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# MAGAZINE

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Embracing the Future of  
**Guest Experiences**

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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.





# Innovations in Hospitality:

## Embracing the Future of Guest Experiences

The hospitality industry is transforming rapidly, with innovation at the heart of this change. Gone are the days when a comfortable bed and warm meal were enough to satisfy guests.

Today, travelers expect more they want personalized, seamless, and memorable experiences. From advanced technology to sustainable practices, hotels, and restaurants are finding creative ways to delight their guests. Let's explore some of the thrilling innovations that are transforming the future of hospitality!



## Smart Hotels: The Future is Here



Imagine walking into your hotel room, and it automatically adjusts to your preferences from lighting to temperature, even the music playing in the background. This is the reality of smart hotels. Powered by the Internet of Things (IoT), smart rooms allow guests to control everything through their smartphones or voice commands. Need extra towels? Just ask your virtual assistant. Want to dim the lights or set a wake-up call? A tap on your phone does the trick. These smart features aren't just cool, they offer convenience and comfort, elevating the guest experience to a whole new level.

## Tailoring Every Stay

In today's world, personalization is key. Hotels are using big data and artificial intelligence (AI) to learn about their guests' preferences, from room temperature to favorite beverages. Some luxury chains now offer hyper-personalized experiences like curated local experiences, or even pre-selected meals based on past orders of a client. The goal is to make every guest feel like a VIP and ensure that every stay is unique and not the same.



# Sustainability

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Sustainability and eco-friendly is what the world is shifting to now. Travelers are increasingly conscious of their environmental impact, and hotels are stepping up to meet this demand. From reducing single-use plastics to adopting renewable energy sources, the hospitality industry is embracing sustainability. It's not just about going green, it's about creating a more responsible and thoughtful guest experience that aligns with modern values.



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## Virtual Reality (VR)

### Sneak peek of your room before You Book

Want to tour your hotel room or explore the resort before you even book and check in? With virtual reality (VR) it is now possible, and many hotels are now offering 360-degree virtual tours, giving potential guests a taste of the experience before booking. No matter if it's a sneak peek of a luxurious suite or a guided tour of the property's amenities, VR enhances the booking process and helps travelers make more informed decisions.







## Experiential Dining: A Feast for the Senses

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Restaurants within hotels are also stepping up their game with experiential dining. It's not just about the food anymore but the entire experience. Think pop-up kitchens, immersive themed dining, or farm-to-table experiences where guests can pick their own ingredients. Chefs are creating sensory-driven meals, using lighting, sound, and visuals to transport diners into different worlds with every bite.

The hospitality industry is going through some exciting changes thanks to new technology, a focus on sustainability, and a better understanding of what guests really want is priority to them now. Hotels and restaurants aren't just places to sleep or grab a meal anymore, they're becoming full experiences, designed to make a lasting impact.





COMMUNITY SPOTLIGHT:

# **Chef Jeong Kwan**

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Creating a Brand of  
**Authenticity & Mindfulness**



In the world of hospitality, where the competition is fierce and trends are elusive, few names have managed to captivate both the culinary elite and the everyday diner as profoundly as Jeong Kwan.

## More than just a chef, Jeong Kwan **has become a brand linked to mindful** eating.

Deep-rooted traditions, and an elevated dining experience that transcends the plate. This is the story of a remarkable journey from the secluded kitchens of a Korean monastery to the forefront of global culinary acclaim.



### **Her Early Days**

Jeong Kwan's culinary journey began in the secluded mountains of South Korea, where she serves as a Seon Buddhist nun. For Kwan, cooking is not simply about feeding the body; it's a spiritual practice, a way to cultivate mindfulness and gratitude. In her kitchen, ingredients are not just components of a dish; they are respected participants in a larger cycle of life.

Kwan's approach to cooking was never intended for fame or recognition. Her earliest dishes were crafted with simplicity, meant to nourish fellow monks and visitors who came to seek peace and reflection. However, the profound impact of her food -rooted in centuries-old temple traditions- soon attracted attention. "Through food, we can share and communicate our feelings and our philosophy," Kwan once said.

“ —————  
Food is not just  
something we  
consume to  
fuel our bodies;  
**it is a source of  
life, of healing,  
and of joy.**  
————— ”



## Breaking into the Mainstream

Jeong Kwan's journey took an unexpected turn when she was featured in the popular **Netflix series "Chef's Table"** in 2017. The episode catapulted her into the international spotlight, introducing viewers to the art of Korean temple cuisine -a form of vegan cooking that is as much about spiritual practice as it is about flavor. Audiences around the world were captivated by her serene presence, meticulous methods, and the deeper meaning behind her dishes.



The success of "Chef's Table" brought a flood of invitations from renowned chefs, prestigious restaurants, and media outlets. Yet, even with this newfound fame, Kwan remained steadfast in her principles. She chose to share her food and teachings selectively, always mindful of maintaining the integrity of her work and the values of her monastic life. This careful balance of openness and restraint became a hallmark of the Jeong Kwan brand.



## Creating a Brand **Built on Authenticity**

Unlike many hospitality brands that rely on aggressive marketing or trendy stunts, Jeong Kwan's brand has grown organically, rooted in authenticity and a deep connection with her audience. Her philosophy extends beyond the kitchen, emphasizing a mindful and intentional approach to life. This way of thinking has resonated with people seeking more than just a culinary experience -they are drawn to a sense of peace, purpose, and the feeling of being part of something larger than themselves.

A key element of Kwan's branding is her selective collaborations. She partners only with those who share her values, focusing on sustainability, cultural preservation, and the celebration of plant-based cuisine. Through pop-ups, special events, and intimate dining experiences, Jeong Kwan has created a brand that feels personal, thoughtful, and refreshingly genuine.



## Overcoming Challenges

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## The Future of the Jeong Kwan Brand

Looking ahead, Jeong Kwan's brand continues to evolve in ways that align with her core beliefs. Plans are underway for a series of retreats that combine mindfulness, meditation, and culinary arts - offering a holistic experience that goes beyond the table. Kwan is also exploring publishing a collection of her recipes and teachings, aiming to preserve and share the art of temple cuisine with a wider audience.



For those aspiring to carve out their own path in hospitality, Jeong Kwan's journey serves as a powerful reminder that success does not have to come at the cost of one's values. In a society where the pressure to conform is strong, Kwan has shown that there is a place - and a growing demand - for brands that stand for something more. As she continues to inspire through her food, her teachings, and her strong commitment to authenticity, Jeong Kwan is not just a rising star in the culinary world; she is a guiding light for those seeking to live and create with purpose.







# Top 5 Must-Visit **Haunted Places** IN THE U.S.

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For those with a taste for the supernatural and a desire for spine-tingling tales, the United States offers a treasure trove of haunted destinations. Each location is buried in mystery, offering a glimpse into supernatural histories and ghostly legends that have captivated imaginations for generations. These top five haunted spots promise an unforgettable experience for both the curious and the brave.





# 1 Salem

Massachusetts

Salem is a must-visit haunted destination known for the witch trials of 1692. Its eerie history features sites like the Salem Witch Museum and Old Burying Point Cemetery, where ghostly apparitions are rumored to appear.

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**Tip: Attend the Salem Haunted Happenings Festival in October for a month of spooky events, tours & witch-themed activities.**



# 2 Cahawba

Alabama

It became a ghost town in the late 19th century and is now shrouded in mystery. The Historic Site's ruins are rumored to be haunted, with visitors reporting unsettling experiences, particularly near the old church and cemetery.

---

**Tip: Join a guided tour to better understand Cahawba's eerie history and increase your chances of experiencing paranormal activities.**





## 3 Stowe Vermont

Emily's Bridge, or Gold Brook Bridge, in Stowe is a scenic yet eerie location. Legend has it that a young woman named Emily died there before her wedding, and her restless spirit is said to haunt the bridge. Visitors often report hearing mysterious footsteps and experiencing an unexplained chill while crossing.

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**Tip: Visit at dusk or after dark for the best chance of encountering Emily's ghost, but be prepared for a nerve-racking time!**



## 4 Fall River Massachusetts

The Lizzie Borden Bed & Breakfast, the site of the infamous 1892 murders of Andrew and Abby Borden, is known for its paranormal activity. Guests can stay in the original rooms where the events occurred and often report ghostly apparitions and strange disturbances.

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**Tip: Opt for a daytime tour to explore the haunted history of the Borden house without the intensity of an overnight stay.**





# 5 Pine Barrens

New Jersey

The Pine Barrens, a vast and desolate forested area, is infamous for its resident ghostly entity known as the Jersey Devil. According to local folklore, this creature has haunted the area for centuries, with reports of eerie screeches and unexplained sightings of a monstrous figure. The dense woods and shadowy landscapes add to the atmosphere of suspense.

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**Tip: Bring a compass and stay on marked trails. The Pine Barrens is vast and easy to get lost in, especially if you venture out in search of the legendary Jersey Devil.**





# Hospitality Cultural Getaway: Iceland

Iceland, with its dramatic landscapes and unspoiled natural beauty, is a destination that captivates the imagination. From the shimmering ice caves of Vatnajökull to the fiery geothermal springs of the Golden Circle, this Nordic island is a land of striking contrasts and stunning wonders. Each corner of Iceland tells a story -from its volcanic origins to its tranquil fjords. Let's take a journey through Iceland's diverse natural wonders to, uncover how its spectacular environment offers a unique adventure for explorers and nature lovers alike.





# The Allure of Iceland

Nestled in the North Atlantic, Iceland is a land of contrasts -icy glaciers juxtaposed with bubbling hot springs, volcanic landscapes bordered by serene fjords. But beyond its dramatic geography lies a tapestry of cultural richness and heartfelt hospitality that sets it apart from other destinations.

## Authentic Icelandic Hospitality



Icelandic hospitality is not merely about providing services; it's a reflection of a deep-seated cultural ethos. Visitors are often struck by the warmth and friendliness of the locals, who are known for their openness and genuine desire to share their homeland. This spirit is deeply ingrained in Icelandic culture, where the concept of "hygge" (a Danish term for cozy contentment) resonates through every interaction.

From cozy guesthouses to family-run hotels, Icelandic accommodations offer a unique blend of comfort and character. Many lodgings are designed with sustainability in mind, reflecting Iceland's approach to preserving its stunning environment. Guests can expect not only a place to rest, but also an experience that immerses them in the local way of life.



## A Journey Through Tradition

A visit to Iceland offers a deep dive into its rich cultural heritage. Reykjavík, the vibrant capital, is a testament to the fusion of tradition and modernity. Art enthusiasts can explore the Reykjavík Art Museum, which displays contemporary Icelandic art alongside exhibits celebrating the country's artistic evolution. Meanwhile, the National Museum of Iceland shares insights into the island's history through a vast collection of artifacts from the Viking Age to the present day.

For those intrigued by Icelandic folklore, the Saga Museum brings to life the dramatic tales of Norse heroes through detailed replicas and immersive exhibits. Visitors can also experience the mystical side of Icelandic culture on a tour of the Reykholt area, where the medieval scholar Snorri Sturluson composed his famous sagas. Folklore enthusiasts will appreciate the Icelandic Elf School in Reykjavík, which offers exciting lectures and discussions about the country's belief in elves and hidden people.

## A Taste of Iceland

Icelandic cuisine offers a delicious adventure in itself. The country's culinary scene is characterized by a deep respect for local ingredients, from the freshest seafood to grass-fed lamb. Traditional dishes, such as "hákarl" (fermented shark) and "kleina" (Icelandic doughnuts), are an acquired taste that offers a genuine taste of Icelandic culture.





Modern Icelandic chefs are redefining traditional recipes with innovative techniques, creating a fusion of old and new that delights the palate. Visitors can enjoy farm-to-table dining experiences that highlight Iceland's drive to sustainability and local produce.

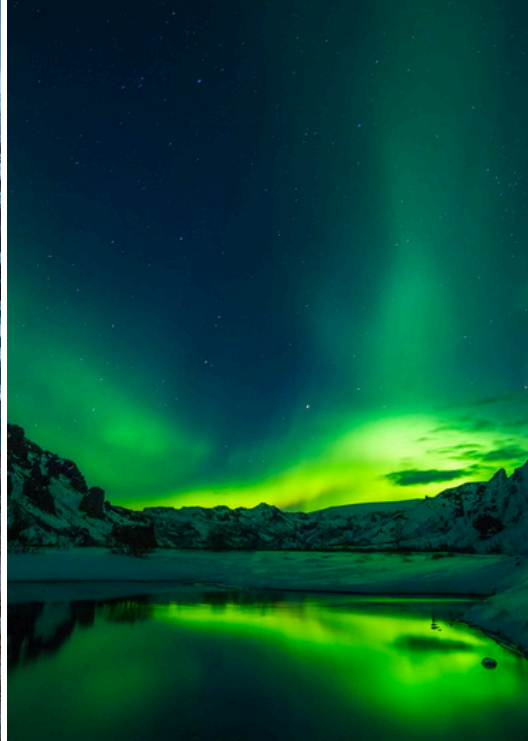


## Natural Wonders & Cultural Rituals

Experiencing Iceland's natural wonders is an important part of any cultural journey through the country. The iconic Blue Lagoon, with its geothermal waters, is not only a relaxation destination but also a space where guests can connect with nature in a meaningful way. The Northern Lights, visible in winter months, put up a celestial spectacle that feels almost otherworldly.

Cultural rituals and festivals, such as Þorrablót (a midwinter feast celebrating traditional foods) and the Reykjavík Arts Festival, offer further opportunities for cultural immersion. These events bring out Iceland's vibrant community spirit and offer visitors a chance to participate in local traditions.





# Velkomin til Íslands

(WELCOME TO ICELAND!)

Iceland invites you to discover a destination where breathtaking landscapes and vibrant cultural experiences intertwine seamlessly. This island nation, dedicated to preserving its rich heritage while embracing modernity, **offers a travel experience that is both enriching and deeply personal.** As we wrap up our feature on this remarkable destination, we encourage you to embark on your own Icelandic adventure—where the island's breathtaking beauty and unique cultural tapestry await to create memories that will endure for a lifetime.





# Game Time

## Kitchen & Restaurant Quiz

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

Find the answers at the end of the page

1

What is **the primary purpose** of a “line cook” in a restaurant kitchen?

- A) To oversee the entire kitchen operations
- B) To prepare and cook food items according to the menu
- C) To manage inventory and order supplies

2

In **restaurant management**, what does “FOH” stand for?

- A) Front of House
- B) Food Operations Hub
- C) Fiscal Overhead

3

What does “Mise en place” refer to in a **professional kitchen**?

- A) The process of cleaning and sanitizing kitchen equipment
- B) The organization/preparation of ingredients and tools before cooking
- C) The method of plating and presenting dishes

4

Which document is essential for **tracking food safety** and hygiene practices in a kitchen?

- A) Menu
- B) Recipe Book
- C) Temperature Log

5

What is **the main role** of a restaurant’s “Expeditor”?

- A) To create new menu items and recipes
- B) To ensure food orders are prepared correctly and delivered to the right table
- C) To handle customer complaints and resolve issues



# Creating a Niche:

## The Rise of Six Senses as a **Wellness-Focused** Hospitality Brand

In a world where travelers are increasingly prioritizing self-care and holistic well-being, the hospitality industry has seen a significant shift towards wellness-centric options. Within this evolving industry, Six Senses has emerged as a pioneer, setting the standard for wellness-focused hospitality. With a commitment to sustainability, personalized wellness journeys, and immersive guest experiences, Six Senses has carved out a unique niche that resonates deeply with health-conscious travelers. This article takes a look into the brand's journey, exploring how it has grown from a boutique wellness retreat into a global leader in luxury wellness hospitality.



# The Genesis of Six Senses:

## A Vision of Holistic Well-Being

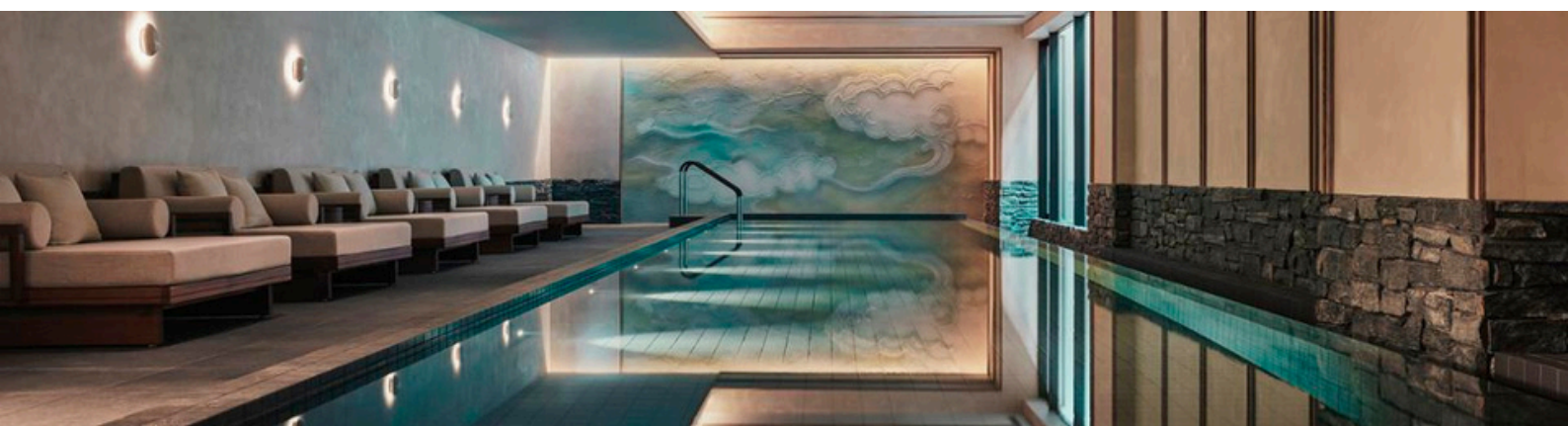
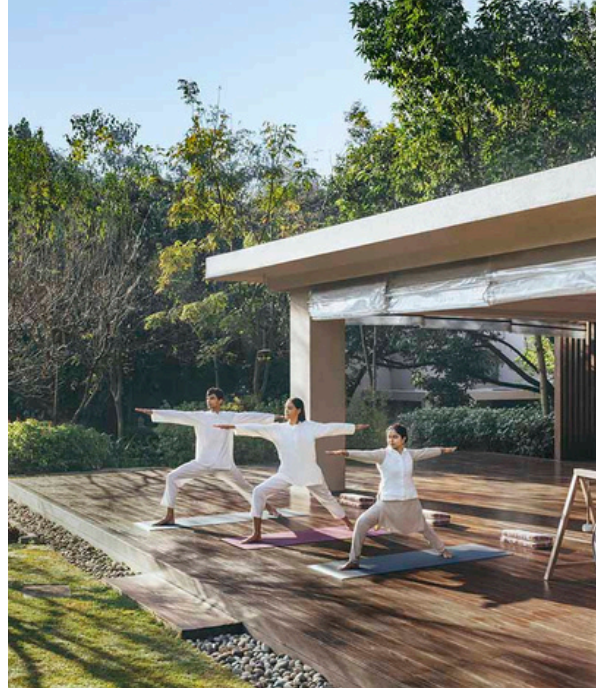
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Founded in 1995 by Sonu Shivdasani and Eva Malmström Shivdasani, Six Senses began as a single luxury resort in the Maldives, with a vision of providing not just a place to stay, but a transformative experience that nurtures the mind, body, and spirit. The brand quickly became synonymous with luxury, sustainability, and wellness, offering guests a sanctuary from the stresses of everyday life. What set Six Senses apart was its early recognition of the growing demand for wellness beyond the traditional spa experience, integrating mindfulness, fitness, nutrition, and sustainability into its core philosophy.

From the outset, Six Senses was dedicated to creating a harmonious balance between luxury and environmental responsibility. The brand's emphasis on sustainability *-long before it became a buzzword-* extended to every aspect of its operations, from eco-friendly building materials and renewable energy sources to organic gardens supplying fresh produce to its restaurants.







## Creating a Unique Brand Identity: Wellness at the Core

At the heart of Six Senses' success is its strong focus on wellness. The brand's properties, located in some of the world's most breathtaking destinations, offer a variety of wellness programs tailored to individual needs. Guests can choose from detox retreats, sleep programs, fitness boot camps, and yoga classes, all designed to help them reconnect with themselves and the environment.

**Spa and Wellness Treatments:** Each Six Senses resort features a world-class spa that offers a blend of traditional healing practices and cutting-edge wellness therapies. Treatments are tailored to the individual, often incorporating locally sourced, natural ingredients. The spas are more than just a place to relax—they are integral to the guest's overall wellness journey, providing everything from Ayurvedic treatments to high-tech therapies like biohacking and sound healing.



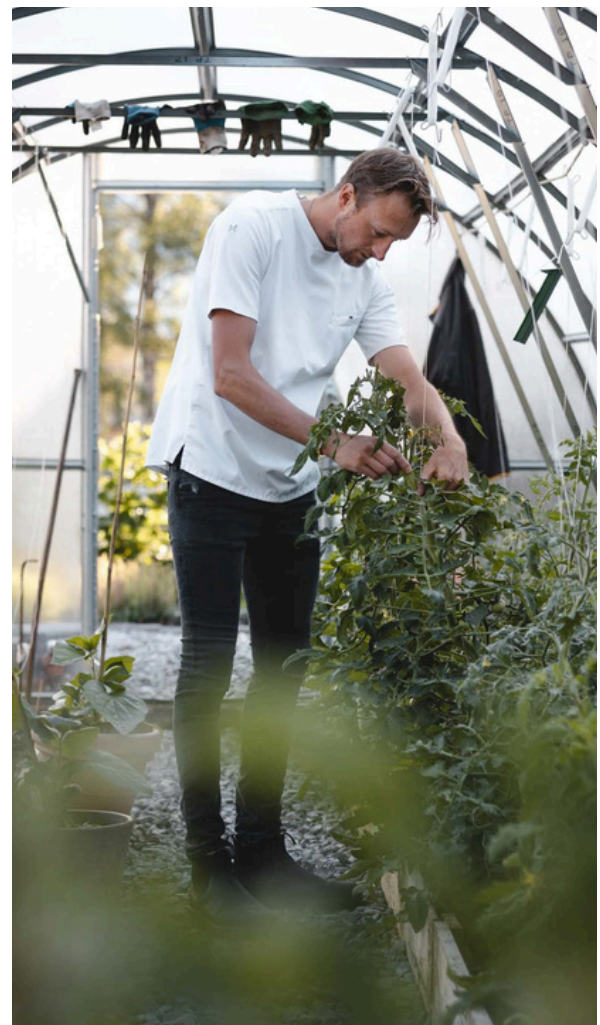
**Fitness and Activity Programs:** Recognizing that wellness is also about physical vitality, Six Senses offers a diverse range of fitness options, including personal training, group classes, and outdoor activities such as hiking, biking, and water sports. The brand partners with leading wellness experts to develop programs that not only challenge guests physically, but also inspire them mentally and emotionally.

**Health-Conscious Dining:** Six Senses places a strong emphasis on nutrition, offering menus that are not only delicious but also designed to support overall well-being. Each property features organic, locally sourced ingredients, with an emphasis on plant-based options and superfoods. Guests can even take part in cooking classes to learn how to incorporate healthy eating habits into their daily lives.

## The Expansion: --- Growing a Global Wellness Brand

What began as a single resort in the Maldives has grown into a global brand with properties in Asia, Europe, the Middle East, Africa, and the Americas. Each Six Senses resort is meticulously designed to reflect the local culture and environment, creating a sense of place that is deeply connected to the destination. This localized approach not only enriches the guest experience but also supports the brand's sustainability initiatives.

In 2019, Six Senses was acquired by IHG (*InterContinental Hotels Group*), a strategic move that allowed the brand to expand its reach while maintaining its distinctive identity. Under IHG, Six Senses has continued to grow, opening new properties in locations such as Ibiza, Israel, and Bhutan, with plans for further expansion.





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## **Navigating Challenges:** Adapting to a New Era of Travel

The COVID-19 pandemic posed unprecedented challenges to the hospitality industry, but Six Senses was well-positioned to adapt. Through a focus on wellness and spacious, remote locations, the brand appealed to travelers seeking a safe and rejuvenating escape. Six Senses responded by enhancing its already rigorous health and safety protocols, offering flexible booking options, and launching new wellness programs designed to address the stresses of the pandemic, such as immunity-boosting treatments and mental well-being initiatives.

Plus, Six Senses embraced the shift towards digital wellness, offering virtual retreats and online wellness consultations that allowed guests to continue their wellness journeys from home. This digital approach not only kept the brand connected with its audience during the pandemic, but also opened up new revenue streams and opportunities for engagement.



## Looking Ahead:

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### The Future of Wellness-Focused Hospitality

As the demand for wellness travel continues to grow, Six Senses is poised to lead the charge with innovative concepts and a steadfast commitment to its core values. The brand's future expansion plans include urban wellness hotels, wellness clubs, and branded residences that extend the Six Senses experience beyond the traditional resort setting.

Sustainability remains a cornerstone of the brand's spirit, with ambitious goals to achieve plastic-free operations, energy self-sufficiency, and carbon neutrality across all properties. Six Senses is also exploring new frontiers in wellness technology, such as AI-driven wellness diagnostics and personalized wellness plans that integrate data to create hyper-personalized experiences.



## A Blueprint for Success in Wellness Hospitality

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Six Senses' journey from a single resort to a global wellness leader is a testament to the power of a clear vision, a strong brand identity, and a firm commitment to guests' well-being. By continually evolving and innovating, Six Senses has not only carved out a niche in the competitive hospitality market but has also set a benchmark for others to follow.

In a world where travelers are increasingly seeking meaningful, wellness-focused experiences, Six Senses offers a formula for success. The brand's ability to blend luxury with sustainability, and wellness with personalization, has resonated deeply with a new generation of travelers who view health and well-being as the ultimate luxury. As Six Senses continues to grow and evolve, it remains at the forefront of the wellness revolution, proving that hospitality is about more than just a place to stay -it's about a path to a better, healthier life.





# Tech *Talk*

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## The **Next Wave** in Hospitality

In the ever-evolving landscape of hospitality, technology is reinventing the guest experience with new innovation. Imagine a world where blockchain seamlessly handles room payments, AI accelerates room service, and smart waste management systems streamline operations. These advancements are not just enhancements; they are transforming ordinary hotel stays into extraordinary, futuristic experiences.

# Blockchain for Booking your Stays

When you think of blockchain, you probably imagine cryptocurrency or a complex finance jargon. But blockchain technology is making a name in hospitality, especially in hotel bookings. This technology allows direct transactions between guests and hotels, cutting out the middleman, third-party booking sites that charge extra fees.

With blockchain, all transactions are recorded in an ultra-secure, tamper-proof system, making your reservation safer and more transparent. Hotels can offer better prices since they're not paying commissions to booking platforms, and travelers enjoy peace of mind knowing their booking information is secure and traceable.

Here are a few hotels that have embraced blockchain technology for booking:

## **Soneva Resorts,**

located in the Maldives & Thailand

A pioneering luxury hotel chain, was among the first to integrate blockchain technology into its booking process. In November 2021, Soneva partnered with Travala.com to enable guests to use cryptocurrencies like Bitcoin, Ethereum, and others for their bookings. This innovative partnership enhances the booking experience by offering a secure, transparent, and streamlined process, eliminating intermediaries and catering to tech-savvy travelers seeking a contemporary luxury experience.







## **Marriott International**

In 2018, Marriott International teamed up with Winding Tree, an innovative travel marketplace driven by blockchain technology. The collaboration was designed to simplify the booking and payment process by removing intermediaries and potentially reducing costs for travelers. Although blockchain has not yet been implemented across all Marriott properties, this partnership underscores Marriott's enthusiasm for how technological advancements could revolutionize the travel experience.

## **Smart Sustainability: AI-Powered Waste Management**

Hotels dispose tons of waste each year, from food scraps to discarded packaging. To face this problem, properties are now using AI-based systems that can sort and track waste more efficiently. These systems analyze trash in real time, sorting recyclables from food waste and ensuring that as much as possible is repurposed or composted.

This not only makes the hotel more eco-friendly, but also educates guests. At such a hotel, a smart display might show how much food waste you've helped reduce or the percentage of your room's waste that was successfully recycled. It's sustainability made both smart and visible.

Some hotels embracing sustainability are:

## **The Smart Hotel,**

Amsterdam, Netherlands

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## **Six Senses Hotels,**

Resorts & Spas

Six Senses is committed to sustainability and uses AI to minimize waste. They use smart systems to track energy production, adjust based on guest presence, and monitor water consumption. Their waste management initiatives also use AI and data analytics to reduce food waste and improve recycling processes. Their hotels focus on preserving ecosystems while offering high-end experiences.





# Food Delivery by Drones: Dining Takes Flight

Room service might soon be flying to your window, literally. Drone food delivery is no longer just a novelty, it's becoming a reality at some resorts that have embraced tech. Imagine ordering dinner from your hotel's restaurant, and instead of a staff member knocking on your door, a drone shows up to your balcony, delivering your meal in minutes.

Hotels in remote or hard-to-reach locations, like islands or mountains, are starting to use drones to deliver not just food but also drinks, supplies, and even laundry. This not only reduces wait times but also minimizes the environmental impact compared to traditional room service logistics.

Here are some hotels that have explored this technology:



## **Jumeirah Group Hotels,** Dubai (UAE)

They have tested drone food delivery to provide quicker service for poolside and beach orders. Drones transport snacks, drinks, and meals directly to guests lounging outdoors. This initiative is part of Dubai's broader effort to incorporate drones into everyday services.



## **Casa Madrona,** Sausalito, California (USA)

In 2018, they tested drone delivery for room service. The hotel worked on drone technology to deliver small items and meals directly to guests staying in certain premium suites, offering an innovative way to bring luxury services to the next level.



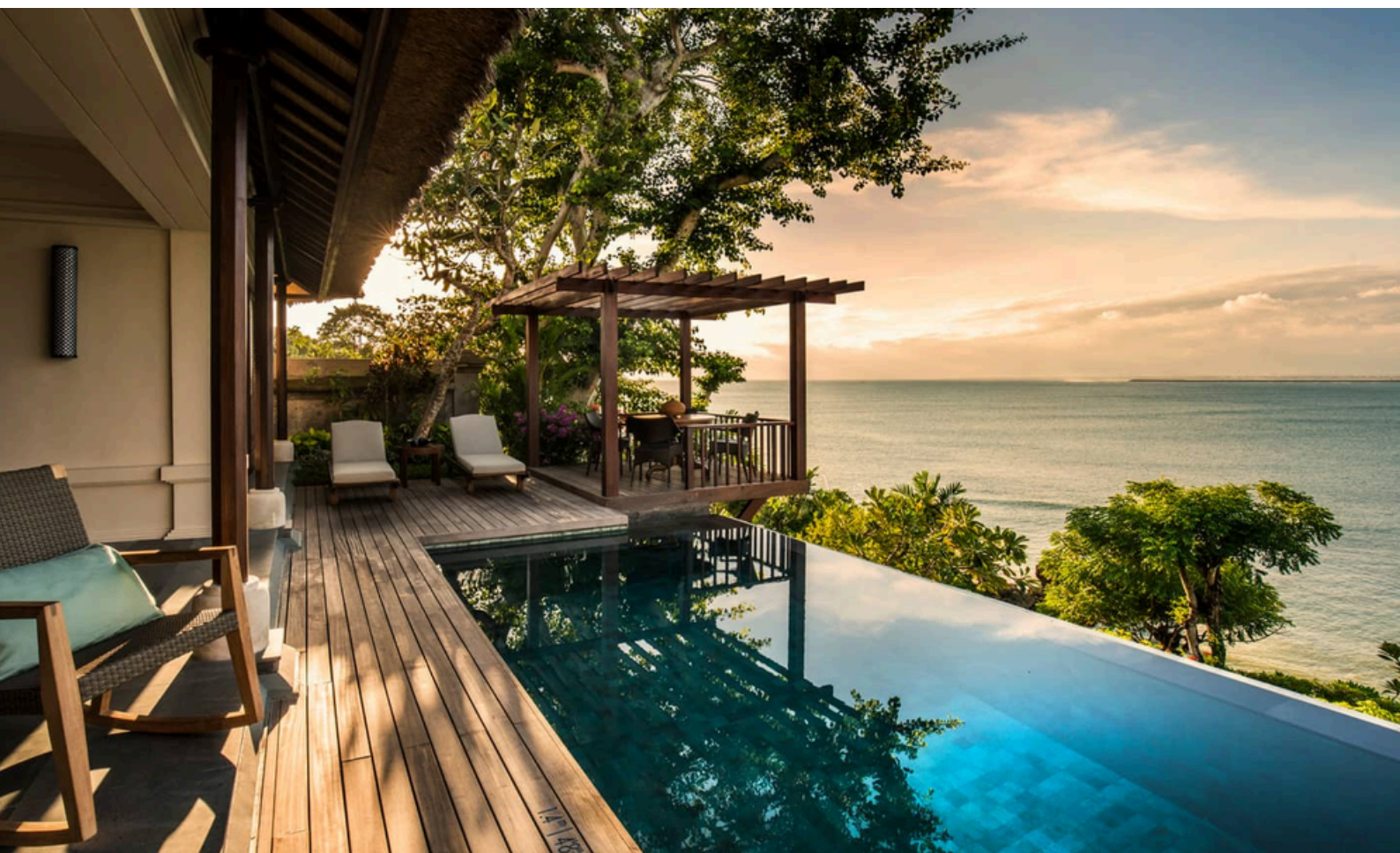


## **Four Seasons Resort,**

Bali (Indonesia)

This service, while still in the early stages, allows guests to receive meals and drinks on remote areas of the property, such as private beaches or poolside cabanas, adding a touch of luxury and innovation to the guest experience.

As hotels continue to innovate, the fusion of technology and sustainability is transforming the hospitality industry. These innovations are not just about keeping up with trends but redefining what's possible in hospitality.







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