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HOSPITALITY
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INNOVATIVE HOTEL DESIGNS SHAPING THE FUTURE OF HOSPITALITY

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.



Hospitality Education:

What to Expect this Semester

As the new semester begins, hospitality students are about to engage in a variety of **essential learning experiences**. Here's what you can look forward to and how to maximize your semester:

From Vacation to Focus: Transitioning Back to Academic Life



Transitioning from vacation mode to academic life can be a difficult task. Studies show that the average student takes about two weeks to fully refocus after a break. To ease this shift, use the “*Weekly Review and Planning*” method: review your syllabus, create a master calendar for deadlines and assignments, and break projects into weekly tasks. Schedule regular check-ins to track progress and adjust plans as needed. This method helps manage your workload and keeps you organized throughout the entire semester.

Skills in Demand: The Rise of Soft Skills in Hospitality

In today’s hospitality industry, soft skills are no longer just a nice-to-have—they’re essential. Employers are actively seeking candidates who excel in areas such as:

- **Emotional intelligence:** Understanding and managing your emotions while empathizing with others.
- **Storytelling and Content Creation:** Effectively resolving guest complaints and interpersonal issues.

- **Cultural sensitivity:** Respecting and accommodating diverse cultural backgrounds.
- **Communication:** Clearly and effectively conveying information, both verbally and in writing.
- **Teamwork:** Collaborating well with others to achieve common goals.
- **Problem-solving:** Finding creative and efficient solutions to unexpected challenges.

This semester, work on developing these skills through group projects, role-playing exercises, and hands-on experiences that put you in real-world scenarios.

Global Trends and Cultural Insights: What You Need to Know

Global trends in hospitality are constantly evolving, and staying ahead of the curve can set you apart in the industry. This semester, instead of just looking at the surface, really dive into what's happening around the world. Take sustainable tourism, for example—it's more than just a buzzword; it's about learning how destinations balance visitor needs with environmental preservation. Personalized guest experiences are becoming the norm, whether through AI-powered recommendations or simply taking the time to understand what makes each guest tick. And then there's technology—think beyond mobile check-ins and look at how digital innovations are shaping the entire guest journey. By understanding these trends on a deeper level, you'll be better equipped to deliver top-notch service to a global, tech-savvy customer base.





Looking Ahead

This semester is your opportunity to build the skills that will set you up for a successful career in hospitality. Approach challenges with curiosity, and don't be afraid to experiment and learn from mistakes- that's where real progress happens. Here's something you might find surprising: studies show that students who actively plan their semester are more likely to achieve their academic goals. Just like in hospitality, where planning and attention to detail can make or break a guest's experience, taking control of your schedule now can make a big difference in your success. So, as you move forward, keep your eyes on the details- they matter more than you think.

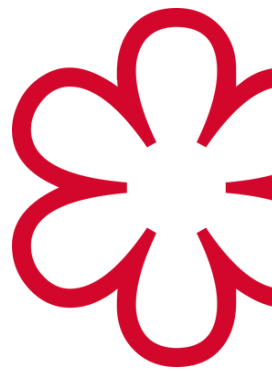


COMMUNITY SPOTLIGHT:

Chef Dominique Crenn

Redefining **French Cuisine**
with Artistic Vision

Chef Crenn, a **leading figure** in the culinary world.



Known for her unique approach to French cuisine and her achievement as **the first female chef in the U.S. to earn three Michelin stars**. At Atelier Crenn in San Francisco, Chef Crenn has turned dining into a form of art, where each dish is not just a meal, but a story told through creative presentation and flavors. Her approach combines classical French techniques with a modern, personal twist, resulting in a menu that is as visually captivating as it is delicious.

Originally from Paris, Crenn's early experiences with food and her training in France set the stage for her culinary career. After moving to the U.S., she quickly made a name for herself with a distinctive style that blends traditional French elements with new techniques. Since opening Atelier Crenn in 2011, she has been celebrated for her poetic presentations and her focus on using seasonal, locally-sourced ingredients. Her commitment to sustainability is proven authentic with her choice of ingredients and practices, ensuring that her dishes offer a taste explosion while respecting the environment.



Chef Crenn's achievement of being the first female chef in the U.S. to achieve three Michelin stars in 2018 marked a significant milestone in her career and in the culinary industry. Her innovative cuisine and high standards have set new standards for high-end cuisine. Beyond her restaurant, Chef Crenn is a strong advocate for diversity and inclusion, mentoring young chefs from underrepresented backgrounds and supporting women in the culinary field.



In her own words, Chef Crenn reflects on her culinary philosophy:

“ —————
Cooking is
an art form.
**It's about
telling a story,
expressing
emotions,
and creating
moments
of joy** for our
guests.

At Atelier Crenn, we aim to transcend
the ordinary and craft experiences
that resonate deeply with those who
dine with us.

It's about creating a dialogue between
food, art, and the natural world.

————— ”



Chef Dominique Crenn's culinary artistry **elevates each dish at Atelier Crenn into a masterpiece** that challenges the rules of traditional fine dining. To get a behind-the-scenes look at her creative process and daily inspirations, follow Chef Dominique Crenn on Instagram and stay connected with her culinary expertise.



dominiquecrenn



Top 5 Must-Have Travel Apps

Traveling often means balancing budget limits with a desire for adventure and new experiences. Fortunately, there are several apps designed to make travel easier, more affordable, and more enjoyable. Here are five must-have travel apps to enhance your journey:



Roadtrippers

Ideal for planning road trips

It helps you discover interesting attractions, local landmarks, and hidden spots along your route.



Skyscanner

This app compares flight, hotel & car rental prices

Making it easy to find the best travel deals.

3



Triplt

Organizes all travel details in one place

Including flights, hotels, and activities, keeping your plans coordinated.

4



Hostelworld

It helps travelers to find & book hostels worldwide

Offering reviews on budget-friendly accommodations.

5



Citymapper

A map app that doesn't need internet,
a lifesaver for navigating cities..



Hospitality Cultural Getaway:

Japan

At the heart of Japanese hospitality lies the concept of **omotenashi**, a **unique philosophy that goes far beyond standard service**, but embodies genuine care and attention to detail. As you explore Japan's blend of cultural customs and modern innovations, you'll experience firsthand how this philosophy transforms each moment into a memorable encounter. Whether you're exploring the historic streets of Kyoto or the fast-paced urban life of Tokyo, a trip to Japan will offer a unique experience that combines deep-rooted cultural traditions with modern-day innovation.



Culinary Delights

Japanese cuisine is celebrated worldwide for its focus on fresh, high-quality ingredients and its artsy presentation. Iconic dishes include sushi, with its subtle balance of vinegared rice and fresh fish, and ramen, a comforting noodle soup with rich, savory broth. Regional specialties such as Osaka's takoyaki (octopus balls) and Kyoto's kaiseki (traditional multi-course meal) highlight Japan's diverse culinary landscape. Desserts like matcha (green tea) ice cream and mochi (sweet rice cakes) offer a delicious end to any meal, showcasing the country's talent for creating both sweet and savory treats.

Customs & Culture

Japanese customs and traditions are deeply rooted in everyday life and celebrations. Respect for others and attention to detail are central to Japanese culture, reflected in practices such as bowing and the fine art of tea ceremonies. Festivals like Hanami, where cherry blossoms are celebrated, and Tanabata, known for its colorful decorations and wishes written on bamboo, provide insights into Japan's cultural values and seasonal cycles of life.





Historical Landmarks

Japan's historical landmarks offer a glimpse into its rich past and cultural evolution. The ancient temples of Kyoto, such as Kinkaku-ji (the Golden Pavilion) and Fushimi Inari Taisha with its iconic torii gates, stand as testaments to Japan's spiritual heritage. The historic castles of Himeji and Matsumoto, with their stunning architecture and preserved interiors, showcase the country's feudal era. Additionally, the remains of post-war modernity in cities like Hiroshima and Nagasaki serve as important reminders of Japan's resilience and progress.

Natural Beauty



Japan's natural beauty ranges from peaceful landscapes to dramatic panoramas. The snow-capped peaks of Mount Fuji offer a jaw-dropping perspective to the country's scenery, while the postcard-perfect coastline of Okinawa features beautiful beaches and clear waters. The tranquil gardens of Kyoto and the lush forests of Yakushima provide peaceful retreats, and the volcanic terrain of Hokkaido and the hot springs of Beppu invite exploration and relaxation. Whether it's hiking through the Japanese Alps or enjoying the seasonal beauty of the cherry blossoms, Japan's landscapes offer something for every nature enthusiast.



Yokoso Nippon!

(WELCOME TO JAPAN!)

Japan invites you to explore its fascinating cultural heritage, where every experience -**from culinary delights to historical exploration**- is enhanced by the country's commitment to beauty and precision. With its unique blend of tradition and modernity, Japan is a destination that promises unforgettable experiences and a deep connection to its long-standing past and thriving present.

Sayonara!



Game Time

Historical Hospitality True or False Quiz

Put your knowledge of hospitality history to the test with these true or false statements! See how much you know about the evolution of hospitality and its iconic figures.

- 1** The concept of "**room service**" in hotels began in the early 20th century to offer guests convenience.

TRUE OR FALSE

- 2** The term "**hospitality**" comes from the Latin word "hostis".

TRUE OR FALSE

- 3** The **Ritz-Carlton Hotel brand** was founded in London and named after a famous chef.

TRUE OR FALSE

- 4** The phrase "**checking in**" at a hotel originates from the practice of registering one's presence in a guest book or ledger.

TRUE OR FALSE

- 5** The "**American plan**" in hotel terms refers to a lodging option where all meals are included in the room rate.

TRUE OR FALSE

Answers: 1) **T** 2) **F** (it comes from the Latin word "hospes," which means guest or host) 3) **F** (it was founded in Boston and named after Swiss hotelier César Ritz) 4) **T** 5) **T**



Case Study:

Bunkhouse Group's Community-Focused Design

Bunkhouse Group is reshaping the way hotels are designed by putting community engagement at the heart of their approach. Their properties are built to be more than just places to stay; they're designed to be active parts of their neighborhoods. Here's a look at how Bunkhouse Group's focus on communal spaces and local connections makes a difference.

1. COMMUNAL AREAS FOR CONNECTION

Bunkhouse Group's hotels feature communal spaces that encourage guests to interact and connect. At the Hotel San José in Austin, for instance, the central courtyard serves as a gathering place where both visitors and locals can mingle. The layout, with its comfortable seating and bright greenery, creates a relaxed atmosphere that encourages conversation and community engagement.



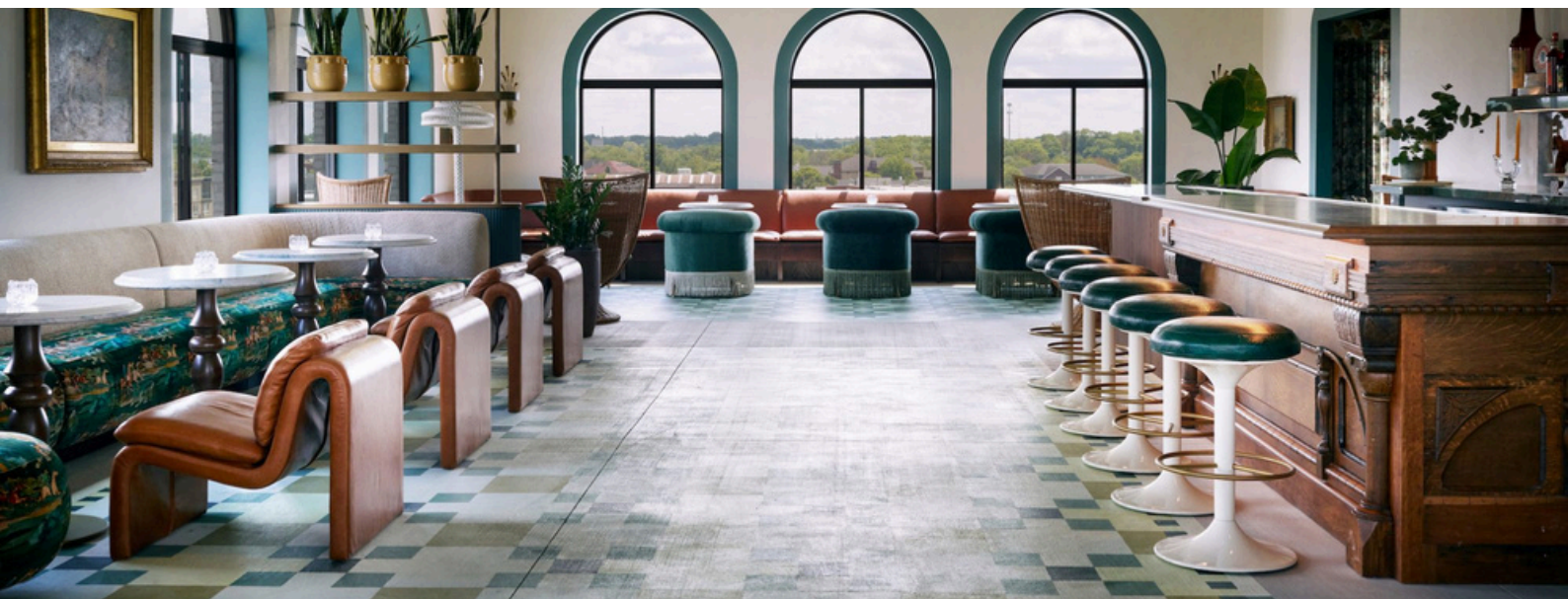
*These spaces aren't just functional; they're carefully designed **to make people feel at home** and connected.*



2. COMMUNAL DINING AND SOCIAL HUBS

Dining areas in Bunkhouse Group's hotels are more than just places to eat; they're designed as social hubs. At the Carpenter Hotel, the restaurant features a large communal table that invites guests to share meals and conversations.

This setup helps break down barriers between guests, creating a social dining experience that feels welcoming and inclusive. It's not just about food; it's about creating an environment where people feel they can make connections and enjoy a sense of community.



3. CREATIVE EVENT SPACES

Bunkhouse Group turns traditional event spaces into creative, community-focused areas. The Hotel Saint Cecilia, for example, transforms its event space into a venue for local art shows, music performances, and workshops. This approach not only offers guests unique experiences but also integrates the hotel into the local cultural scene. By hosting these events, the hotel becomes a cultural hub where creativity and community come together.

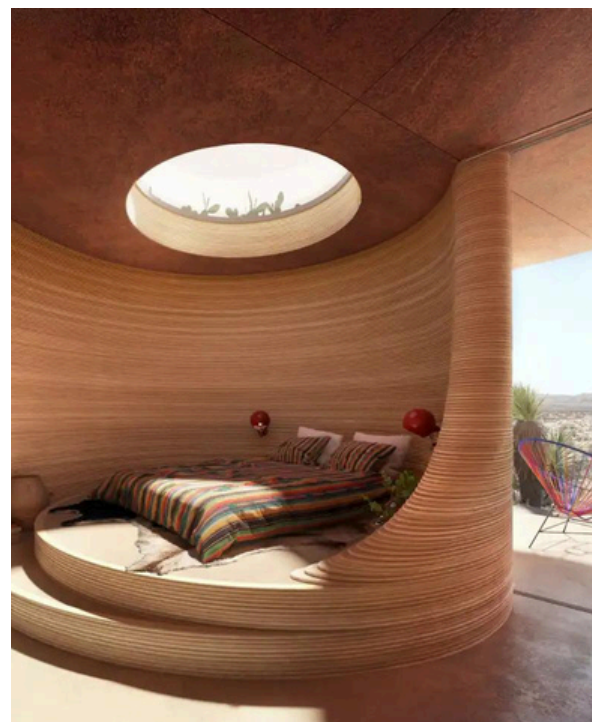


4. LOCAL INTEGRATION THROUGH DESIGN

Bunkhouse Group's design philosophy emphasizes a strong connection to the local environment. El Cosmico in Marfa, Texas, is a great example, with its design reflecting the unique character of the West Texas desert. The use of local materials and regional art helps guests feel connected to the area's distinct atmosphere. This attention to local detail not only enhances the guest experience but also strengthens the hotel's ties to its community.

Future Projections

As more hotels adopt these principles, we can expect to see a rise in designs that prioritize communal areas, flexible event spaces, and deep connections to local environments. This trend hints to a future where hotels play an active role in their communities, offering more than just a place to stay but a space where guests and locals can truly connect.



Innovative Hotel Designs

Shaping the
Future of Hospitality





The Ace Hotel

Los Angeles

The Ace Hotel in downtown Los Angeles **stands out for its mix of vintage and modern design**. Its interiors feature retro furnishings paired with contemporary art, creating a unique and exciting atmosphere. The hotel's communal spaces, including the lively lobby and rooftop bar, are designed to encourage social interaction and engagement. This combination of nostalgic elements and modern aesthetics demonstrates how blending styles can create spaces that feel both alive and welcoming.



The Line Hotel

Washington D.C.

The Line Hotel in Washington D.C. is notable for its bold design and artistic aesthetic. The hotel showcases large-scale murals and a mix of industrial and modern elements. Its public spaces, such as the lobby and dining areas, use bold colors and textures to make a strong visual impact. This approach shows how **combining art with design can create visually pleasing environments** and enhance the overall guest experience.



21c Museum Hotel in Nashville blends boutique hospitality with contemporary art. **The hotel functions as both a place to stay and an art museum, featuring temporary exhibitions throughout its spaces.** This innovative use of art within the hotel environment creates immersive experiences for guests. It highlights how incorporating art into design can transform ordinary spaces into memorable and thought-provoking settings.

Shaping the Future of Design

These examples of hotel design showcase how creativity and functionality can come together. By blending aesthetics with purpose, these designs not only enhance guest experiences but also set new standards for what's possible in hotel environments. This constantly evolving approach to design in hospitality offers valuable insights into creating spaces that are both visually interesting and practically effective.



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