

HOSPITALITY ACADEMY MAGAZINE

FRESH READS
FOR HOSPITALITY
ENTHUSIASTS

COMMUNITY SPOTLIGHT
CHEF MARCUS SAMUELSSON

TOP 5 MUST-LISTEN
HOSPITALITY
PODCASTS

Hospitality
cultural
getaway:
Greece

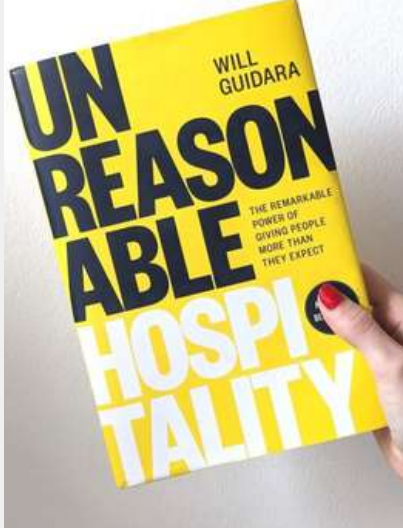


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BRAND OF THE MONTH

Aramark — Innovating Hospitality
Excellence



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 and Spain, 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 black and white portrait of Chef Marcus Samuelsson. He is wearing a dark, wide-brimmed hat and a light-colored, vertically striped shirt. He is looking directly at the camera with a slight smile. His right hand is resting on his chin, and he is holding a pen in his fingers. A patterned scarf is visible around his neck.

Community Spotlight

*Chef Marcus
Samuelsson*



— REDEFINING — *Culinary Excellence*

Chef Marcus Samuelsson's culinary journey is a testament to perseverance, creativity, and a deep-rooted commitment to community. Born in Ethiopia and raised in Sweden, Samuelsson's early exposure to diverse culinary traditions ignited his passion for food at a young age. His career trajectory took him from culinary school in Europe to the fast-paced kitchens of New York City, where he quickly made a name for himself with his innovative approach to cooking.

Samuelsson's breakthrough came with the opening of Red Rooster Harlem, a restaurant that not only showcases his culinary talents but also serves as a cultural hub celebrating Harlem's centuries-old heritage. Through his dishes, Samuelsson aims to tell stories and evoke emotions, connecting people through food in a profound way.



For me, cooking is a way to honor traditions while pushing boundaries and fostering inclusivity.

Beyond the kitchen, Samuelsson is a vocal advocate for social justice and diversity in the hospitality industry. He believes in creating opportunities for underrepresented groups, emphasizing the importance of mentorship and education. In an interview, Samuelsson shared his perspective:

"I've always believed that food is a powerful tool for change. It's not just about what's on the plate; it's about the stories we tell and the communities we support. For me, cooking is a way to honor traditions while pushing boundaries and fostering inclusivity."

Samuelsson's impact extends beyond his restaurants. He actively supports local farmers and artisans, sourcing ingredients sustainably and promoting culinary traditions that celebrate local flavors.

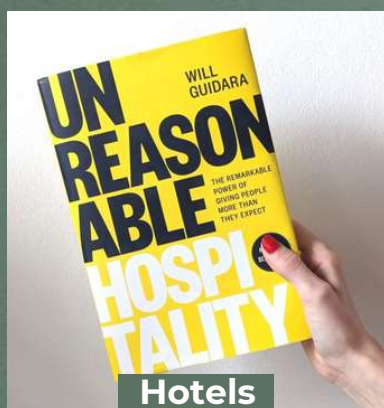
Through his culinary expertise, advocacy work, and dedication to community, Chef Marcus Samuelsson continues to inspire and uplift, demonstrating how food can be a catalyst for social change and cultural understanding in the hospitality industry and beyond.

Library of Hospitality

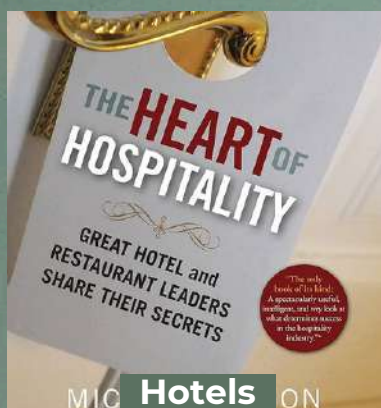
FRESH READS FOR HOSPITALITY ENTHUSIASTS

These insightful books delve into different aspects of the hospitality industry.

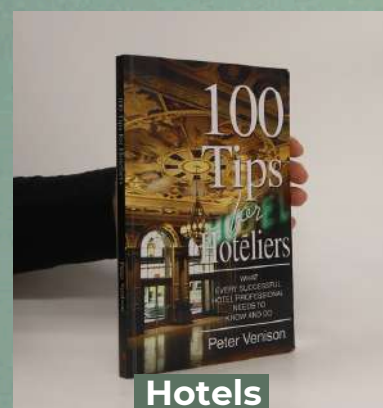
Whether you're interested in hotels, restaurants, event planning, or tourism, these recent publications offer valuable perspectives and contemporary wisdom.



Learn how **Will Guidara** transformed Eleven Madison Park into a world-renowned restaurant by exceeding expectations and creating unforgettable guest experiences.



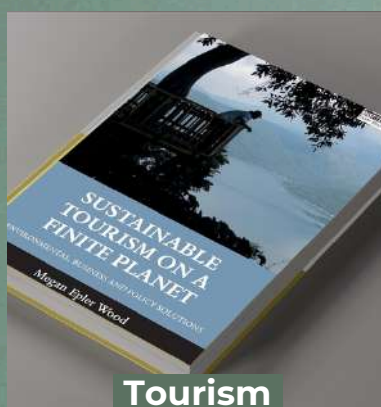
Gain insights from leaders like **Danny Meyer** and **Isadore Sharp** on building exceptional guest experiences and strong company cultures in today's hospitality industry.



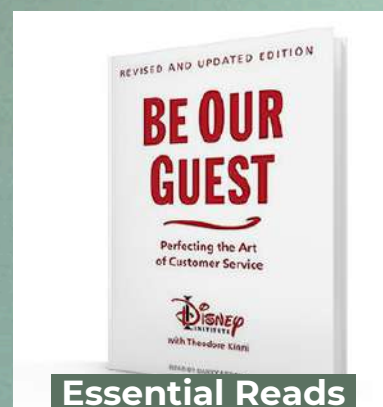
Practical advice from **Peter Venison** on running a successful hotel, from startup to daily operations.



Master event planning with **Lynn Fuhler's** comprehensive guide, covering volunteer management to effective marketing strategies.



Explore **sustainable tourism** practices that balance economic growth with environmental conservation, essential for today's challenges in the industry.



Discover how **Disney** creates exceptional customer experiences setting the standard across industries.



GREEN PIONEERS:

How Three U.S. Hotels Are Leading the Sustainability Charge

In an era where environmental consciousness is at the forefront, the hospitality industry is stepping up with innovative and impactful eco-friendly practices that go beyond the standard green initiatives. Leading the charge are hotel chains and boutique establishments that minimize their environmental footprint and set new sustainability benchmarks.



The Sustainability Pioneers: Hilton Hotels

Hilton Hotels are at the forefront of sustainable hospitality, setting an exemplary model for eco-friendly practices. Their approach to sustainability is holistic, encompassing every aspect of their operations. A key initiative is their “Travel with Purpose” program, which aims to cut the company's environmental footprint in half and double its social impact investment by 2030. Here’s a closer look at some of their innovative practices:

- **On-Site Water Reuse Systems:** Hilton properties, such as the Hilton San Francisco Union Square, have installed on-site water reuse systems. These systems treat and reuse greywater for landscaping and other non-potable uses, significantly reducing water waste.
- **LightStay Program:** Hilton’s in-house LightStay program measures and manages sustainability performance across the company’s entire portfolio. This program has helped Hilton reduce energy use, water consumption, and waste, while also tracking social impact initiatives.



Zero-Energy Hotels: Proximity Hotel in Greensboro, North Carolina

Proximity Hotel in Greensboro, North Carolina, is a remarkable example of a zero-energy hotel. This LEED Platinum-certified hotel generates as much energy as it consumes, making it a paragon of sustainability in urban hospitality. Here are some of their standout features:

- **Regenerative Elevators:** Proximity Hotel utilizes regenerative drive elevators that generate electricity as they descend, feeding it back into the building's grid. This technology reduces overall energy consumption.
- **Geothermal Heating and Cooling:** The hotel's heating and cooling system is powered by geothermal energy, which utilizes the earth's natural temperature to regulate indoor climates efficiently.
- **Recycled Building Materials:** During construction, over 87% of construction waste was recycled, and many building materials used were sourced from recycled content.

Advanced Waste Management: The Ritz-Carlton, Charlotte

The Ritz-Carlton, Charlotte, part of the Marriott International, has implemented a comprehensive waste management program that sets a new standard in the hospitality industry. Their approach is multi-faceted and highly effective:

- **Organic Waste Digester:** The hotel uses an organic waste digester to convert food waste into greywater, which is safely released into the municipal water system. This significantly reduces the amount of waste sent to landfills.
- **Comprehensive Recycling Program:** The Ritz-Carlton, Charlotte, has a rigorous recycling program that includes not just traditional recyclables but also electronic waste and batteries. They partner with local organizations to ensure proper disposal and recycling.
- **Sustainable Dining Initiatives:** The hotel's restaurants focus on farm-to-table dining, sourcing ingredients from local, sustainable farms. This reduces food miles and supports the local economy.





As sustainability gains momentum in the hospitality industry, it reflects a broader shift towards responsible business practices. While significant strides have been made, particularly by major hotel chains, the journey towards greener operations is far from over. By setting high standards and fostering innovation, these establishments inspire smaller businesses to follow suit, collectively driving positive environmental responsibility changes.

A commitment to sustainability isn't just about meeting regulatory requirements; it's about building a culture that benefits both business and society, ensuring a sustainable future for generations to come.

Game Time! / Hospitality Quiz

How much do you know about the Industry?

1

What does the acronym F&B stand for in the hospitality industry?

- A) Food and Beverage
- B) Facilities and Building
- C) Front and Back Office

2

In the context of event planning, what does RSVP stand for?

- A) Reservation Service for Venue Parties
- B) Répondez s'il vous plaît
- C) Restaurant Service Validation Protocol

3

In restaurant management, what does the acronym POS stand for?

- A) Point of Service
- B) Price of Service
- C) Point of Sale

4

Which luxury hotel brand's slogan is "Luxury is personal"?

- A) Four Seasons Hotels and Resorts
- B) The Ritz-Carlton
- C) St. Regis Hotels & Resorts

5

Which famous chef is known for the phrase "idiot sandwich," a memorable moment from a popular cooking show?

- A) Gordon Ramsay
- B) Jamie Oliver
- C) Bobby Flay



Hospitality *Cultural* Getaway:

Greece



Situated in southeastern Europe, Greece is renowned worldwide for its ancient civilization, picturesque islands, and delightful Mediterranean climate. From the iconic Acropolis of Athens to the sun-drenched beaches of Crete, every corner of Greece offers a unique blend of history, natural beauty, and legendary hospitality that captivates millions of visitors each year.

Culinary Delights

Greek cuisine is a cornerstone of the country's cultural identity, celebrated for its simplicity, fresh ingredients, and Mediterranean flavors. From hearty moussaka to refreshing tzatziki, Greek dishes showcase a harmonious blend of herbs, olive oil, and locally sourced produce. Seafood aficionados revel in the abundance of fresh fish and octopus dishes, while desserts like baklava and loukoumades highlight Greece's mastery of sweet treats.



Customs & Culture

Greek customs and traditions are deeply rooted in history and mythology, shaping everyday life and festive celebrations. Family holds a central place in Greek culture, with gatherings often revolving around shared meals and lively conversations. Traditional dances like the spirited syrtaki and soulful rebetiko music embody a sense of community and joyous festivity. Hospitality, known as "philoxenia," is a fundamental value in Greek culture, where guests are welcomed with open arms and treated with genuine respect.



Archaeological Monuments

The Acropolis of Athens, crowned by the iconic Parthenon, stands as a testament to ancient Greek civilization and its architectural genius. Delphi, the sanctuary of Apollo, and the Palace of Knossos in Crete offer glimpses into the grandeur of Greece's ancient past, captivating visitors with their myths and legends.

Natural Beauty

Greece's diverse landscapes captivate travelers with their breathtaking beauty. From the turquoise waters and whitewashed buildings of Santorini to the verdant valleys of Epirus and the rugged cliffs of the Peloponnese, the country's natural wonders inspire exploration and awe.





Ελάτε στην Ελλάδα! (COME TO GREECE!)

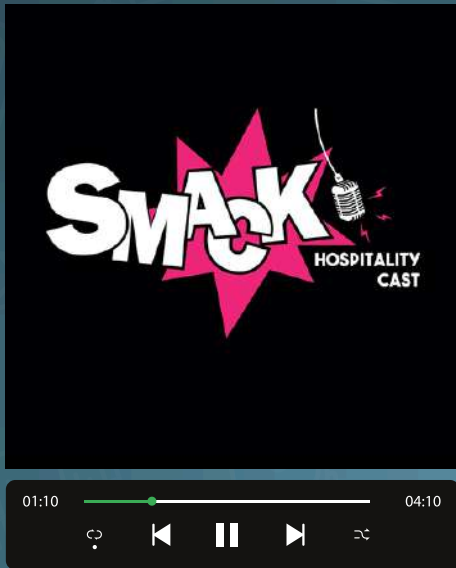
Greece draws you in with its timeless allure—a place where history echoes through ancient ruins, vibrant culture fills every corner, and each meal is a feast of flavors. Greece is definitely worth noting down on your bucket list, there must be a reason why it continues to enchant travelers worldwide (we think it must be the Gyros!).





Top 5 Must-Listen Hospitality *Podcasts*

Stay informed and inspired with these top podcasts that offer valuable perspectives and expert advice in the dynamic world of hospitality:

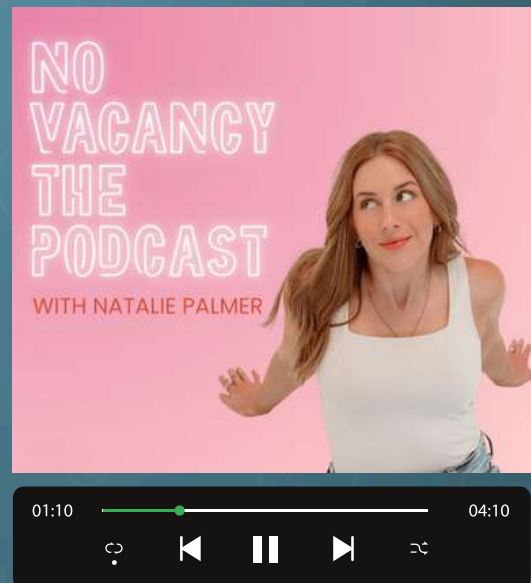


SMACK Hospitality

Offers a unique and engaging podcast experience that promises both fun and informative content. Covering diverse topics within the hospitality industry, SMACK Hospitality provides a refreshing perspective that's insightful and entertaining.

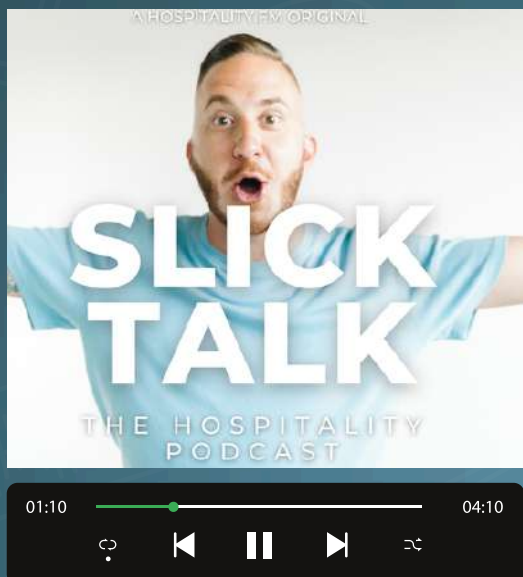
No Vacancy The Podcast with Natalie Palmer

Natalie Palmer hosts a dynamic podcast that delves deep into current trends and interviews with hospitality leaders, providing a comprehensive view of the industry's latest developments.



LowKey by Oaky

Targets hoteliers and revenue managers, offering insights into effective hotel management, revenue strategies, and enhancing guest experiences through expert interviews and discussions.



Slick Talk

The Hospitality Podcast Wil Slickers, a former Marriott Autograph Collection manager turned podcast host, shares practical advice and inspiring stories on "Slick Talk." His focus on exceeding expectations and industry growth makes this podcast essential listening.

Hospitality Hangout

Hosted by Michael Schatzberg and Jimmy Frischling, "Hospitality Hangout" explores hospitality technology and business strategies, featuring insights from industry experts to keep listeners informed and engaged.



These podcasts provide a wealth of **knowledge and inspiration**, making them essential for anyone looking to thrive in the competitive world of hospitality. Tune in and stay ahead of the curve with these top industry podcasts.



aramark 

**BRAND OF
THE MONTH**
aramark 

This month, we shine a spotlight on Aramark, a major player in the hospitality industry. Known for its expansive reach and commitment to service excellence, Aramark has become a cornerstone in delivering innovative hospitality, facilities management, and uniform services worldwide.

Aramark distinguishes itself with a people-first philosophy that empowers its workforce to innovate and excel. This approach not only enhances service delivery but also fosters a vibrant workplace where creativity and initiative flourish.



redefine service excellence in the hospitality industry

What makes Aramark particularly notable is its comprehensive service offerings across diverse sectors, from food services and facilities management to hospitality and supply chain solutions. Each service is underpinned by Aramark's dedication to safety, sustainability, and customer satisfaction, setting benchmarks for excellence in every endeavor.

Recognizing the critical importance of environmental responsibility, Aramark integrates sustainable practices throughout its operations. From managing over 1 billion square feet of facilities sustainably to serving 2 billion meals annually with a focus on local sourcing and waste reduction, Aramark demonstrates a steadfast commitment to minimizing its environmental footprint.

Through innovation, sustainability, and a people-first approach, Aramark continues to redefine service excellence in the hospitality industry, inspiring positive change and setting standards for industry leadership.



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