Hospitality: The Infinity Wars

Rohana 'Robi' Khalfani

SPONSORED BY
CAMPARI ACADEMY

The Infinity Stones of Hospitality

- Mind: The Vision of Hospitality

- Power: Don't be a Thanos

- Reality: Alternate Dimensions

- Soul: Do it for the Culture

- Space: It's the Ambience for Me...

- Time: The Future of Service

Mind: The Vision Of Hospitality

- What is Hospitality?

  A friendly and generous reception
  & entertainment of guests,
  visitors, or strangers.

- Types of hospitality include:

  Food & Beverage

  Travel & Tourism

  Lodging

  Recreation

Hospitality Essentials

- Welcoming
- Knowledgeable
- Efficient/Well Timed
- Flexible
- Consistent
- Communicates Efficiently
- Instills Trust
- Exceeds Expectations

Mind: The Vision of Hospitality

Vibes of Hospitality include: Southern Hospitality, Upscale Service, Mom and Pop, etc.

How do you show hospitality? What kind of hospitality vibe do you prefer?

Thru effective hospitality we in fact use 'mind control' to put our guests at ease.

'Telepathic service' aka preemptive service can shift whole experiences.

SPONSORED BY

CAMPARI ACADEMY

Power:
Don't be a Thanos

- What is Hospitality Power?

- Where does the power lie in the industry?
  - The Guest
  - The Establishment
  - The Employees
  - The Brands

Power: Don't be a Thanos

Empowerment:

Authority or power given to someone to do something; The process of becoming stronger and more confident.

- Empowering your guests is to entrust them with the parts of their experience they can control.

- Employee empowerment means turning over decision-making responsibilities and authority to front-line employees. In the **hospitality** industry, enabling your sales, service and kitchen staff to make decisions can improve morale and increase customer service in responding to problems.

Being an Avenger

"Every person on my team would bend over backward and go to the ends of the earth to make sure we deliver what the customer needs. That to me is hospitality and that to me is what Campari looks for in it's employees and that to me is our power. Sure money is "power" but it's how you use it that matters most."

- Daniel Warrilow

- Recognize your unique privilege and constantly empower someone of opposite circumstances.

- Research ways to include marginalized potential guests & employees.

Reality: Alternate Dimensions

The Ugly Reality

- The Civil Rights Act of 1964 outlawed discrimination by private business owners.

- The Negro's Traveler's Green Book was published in 1936 by Victor H. Green

- Disparities in the pay differences and hiring of women and lgbtq+

- Sexual harassment was a major discussion point in the last 5 yrs.

- Covid 19 has crumbled our industry into something that couldn't have been planned for in any way.

Creating a New Reality

- Actively and consciously looking for people that may not be represented in your establishment.

- Giving leadership roles based on leadership skills

- Using social media and contactless service to engage with guests worldwide personally and responsibly

- Covid 19 has also given an opportunity for the bartender to become the entrepreneur

- The possibilities of new branches of the industry emerging (i.e. togo service)

Soul:
Do it for the culture

We are in a place where the culture is what we are making it. The infrastructures that a lot of us came into have either been crushed by the voices of the oppressed or have died out because it just wasn't cool to be a d*ck.

Everything we are doing now will be a "golden age" to our future hospitality leaders.

"The most powerful weapon on earth is the human soul on fire"

-Ferdinand Foch

Space:
It's the Ambience for me

What kind of vibe do you want? Do you want a light, happy vibe where nothing gets too deep and the day goes by like the breeze? Do you want a deep, heavy vibe where you are learning and sensing and having space and quiet? Do you want a vibe where everything is crazy and loud and out of control?

- Pay attention to the senses of your guests and potential sensory overload

- Create your vibe and don't let others compromise it

your vibe attracts your tribe

Time:
Just a snap away

We are constantly trying to predict trends and make the most of the few hours we have during service. But sometimes we should take a step back and realize that we are apart of the history of hospitality. What we do now, how we choose to treat each other and our guests will speak to the times we live in long after we have gone. The end is only a snap away so let's be our best hospitable selves.