospitality here is rooted in cultural traditions, where shared meals, lively conversations, and genuine connections form the heart of the experience. Whether you're dining in a family-run parrilla (steakhouse) or staying at a luxury estancia (ranch), the country's emphasis on connection and community is palpable.

One of the most iconic symbols of Argentine hospitality is the act of sharing mate, a traditional herbal tea that represents friendship, openness, and trust. Drinking mate is not just about the beverage itself, but about the ritual of gathering with others, passing the cup, and engaging in conversation. As you sip the slightly bitter tea from a hollowed gourd, you'll quickly understand why hospitality in Argentina is all about slowing down and savoring the moment.

The Culinary Heartbeat

Argentine cuisine is a mouthwatering fusion of European influences and native ingredients, with an undeniable passion for bold flavors and simple, high-quality ingredients. The crown jewel of Argentine cuisine is its beef, often described as some of the best in the world. Asado, the Argentine barbecue, is more than just a meal - it's an event.



Picture long tables set under a vast sky, surrounded by friends and family as slow-cooked meats, sizzling over an open flame, are served alongside rustic salads, fresh breads, and hearty Malbec wine.

While the asado takes center stage, **Argentine cuisine also offers a rich variety of regional specialties.** In the northwest, you'll find empanadas - flaky pastry pockets filled with spiced meats, cheeses, or vegetables - served in almost every corner. Meanwhile, Patagonia offers its own unique culinary experiences, including cordero patagónico (*Patagonian lamb*), known for its tender and savory flavor.



Exploring Argentina's Diverse Landscapes

Beyond its culinary treasures, Argentina's landscapes are as varied and rich as its culture, offering an incredible range of experiences for the adventurous traveler. Each region has its own distinct charm, allowing you to explore the country's diversity in an immersive and authentic way. In the cosmopolitan capital, Buenos Aires, you can wander through historic neighborhoods like San Telmo and La Boca, where tango dancers fill the streets, or lose yourself in the elegance of Recoleta, home to high-end shopping and world-class museums.

For a more tranquil escape, head south to Patagonia, **where you can hike through glacier-filled national parks**, marvel at crystal-clear lakes, and experience the untouched beauty of nature. Whether you're scaling mountains or seeking peace in the wilderness, Patagonia's awe-inspiring landscape offers something for everyone. Meanwhile, in Mendoza's renowned wine region, you can tour prestigious wineries, savor Argentina's famous Malbec, and enjoy the warm hospitality of local winemakers passionate about their craft.



¡Bienvenidos a Argentina!

(WELCOME TO ARGENTINA!)

Argentina offers a unique blend of rich culinary traditions, vibrant culture, and stunning natural landscapes, but it's the warm, welcoming hospitality that truly stands out. Everywhere you go, locals invite you to share in their customs and make you feel like family.

If you are sipping Malbec in Mendoza, watching tango in Buenos Aires, or exploring Patagonia, **Argentina delivers an unforgettable experience, rooted in tradition and genuine connection.** In Argentina, "Mi casa es tu casa" —and they truly mean it.



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Game Time

What Type of Hotel Guest Are You?

Answer each question and keep track of your responses to find out your hotel guest type!

1

When booking a hotel room, **what's your priority?**

- A) Luxury amenities and upscale decor.
- B) Affordability and budget-friendly options.
- C) Proximity to outdoor activities and adventurous excursions.

2

How do you **prefer to start your day** while staying at a hotel?

- A) Enjoying a leisurely breakfast in a stylish dining room.
- B) Grabbing a quick bite or coffee to go.
- C) Planning outdoor adventures like hiking or exploring local attractions.

3

Which **hotel amenity** is most important to you?

- A) Spa and wellness facilities.
- B) Free Wi-Fi and complimentary breakfast.
- C) Access to outdoor sports equipment or guided tours.

4

What type of **dining experience** do you prefer while traveling?

- A) Fine dining with gourmet cuisine
- B) Casual dining options or local street food.
- C) Dining at unique venues like farm-to-table restaurants.

5

How do you **usually spend your evenings** while staying at a hotel?

- A) Dining at an upscale restaurant or enjoying cocktails at a trendy bar.
- B) Relaxing in your room with room service or takeout.
- C) Participating in hotel-organized activities or exploring nightlife options.

Scoring: For each question, assign points as follows:

- A) **2 points**
- B) **1 point**
- C) **3 points**

Result Interpretation:

- **8–12 points:** You are a Luxury Seeker! You enjoy the finer things in life and prefer hotels with upscale amenities and elegant surroundings.
- **5–7 points:** You're a Savvy Explorer! You prioritize comfort and convenience, making smart, affordable choices to maximize your travel experience.
- **13–15 points:** You are an Adventure Enthusiast! You seek hotels that offer exciting outdoor activities and opportunities for exploration, making the most of your travel experiences.



Case Study:

Farm-to-Table Revolution – Blue Hill at Stone Barns

Sustainability has become central to the modern dining experience, and Blue Hill at Stone Barns shines as a leading example of the farm-to-table revolution. Located in Pocantico Hills, New York, this renowned restaurant is more than just a place to eat — it's a model for how the future of dining can prioritize local sourcing, sustainability, and a deep respect for the land.

Founded by Chef Dan Barber, Blue Hill at Stone Barns is set on a working farm that spans over 80 acres, where the connection between food and its origin is the core philosophy. Let's explore how the restaurant not only champions farm-to-table dining but has redefined it by intertwining ethical agriculture, culinary innovation, and environmental stewardship.

THE FARM AS THE MENU

At Blue Hill at Stone Barns, there is no traditional menu. Instead, the offerings shift daily based on what is freshest and in season, emphasizing the importance of locality and timing in gastronomy. Each dish is a reflection of the farm's current harvest, and diners embark on a culinary journey that tells the story of the land. From fresh-picked vegetables to pasture-raised meats and dairy, every ingredient is sourced either from the farm itself or neighboring regional farms.

*“We are stewards of the land, **not just chefs in the kitchen,**” says Dan Barber,*

whose vision has transformed the way chefs and diners think about food. The restaurant's focus is not just on creating exquisite dishes, but on educating its guests about the importance of sustainable practices and how our food choices impact the environment.



BEYOND FARM-TO-TABLE: SEED-TO-PLATE

Blue Hill goes beyond the traditional farm-to-table model by incorporating what they call a “seed-to-plate” approach. The farm is actively involved in the entire lifecycle of food production — this means: breeding seeds, cultivating rare vegetable varieties and raising animals in ethical, regenerative systems. This approach allows the restaurant to control and improve the quality of its ingredients while promoting biodiversity.

A prime example of this is Barber's work with Row 7 Seeds, a company he co-founded to breed vegetables for flavor, nutrition, and resilience. Through collaborations with farmers and chefs, they are developing produce that is not only better for the environment but also elevates the culinary experience by focusing on taste.



A BLUEPRINT FOR THE FUTURE OF DINING

Blue Hill at Stone Barns has set a new standard for what it means to run a farm-to-table restaurant, proving that the concept is more than a marketing term —**it's a philosophy of respect for the land and the community.** By rethinking how we grow, cook, and consume food, Blue Hill is paving the way for a more sustainable, delicious future.

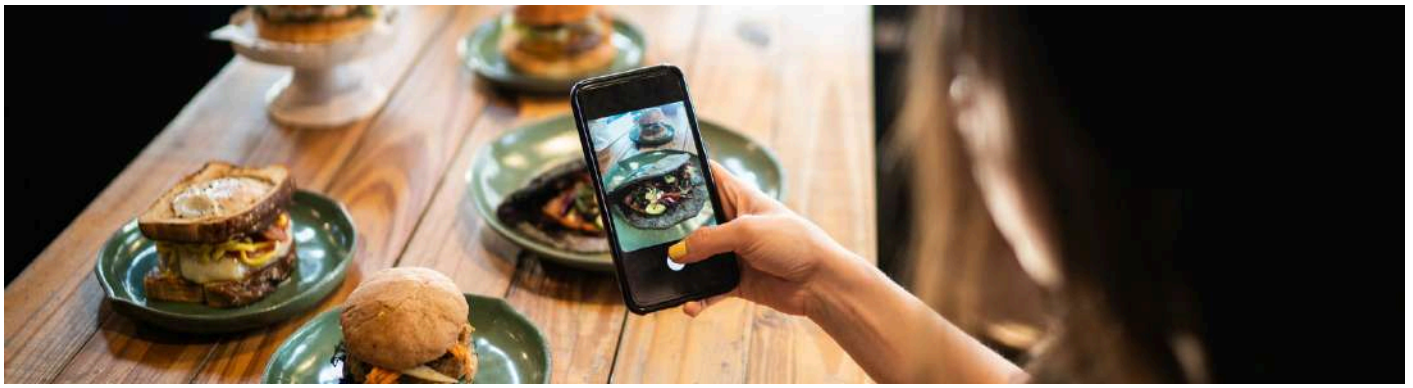
The restaurant's legacy is not just its food, but its unwavering commitment to changing how we think about the connection between our plates and the planet. For anyone looking to understand the potential of the farm-to-table movement, Blue Hill at Stone Barns is the ultimate example in how hospitality, sustainability, and innovation can come together to create something truly extraordinary.



Culinary Tourism:

How Social Media Shapes Travel Experiences

Among the rise of technology, culinary tourism has evolved beyond simply tasting new flavors or exploring traditional dishes. **It's now about capturing, sharing, and shaping the global food landscape** through social media. Platforms like Instagram, TikTok, and YouTube have revolutionized how people plan their trips, giving rise to a new wave of food-focused travelers who prioritize taste, visual appeal, and Instagrammability when deciding where to go next.



The Rise of the “Foodie” Traveler

Gone are the days when travelers would simply stumble upon hidden gems during their adventures. Now, many embark on their journeys with a curated list of must-try restaurants, often discovered through influencers, hashtags, and viral food videos. **Food bloggers and influencers have become key players in the tourism industry**, creating entire itineraries around must-eat destinations. No matter if it's a street taco in Mexico City or a Michelin-starred restaurant in Tokyo, the power of a single post can catapult a small, local eatery to international fame.

Social media has democratized the travel experience. A traveler in Singapore might discover a local noodle house not through guidebooks, but because a fellow foodie shared an aesthetically pleasing shot on Instagram. It's this visual allure — often heightened by carefully arranged plates, artistic filters, and the promise of “the best bite” — that's driving travelers to explore destinations they may never have considered.

The Power of Visual Appeal



One of the most significant impacts of social media on culinary tourism is how it influences perception. Food, which is often linked to culture, tradition, and community, has now become a powerful visual medium. Dishes that are photogenic are more likely to attract tourists, even if they are not the most authentic representations of the local cuisine. Presentation has become just as important as taste, if not more so, with travelers flocking to restaurants that cater to the “camera eats first” mentality.

How Travelers Can Engage Authentically



For travelers looking to engage with culinary tourism authentically, it's important to strike a balance between the curated world of social media and the authentic experiences that food can offer. Following influencers who prioritize local culture and sustainable tourism can guide travelers towards experiences that enrich both their palates and their understanding of a region's culinary roots.

Additionally, engaging with local guides, visiting farmers' markets, and participating in cooking classes are great ways to ensure that the journey into a region's food culture goes beyond the camera lens. These activities provide deeper insights into the people and traditions behind the food, turning a meal into a meaningful connection with the destination.

Food as a Gateway to Culture

Culinary tourism, powered by social media, is reshaping the way we travel and experience the world. Through platforms like Instagram and TikTok, food has become more than sustenance - it's a cultural experience, an art form, and a way to connect with a global audience. The next time you scroll through your feed, that viral dish might just inspire your next travel destination.



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