

# IMPRESSION

## TAKING ON THE WORLD

INTERNSHIP  
STORIES

## MS DIDI YIP!

"BEING AN  
EDUCATOR IS ONE  
OF THE MOST  
REWARDING  
CAREERS..."

## WELLNESS TOURISM

AND KEY  
TRENDS

JULY  
2020

ISSUE 8





Mr Chia Tuck Keong  
Managing Director  
SDH Institute

## Director's Note

COVID-19. What a year this has been so far! I am proud of the efforts and resolve that school staff and students alike have shown. Things have not been and still are not easy, especially for the tourism industry and for hospitality-minded individuals, who thrive on personal contact and interaction. Still, we have adapted quickly to online systems and our students have shown great responsibility and resolve, in managing to stay engaged in their education, while also ensuring their safety and the safety of those around them.

Our mission is "to inspire and develop future leaders and professionals for the hospitality business" and in these chaotic times, I find the focus of our staff and students to be extremely heartening as I can definitely see leaders in the making!

Of course, now is not the time to simply pat ourselves on our backs and rest on our laurels. As the pandemic rages on in India and the Americas, the world is undergoing profound changes. While change is nothing new, the disruptions and rate of change brought about by this crisis are unprecedented.

The public health challenges that we face today will pass soon enough but the post COVID-19 world is likely to be quite different from the one we knew. So long as we embrace change and continuously learn and adapt ourselves, the future will still be bright for us.

When I see the continued passion and enthusiasm of those around me, I have every confidence that you will ride this wave of disruption and lead the transformation of the hospitality industry into the future, emerging as progressive and inspirational leaders, to guide and nurture others for a better new world.

# We are on LinkedIn!

LinkedIn is a must for your professional future, whether you are a student, job seeker, or an entrepreneur.

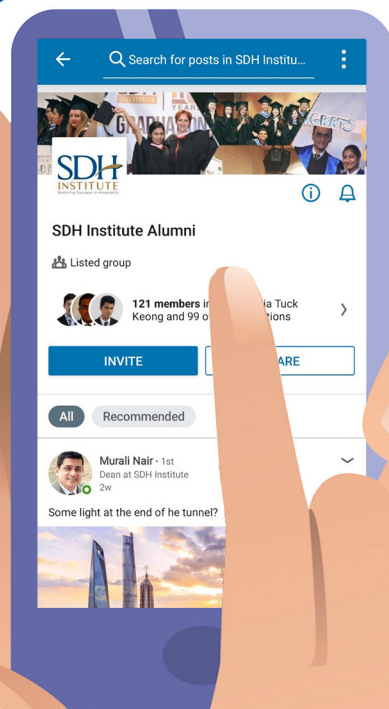
Leverage the power of LinkedIn to stay ahead of your competition and enhance your employability now.

Did you know major players in every industry are now using LinkedIn to source and view the profiles of suitable candidates? This platform also allows you to conduct research, including testimonials and reviews on your dream company.

The LinkedIn Alumni Group is our on-going effort to forge a vibrant SDH community by providing a key point of connection both between and among the school, alumni community and the industry.

This member only group will serve as the social media platform for our students and alumni to expand their professional network, as well as to keep themselves up-to-date with the latest news and developments of the industry. They can also keep apprised of the latest management best practices, professional development courses and career opportunities from our industry partners.

SCAN TO JOIN





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# In The Spotlight

## BEST RESEARCH AWARD PAPER

We are proud to announce another research award that one of our lecturers won during the recent Vatel Group Convention in June 2020 in Lyon, France. Our very own, Dr. Fred Utanes, wrote the case study paper entitled, "Marriott International vs. AccorHotels: Battling Over Cost and Margin Supremacy" analysing the financial health and financial controls of the two global hotel groups in the recent years. In the previous year, Dr. Utanes won the Technology Excellence Award for his fourth research paper in the publication, co-authored with Ms. Gredia Tokan, a Vatel Singapore graduate.

Usually the prize giving of the research awards is done during the yearly Vatel convention in any of the 40 locations around the world. Due to the COVID-19 situation, the awarding was announced online in a pre-recorded video interview of the chairman of the research committee, Mr. Henri Magne, of Vatel France.

Mr. Ong Joo Sun, an adjunct lecturer of SDH Institute, co-authored this present paper that won the Best Research Paper Award, and it is due to be published in the Cirvath Tourism Journal 2020, the research publication of the Vatel Group, due to be released off the press as well as in its ebook version within a couple of months.

Congratulations, Dr Utanes and Mr Ong!

## PROFESSIONALLY CERTIFIED IN HOTEL ANALYTICS (CHIA) - VATELIENS AS WELL!

CHIA is the only certification for hotel and tourism industry professionals focusing on analytics. This globally recognized professional credential, validates students' advanced knowledge in hotel industry analytics, including foundational metrics, definitions, formulas and methodologies. Achieving this certification means that one will have a place among the best professionals in the hotel industry and opens the doors to future career opportunities.

We would like to congratulate our students who have successfully passed their CHIA exam in 2020!

### Batch 2020, Vatel Singapore - SDH Institute:

1. Vu Ngo Bach,
2. Vu Minh Anh (Mia),
3. Vo Xuan Hao Khuyen (Karen)
4. Eaint Kay Zin (Stacey)
5. Liu Ruo Yi
6. Peng Zhong Qi
7. Sai Maung Than
8. Chan Bryan Jefferson Bautista

Vatel programme lead, Dr Fred Utanes, also got his certification renewal from the American Hotel and Lodging Education Institute (AHLEI) and 2 other collaborating American organisations, STR and ICHRIE.



From left: Vu Ngo Bach, Vu Minh Anh (Mia), Vo Xuan Hao Khuyen (Karen)



Dr Fred Utanes

Eaint Kay Zin (Stacey)



Melody, who was in our Advanced Diploma in Hospitality and Tourism Management programme, did her internship with Sofitel Singapore City Centre and recently shared with us that she has been offered a full time position with them! She is currently a Club Ambassador in the Guest Experience department.

**We understand that you have secured a full-time position! Congratulations! Can you share with us how different has it been as compared to working as an intern? Which department have you been assigned to and what are your duties?**

I had to step out from my comfort zone because I need to know not only the standards of service well, but also the rules of the hotel. As I am picking up new skills every day in the area of guest relations and club operations, I have started to realise that in order to be a successful employee in the hotel industry, one needs to be flexible, humble, and be fearless when handling problems.

Overall, my duties include providing cousu main service (I create craft magnifique moments) for the club guests and ensure that the guests' needs are met. I am also responsible for food and beverage, ensuring that all charges are accurate and in the correct guest's accounts.

After my transition from an intern, I have been trusted to go into more detailed job scope such as stock ordering. It is all about the trust between you and colleagues, as well as department managers.



**Do you have any inspiring words you would like to say to your school juniors who aspire to work as a hotelier as well?**

I have 2 groups of people I want to share with: one will be those who are currently on internship; the other will be whoever is seeking to convert into a full timer. First of all, to those who have started their internship, "Good work lads!". I know most of you will have found life a bed of thorns during the first few months. The seamless transition from student to an employee can be tough due to the high concentration you need to have during working hours. But you have to accept it, and never forget the reason why you choose to study hospitality. Keep on going and you will find your destination. Good luck and I wish you all the best!

For those who are seeking to convert into a full timer after your internship. The option is always open. If you are working for a good company, and you have gained a satisfied self-fulfillment from your job, you should go for it!

If not, give yourself some time to think over it, recognise what your value is, and reconsider your path. Wishing all seniors and juniors good luck on discovering their true passion!

# TAKING ON THE WORLD: INTERNSHIP STORIES

SDH Institute and Vatel Singapore students receive ample prospects for local and overseas internship. Many utilise this opportunity to further immerse themselves in a different environment and assimilate to new cultural experiences.



## Doan Thi Minh Tran (Mint)

Advanced Diploma in Hospitality and Tourism Management



### Dusit Thani Laguna Singapore

"I would say having interned at Dusit Thani Laguna Singapore was one of my best experiences. I worked at the driving range in the golf club and had the opportunity to manage a whole outlet by myself.

Despite feeling nervous initially, I was able to get accustomed to the operations and the POS systems under the guidance of my colleagues.

Although there were some challenges I faced during that period, I would like to show my appreciation for my colleagues and managers as they were always mentoring and supporting me.

I can safely say that having gone through my industrial attachment, I have learnt a lot more about the hospitality industry, especially in the F&B department and I also feel more confident in myself."

*Mint is currently studying for her bachelor's degree with Vatel Singapore and we are certain that with her experience and the knowledge gained from her studies, Mint will very soon be a force to be reckoned with in the industry!*



## Hazim

Diploma in Hospitality Operations

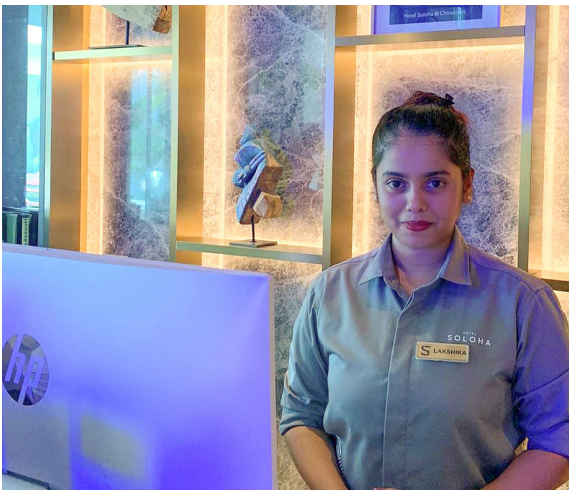


### The Ritz-Carlton, Hong Kong

"I was placed in the Executive Club Lounge, where I attended to VIP members and guests. My managers were very helpful and constructive. Despite being an overwhelming experience, learning the various guidelines, SOP's and information, I grew as a person and I know it will be worth it!"







## Lakshika

Diploma in Hospitality Operations



### Hotel Soloha Singapore

"My internship experience at Soloha Hotel was great! I was in the front desk department, and during my time there, where I picked up new skills and knowledge regarding housekeeping, arrival check-in and more! Words cannot express how happy I am with this industrial attachment opportunity. Thank you SDH Institute for giving me this chance!"



## Le Thic Ngo Han

Vatel Bachelor's Degree in International Hotel Management



### Constance Moofushi Maldives

"In my first month with Constance Moofushi Maldives, I had the opportunity to work as a project coordinator in the Engineering department for an ongoing renovation project. During the process, I picked up many new skills such as supply chain management, logistics and more! I also took part in a project organised by the hotel that allows staff to showcase their ability and teamwork. I would also like to share with my friends and classmates - "If you want something you've never had, you have to do something you've never done."



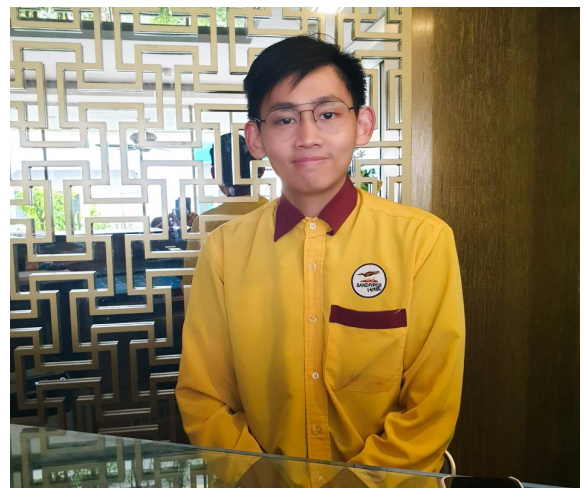
## Phan Tran My Han (Helen)

Advanced Diploma in Hospitality and Tourism Management



### Singapore Cricket Club

"I loved my internship experience at the Singapore Cricket Club! My position in F&B allowed me to interact with guests and that was an excellent opportunity to enhance my communication skills. The challenge of mastering the POS and the kind assistance of my colleagues as I did this was memorable for me. Throughout my internship, I learned that teamwork and being meticulous are the keys to success. "



## Aditya

Advanced Diploma in Hospitality and Tourism Management



### Sandpiper Hotel

Aditya was initially nervous about relating all the details of the hotel accurately to guests but has since grown greatly in confidence. Ever the levelheaded chap, he gave some inspiring advice for his juniors, "Always do your best. If you really want to work, you can learn so much, no matter what tasks you have before you!"



# WELLNESS TOURISM

Wellness tourism is clearly on the rise. Whether travellers are looking to escape for a two-week yoga and meditation retreat in the Himalayan foothills, experience a traditional Thai massage, or just find some good-quality vegan food on their trip, it's important that those in the travel and hotel industry are aware of and cater to the needs of this important segment.

The Global Wellness Institute defines wellness tourism as travel associated with the pursuit of maintaining or enhancing one's personal wellbeing. With so much unwellness embedded in today's travel, wellness tourism brings the promise of combating those negative qualities and turning travel into an opportunity to maintain and improve our holistic health.

Wellness tourists are often trendsetters. They are always on the lookout for new experiences and are very well informed about the issues that matter most to them. While wellness tourists are very diverse, this article will set out a few of the key trends in wellness tourism.





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**Cathay Pacific's The Pier  
Business Class Lounge**  
Hong Kong International Airport



### **Travel Well**

No longer is it enough to enjoy various aspects of wellness while on holiday. Now, the journey itself needs to be well-ified as well. Long-haul international flights take a lot out of you and you might find yourself arriving totally jet-lagged and exhausted.

While spas at airports are nothing new, the airport experience is getting upgraded. Just recently, Cathay Pacific opened a yoga and meditation space as part of their business-class lounge in Hong Kong. As for during the flight itself, Singapore Airlines has advanced in-flight wellness for their record-breaking Singapore to New York route, where guests face 18 hours and 45 minutes in their seat. To help deal with such a long flight, Singapore Airlines now offers special wellness meals, guided stretching, and has developed lighting to help passengers sleep better. Qantas, meanwhile, has just introduced an anti-jetlag menu to ensure you arrive ready for your new time zone.

### **Multi-Generational Wellness**

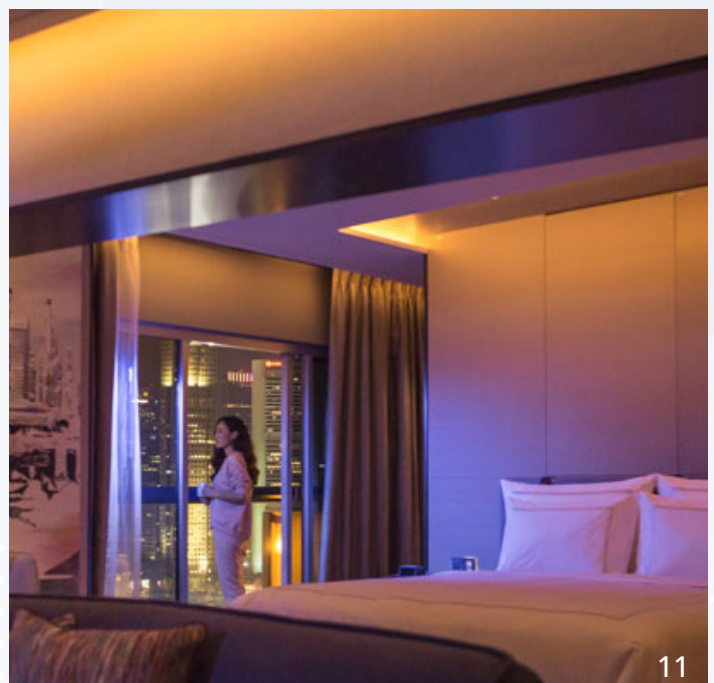
Most of the established wellness resorts and spas are adults-only places. It has often been considered that children upset the Zen-like atmosphere. This is starting to change in the latest wellness resorts and spas. Wellness is now considered a whole-family affair, as people come to understand that the early years are especially important to total lifetime wellness.

Wellness resorts are now offering kid-friendly spas with specially developed treatments. Children are also taking part in meditation and yoga and learning how to cook healthy but delicious food. There is increased evidence that a healthy brain can be maintained through a combination of a healthy diet, regular exercise, good sleep and brain-stimulating activities. Wellness resorts are starting to cater for this important market.

### **Beating the Jet Lag**

We used to pride ourselves on how hard we worked and how little sleep we got. This is now changing. Awareness of the vital importance of getting a good night's sleep is quickly spreading. A lack of sleep doesn't just make us feel tired, it has been linked to heart disease, high blood pressure, diabetes, depression and obesity. There are many things hotels can do to help guests improve the quality of their sleep. These include:

- Black-out curtains
- Better quality mattresses
- Master switches that allow complete darkness
- Circadian-rhythm-supporting lighting
- Sleep masks
- In-room meditation and bedtime story apps
- Bath salts and essential oil diffusers





## Food for Body, Mind and Soul

The consumption of food has moved from being a necessity, to eating for the experience. Hospitality and Tourism industries are adapting their offerings based on the emerging trends in the general health and wellness space.

Atmosphere plays a major part in the overall experience of any service business. An increasing number of cafes and restaurants are opting for a minimalistic approach to their shop design, as it contributes to a holistic experience where customers are able to feel relaxed and comfortable whilst dining.

With growing number of specialised dietary requirements including allergies, intolerances and specific diets such as vegan, restaurants are now providing options and opportunities for individualised meals. Hotels are increasingly offering light cuisine, with menu items that are low in salt and sugar, or in smaller portions. Consumption of alcohol has seen an unexpected drop with the increase in health-conscious lifestyles, with bars and restaurants adjusting their menus accordingly by including creative mocktails and alcohol free beverage options.





## Mental Wellness for Truly Transformative Travel

Experiential travel has been a big trend in the travel industry for the past few years. This is now transitioning to transformative travel, where travellers are hoping to return home having experienced a profound transformation in themselves. Positive mental wellness, in its many forms, is a key enabler of this.

Mental wellness has been trending for the past few years, and it is only set to continue. Smartphone apps such as Calm and Headspace have sped the growth of meditation as a mainstream activity. As interest has grown, practitioners are growing more knowledgeable and are seeking out new forms of meditation for specific outcomes.

One of the best ways in which travel can support better mental wellness is through providing travellers with opportunities to truly disconnect, really focus on being in the moment and to enjoy their surroundings. Digital detoxes encourage people to forget about Instagram for a moment and just enjoy the experience of where they are. WiFi for many is an essential hotel facility. Now, there are hotel rooms that purposefully don't have internet connections or TVs.

We are also seeing an increasing interest in nature immersion. With a growing population of people living in urban areas, people are looking to their holidays as an opportunity to recharge by getting back to nature and away from the stresses of hectic urban lifestyles.

Wellness retreats have been a key aspect of wellness travel. The traditional focus has been on yoga and meditation. However, as the wellness travel market has grown, wellness retreats are now diversifying more extensively and providing an ever-more specific niche offering. There are career-focused wellness retreats, business-focused wellness retreats, women's only wellness retreats, wellness retreats catering to issues faced by men, and wellness retreats that also combine cultural activities such as writing, pottery, music, performance and cooking.

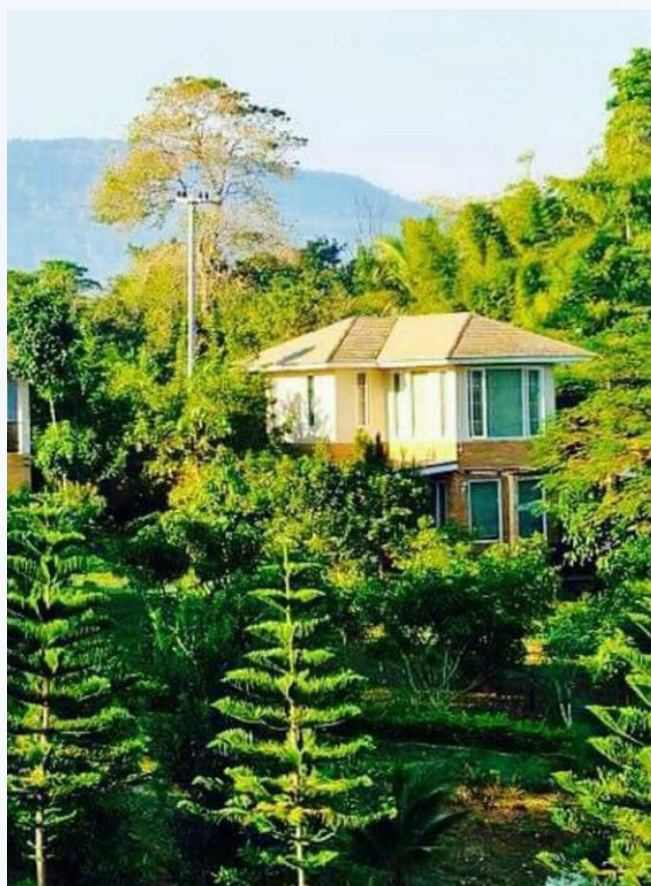
As the wellness travel market grows, variety and greater sophistication will become a constant trend. Those in the travel industry need to keep a close eye on major developments if they hope to stay ahead of the competition and meet the needs of wellness travellers.



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### **Khaoyai Nature Retreat**

Khao Yai, Thailand





**You may know her as the SDH Fashion Police, Agony Aunt or, if you're lucky, the heart and soul of the party! But what's behind this vibrant lady? What makes her tick?**

**If you've spent any time with her, these questions will surely be on your mind. Well, today you're in luck, because we have the inside scoop for you! Read on to find out more about the amazing Ms. Didi Yip!**

*Ms. Didi Yip has been a member of the Association of Rooms Division Executive (ARDE) since 2006. ARDE works with various Government bodies to promote tourism and attract young people to join the hotel industry and promote their career in the Rooms Division. ARDE also aims to enhance the knowledge and professionalism of the Rooms Division Management. The committee also organizes events throughout the year for the members, offering a wide range of opportunities to get together, networking, exchange views, sharing on industry best practices and share their experiences!*

### **Can you share with us how you started out in the hospitality industry?**

I started my journey working in Food & Beverage field as a barista at Starbucks Coffee. Being passionate about hospitality, I decided to pursue it further and the very first hotel that I joined is InterContinental Singapore as a telephone operator.

In my 18 years of hospitality industry experience, I progressed from working at the back of the house to front of the house. During my hotelier journey, I started working in the front office department as a telephone operator. Ultimately, I got the opportunity to be promoted and work in rooms division department as a front office agent, housekeeping room attendant, guest relations officer, front office supervisor, guest relations executive, duty manager and guest services manager in an executive lounge. To amplify my hospitality experience, I doubled up by taking up a position in the food & beverage department. I started as a waitress in a restaurant, hotel lobby lounge hostess and banquet operations. Over the years, I was promoted to assistant front office manager, front office manager and operations manager.

In addition, I was given the golden opportunity to work as an operations manager in a newly set up pre-opening team of a boutique hotel in Singapore. Alongside the experiences I had, it intensified the knowledge and skills of operations fundamentals in the hospitality business. I have plied this trade with several luxury hospitality groups such as InterContinental Hotel, Capella Hotel, The Fullerton Hotel, Holiday Inn Hotel and more, assuming different positions such as front office manager and hotel operations manager.

### **What influenced you to join this industry?**

The hospitality industry is one of the most dynamic careers without question. In day to day operations, your tasks vary each day and you will never get bored. Every day you will get to meet people from all walks of life, and we get to work in a multi-cultural environment.



Unlike a desk bound job, what influenced me that the job is challenging and not monotonous. That makes me look forward to coming to work. It is a job that changes all the time.

Most importantly, all hoteliers are trained to be at their best for their grooming. Whenever I am well groomed, I feel more confident in myself and it makes me perform well in my duties.

The most motivating aspect in the job scope is whenever I can anticipate the guests' needs and go the extra mile above and beyond. That makes my day!

### **As an attachment industrial executive in SDH Institute and Vatel Singapore, can you share with us what exactly is your role about?**

My day-to-day scope includes:

- Establish partnerships with local and overseas establishments in the hospitality and tourism industry
- Liaise with local and overseas hospitality and tourism establishments for placement of students
- Provide continual support to both students and industry partners through their requests and queries
- Conduct internship preparation workshops
- Attend to students' enquiries relating to internship
- Plan and organize the Hospitality Leaders Reception
- Attend networking events with industry partners

### **Do you have a leader or person that you admire the most?**

I had always admired Mr. Horst Schulze, the man who co-founded The Ritz-Carlton Hotel and Capella Hotel Group. He is such an inspiring leader and a well-known veteran in this hospitality industry. He created this culture on embracing "We are ladies and gentlemen serving the ladies and gentlemen." I remembered hearing this countless times and never really knew what it meant. Whilst working in Capella Hotel Singapore, I got the opportunity to get close to Mr. Horst Schulze and listen to his speech. His speech is alluring and inspiring.

He emphasizes on the meaning of "We are ladies and gentlemen serving the ladies and gentlemen" a reminder to all of us that we are not the servants. The motto "We are ladies and gentlemen" simply means the employees in the hotel, and "serving the ladies and gentlemen" would mean the guest whom we are serving.

(2019) With Mr Darren Ware, GM of Carlton City Hotel Singapore



(2016) Staff Recognition: Awarding the Excellent Service Award to one of my team members!



Networking session with ARDE (Association of Rooms Division Executive) members!

## What are some of the most bizarre experiences you encountered when you were still in the hospitality industry?

### 1 /

One of the bizarre experiences that I had encountered whilst working in the industry, is when I had to deal with an unreasonable guest who refused to pay for the damages in the guest room. Apparently, the guest had intentionally caused damages in the guest room and claimed that he should not be paying as he was a guest and his room rate would cover the damages in the room too. During the conversation, the guest got impatient and abusive.

Honestly, it is not easy to deal with such guests as you will still need to maintain your professionalism and uphold justice as well and by ensuring the guest does indeed pay the damages prior to departure. Due to the abusive behaviour of the guest, we had to get the authorities involved in mediating the situation. In conclusion, upon check-out, the guest apologised to me and paid for the damages incurred.

### 2 /

Another incident involved the safety and security of all the guests in the hotel. One of the guests threatened me. The choice of words was not appropriate as the guest had mentioned they would do something bad to the hotel if I did not give them the room key of their friend. Despite explaining to them the safety and security reason for not being allowed to issue room keys to anyone not registered to a particular room, the guest refused to listen and demanded the key. Hence, I had to stand firm and not give the guest the room key they requested.

I had to report immediately to the higher management on this issue. The higher management had no choice but to step in and approach him and threaten to report him to the authorities if he did not apologise to us.

### 3 /

One of the most unforgettable bizarre incidents that I encountered was an unnatural death in the guest room. It was traumatizing and eerie at the same time. Amidst all, I had to be composed and calm. During that period, there were a lot of people loitering around to obtain the juicy news about the incident.

In this profession, no one in the hotel can comment on anything whenever anyone enquires about it. Only the Marketing Communication team will be allowed to speak to the media if required. On this unnatural death incident, no one could enter the room as it was handed over to the authorities until further investigation is completed. Some of the hotel personnel were also interviewed by the authorities.

#### As a child, I wanted to be....

*a General Manager and an educator. Being an educator is one of the most rewarding careers as I would have the ability to influence, nurture and groom the new generation in a meaningful way. In addition, it gives me the opportunity to impart my skills and knowledge to the students.*

#### Describe yourself in three words!

*The self-branding that I made for myself are the 3 P's:*

*Passionate, Positive and Patient*



#### How do you keep yourself motivated?

*Every morning when I wake up from my sleep, I will look at the mirror and smile. I will remind myself that to stay positive. Regardless of any upcoming obstacles coming my way, I will tell myself that I can do it and be positive about it. Having a positive mind keeps me going and motivated.*



# SUPER FOOD FOR YOUR BRAIN

## ***Brain food to help you power through exams***

Whether you are burning the midnight oil preparing for your exam or finishing up your assignments, do you reach out to junk food and energy drinks to relieve your stress and keep you awake? Throw those chips and fizzy drinks away and opt for a healthier option!

According to nutrition experts, eating well and sticking to the right food can make a significant difference in keeping your brain at peak performance.

Here are some of the power foods we have shortlisted:



### **Dark Chocolate**

The variety of cacao has been clinically proven to increase blood flow to your brain, lower blood pressure, and boost the production of antioxidants in your body! But don't reach out for any Cadbury's bar you find in the supermarket – nutritionists recommend chocolate with over 80 percent cacao content.



### **Blueberries**

Considered one of the most powerful superfoods, blueberries can protect the brain from free radicals and enhance learning and muscle function. They are known for their high content in potassium and vitamin C, giving you that energy boost!



### **Avocado**

Packed with monounsaturated fats, this power food can increase blood flow to the brain and promote mental health.



### **Fatty Fish**

This includes salmon, fresh tuna and other fatty fish containing stress-fighting nutrients like omega-3 fats, vitamin B6 and B12.



### **Nuts**

The vitamins and zinc in almonds, pistachios, and walnuts can boost your immune system.



In order to really benefit from superfoods, we need to keep a balance and a general healthy diet with real whole fresh foods. A poor diet topped with a few superfoods will get you nowhere. A wide pallet of nutrients from different sources is important!

# Cocktail Trends:

## What to look out for in 2020

From roasted fruits to tea-infused spirits and syrups, what are the cocktail trends that will be shaking bars and restaurants in 2020?

### Alternative Acids

A cocktail's complex flavours are the result of the careful balance of sweet, salty, bitter and sour notes. Increasingly, the source of a drink's sour element has come from further afield than the humble citrus fruit.

While lemon and lime juice can add a touch of zest to cocktails, bartenders are now often looking to other sources for that acidic hit. Eco-minded bartenders have found ways to transform citrus skins into sour stocks that can add a kick, and other experts in the trade have turned to homemade creations such as vinegar-based shrubs and highly acidic yet flavourful cordials.



### A Sip of Sustainability

More and more bartenders are integrating the notion of sustainability in cocktail design. Not only will they feature fewer ingredients, but they will also have a more innovative approach by incorporating edible garnishes, using their own honey produced in on-site beehives and offering room temperature cocktails.

Sustainable cocktails, the next wave of mixed drinks that could save money, time, and resources for bartenders and restaurant managers while also—in small part—help save the planet from added waste.







### Low / Non-Alcoholic Options

You can still enjoy a cocktail without weakening your immune system with non-alcoholic cocktails that still contain the flavor profiles and even the tingle you feel from the real thing. In recent years, alcohol-free “spirits” have become more widely available, often infused with botanicals that evoke the aroma, bitterness and burn of real alcohol.

The list of non-alcoholic cocktails on the menu is increasing. Consumers are tending to imbibe less alcohol, consuming drinks with recognizable healthier and organic ingredients. Botanical infused sparkling drinks, alcohol-free spirits and fermented ingredients may lead to complex cocktails.

At local bars, it is no longer abnormal to find non-alcoholic cocktails made with the same wvcraft, precision, and care that goes into its potent sibling. Gone are the simple syrup bombs, or the cloying medley of juices that pass for a decent gateway to sobriety.

This trend has allowed bartenders to adapt and to transmute the notion of drinks at a bar into an affair where alcohol is not a must.



### Minimalism is the way

No longer will there be a complicated long index of ingredients. Instead, we will see the original classic cocktails, like margaritas, Manhattans, and such, recreated with simple, but innovative twists.

Less is more, so rather than adding herbs, cordials, fruit, bitters, and an outrageous garnish, like chocolate covered cotton candy or a glass that unveils a smoking cocktail, a lot of bars are pairing down to three-four ingredients, allowing the ingredients to speak more for themselves



# CAMPUS HAPPENINGS

## *Wine Tasting 101*

A key component of their Food and Beverage knowledge modules, our Diploma in Hospitality Operations students enjoyed an interactive guided session on wine appreciation and food pairing.

They were also introduced to the history of viticulture and wine making, which provides a foundation to understanding wine and when they work with wines in the workplace in the future, they will be confident and equipped with the knowledge in this field!



**ONLINE PAYMENT**  
*Now Available!*

Great news! Students can look forward to a more seamless payment experience. We are pleased to announce that SDH Institute has partnered with Flywire, to make the payment process as easy as possible for our international students.

We are also introducing PayNow service, where you can make PayNow transfers by scanning the PayNow QR code using your existing mobile banking applications.

With the introduction of new online payment services, students can expect faster, smoother and hassle-free transactions.



# CAMPUS HAPPENINGS

## GUEST SPEAKER: MR K S THOMAS



Earlier this year, we were honored to welcome guest speaker Mr K S Thomas to our campus! He gave our Vatel Bachelor and Master students an insight on Collective Bargaining.

Mr Thomas has had an eclectic career thus far. Having spent most of his working life in the Trade Unions both in Singapore and for an International Trade Union body, he is truly a personification of Tripartism which is a bedrock of Singapore's Industrial Relations system!

## GUEST SPEAKER: MR SUNSHINE WONG



A hospitality professional with over 28 years in sales, marketing and operational leadership roles - Mr Sunshine Wong conducted a career talk for all our soon to be graduates.

With many major international hotel companies such as Hyatt, Raffles International and InterContinental Hotels Group in his portfolio, no doubt he brought a wealth of experience to the table. It was of great benefit to our students to tap on his extensive industry knowledge!





# CHINA STUDY TOUR

In the month of January this year, students from the China Study Tour came to our campus to attend a series of comprehensive and fun activities that are designed to maximise quality learning experience.

This study tour allowed them To immerse themselves in the international tourism scene in Singapore.

Here's a recap of what went down!



Housekeeping Practical at M Hotel



Learning the ropes of napkin folding



Hotel tour at Oasia Hotel Downtown



Giving front office operations a go



Last day presentation



# Why we write and publish: Insights on the article, “Developing a Technology Framework for Singapore's Hospitality Industry”

by Dr Utanes, Godofredo Cristobal “Fred”

In May 2016, SDH Institute published its first-ever research paper written by its management and lecturers. The publication was Vatel France's CirVath – Les Chiers Internationaux du Tourisme (The International Journal of Tourism).

Almost every year thereafter till as of late, I had been inspired to continue writing articles of such nature, that is, those that could be published in international journals besides CirVath. Seasoned researchers and authors will attest that this is not an easy task especially for lecturers who have teaching responsibilities at the same time.

The challenging journey starts with an idea, then conducting empirical research, afterward writing drafts after drafts to finally report the findings following the acceptable norms and protocol in academic publication. The hardest is getting published.

“ *I had been rejected numerous times, especially by journals that have high impact factors.* ”

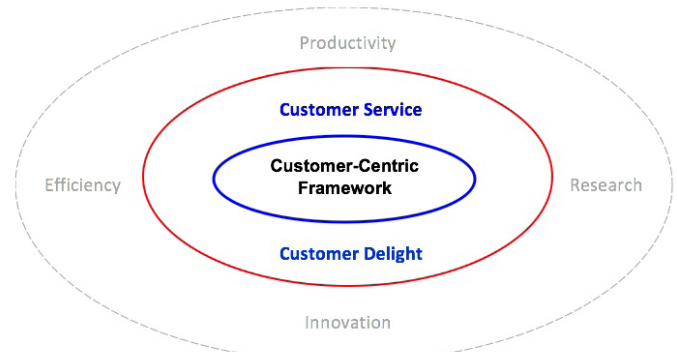
As amateur as I am in research writing for publications, I press on to learn the different facets and intricacies of this daunting undertaking. Curiosity is good motivation.

Far from my imagination was being recognised in this area of interest. I can freely say that I just enjoy doing it. I admit that I am a verbose writer. Because English is only my second language, I do have immense difficulty in communicating with it, both verbal and written.

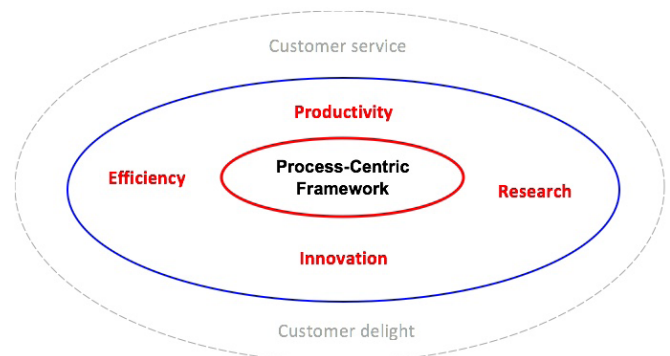
Yet, I truly love the outcome and the thought that I learn many new things so I could share with my students whenever I come back to the classroom and talk about my personal discoveries.

The significant finding of this research paper was that the customer-centric framework is the one suitable for the Singapore hospitality industry. The process-centric framework can work in tandem with the customer-oriented one, but the former could well serve the back-of-house functions in hospitality firms. (See Figures 1 and 2.)

Together with my co-authors, I firmly believe that although the main finding of our study is seemingly less than magnificent, it is a good starting point for hotels, albeit hospitality and other service industries, to adopt the right technology framework moving forward. Such outcome of researches like this however simple inspire individuals like me to do research, write and publish.



**Figure 1**  
Customer-Centric Technology Framework  
Applicable to the Hospitality Sector



**Figure 2**  
Process-Centric Technology Framework  
Primarily Applicable to the Manufacturing Sector





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