



جامعة اللبنانية الدولية
LEBANESE INTERNATIONAL UNIVERSITY

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Welcome to the Fifth Issue of Business Quarterly Newsletter

Student Spotlight: My Journey in Hospitality



As I proudly receive my Bachelor of Hospitality and Tourism from the Lebanese International University (LIU), I reflect on how these past years have shaped both my character and career. LIU was more than lectures—it was a transformative journey of personal growth and hands-on learning.

Beyond academic knowledge, the real-world training and practical exposure prepared me for the dynamic hospitality and tourism industry. Each course built my confidence and equipped me to face real-life challenges.

What truly made this experience special was the supportive community. Our professors were mentors who pushed us to lead with empathy and think critically, while the multicultural environment taught me the value of cultural sensitivity—vital in a global industry.

Now working in travel, I carry LIU's lessons with me daily. It gave me more than a degree—it gave me purpose, resilience, and the drive to turn my passion into a career. I'm deeply grateful for that.

Manal Malik
BHTM Student



Table of Contents

A message from the chairperson of BHTM	<u>04</u>
The Hospitality Industry: Everything You Need to Know	<u>05</u>
Boost Your Career: Essential Employability Skills for the Hospitality Industry	<u>06</u>
Hospitality and Diversity: Building Bridges on Campus	<u>11</u>
Will technology and AI take over the human assistance in the Hospitality and Tourism Industry?	<u>13</u>
Maintaining Quality While Controlling Costs in Lebanese Restaurants: A Growing Challenge	<u>16</u>
Fading Charm or Future Hope? The Battle for Lebanon's Tourism Industry	<u>19</u>
Department Highlights: Events & Activities	<u>22</u>
Students' Achievements	<u>29</u>
Industry Buzz: Trends Shaping Tomorrow's Hospitality and Tourism	<u>32</u>



A Message from the Chairperson

Hospitality is about more than service—it's about connection. It's about the way a smile at check-in can ease a long journey, or how a thoughtfully planned event can make someone feel seen and celebrated. That spirit is what defines us at the Department of Hospitality and Tourism Management at LIU. Here, we don't just teach hospitality—we live it.

Our department is built on the belief that learning should be immersive, inclusive, and deeply rooted in real-world relevance. Our students explore everything from front office operations and food service to destination marketing and tourism development. But they also learn something even more important: how to lead w

Outside the classroom, our students thrive in internships, industry visits, culinary challenges, and leadership workshops. These experiences don't just build skills—they build people. Confident, curious, and compassionate people.

As Chairperson, I've seen the strength of this community firsthand: in how our students show up for each other, in how our faculty goes the extra mile, and in how our graduates continue to make us proud, anywhere in the world.

Thus, to our students, faculty, alumni, and partners—thank you. You are the heart of this department. Together, we're not just preparing for the future of hospitality. We're shaping it—with warmth, wisdom, and a whole lot of heart.



Raneem Rahim - PhD Candidate

Chairperson, Department of Hospitality & Tourism Management



Faculty Features: Thought Leadership in Hospitality & Tourism

The Hospitality Industry: Everything You Need to Know

What Is the Hospitality Industry?

The hospitality industry is a vital segment of the service sector, encompassing four main areas:

- Food and Beverage – Restaurants, cafés, and bars
- Travel and Tourism – Transportation, travel agencies, car rentals
- Lodging – Hotels, resorts, and inns
- Recreation – Events, sports, and attractions

With over 330 million people employed globally, the hospitality industry is considered the largest global employer (Source: HospitalityNet).

How Fast Is the Industry Growing?

Between 2022 and 2032, the travel and tourism segment is projected to grow at a rate of 5.8%. This is significantly higher than the global economy's expected growth rate of 2.7% (Source: EHL Insights).

What Trends Are Driving Growth?

Several key drivers are fueling the growth of the hospitality industry:

- Affordable Airfares – Despite rising fuel costs, ancillary service charges help keep flight prices accessible.
- Technological Advancement – The use of Artificial Intelligence (AI) and the Internet of Things (IoT) has enhanced customer experience.
- The Rise of “Bleisure” – The blending of business and leisure travel. With the rise of remote work, professionals seek accommodations that combine productivity with leisure amenities.

What Challenges Does the Industry Face?

Like other sectors, hospitality faces various challenges:

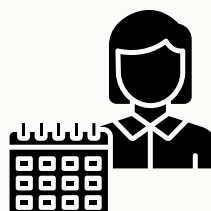
- **Talent Shortages** – Rapidly growing segments like lodging and food services struggle to recruit skilled professionals due to high demand and a lack of qualified talent.
- **Evolving Guest Expectations** – Today's guests seek memorable experiences. While this creates opportunities for differentiation, a single negative experience can significantly damage a brand's reputation.

Top Trends Transforming the Hospitality Industry

- **Sustainable and Eco-Conscious Practices** – Consumers are increasingly environmentally aware and prefer brands committed to green initiatives. Many providers are investing in renewable energy, waste reduction strategies, and locally sourced products. Guests now favor eco-friendly efforts such as reduced plastic use, energy conservation, and sustainable sourcing.
- **Well-being Experiences** – From yoga classes to nutritious meals, hotels and resorts are catering to travelers who prioritize their physical and mental wellness.
- **Personalization** – Guests are willing to pay more for customized experiences. This includes personalized service based on guest preferences, booking history, and special requests, all of which boost satisfaction and foster loyalty.

How Can Hospitality Leaders Ensure Competitiveness?

- **Focus on Talent** – Prioritize recruiting and retaining skilled professionals through seamless hiring and onboarding processes.
- **Embrace Sustainability** – Adopting eco-conscious practices resonates with today's socially aware consumers.





What Do Careers in Hospitality Look Like Tomorrow?

The industry is evolving in response to technological advancement and shifting trends. While AI is transforming service processes and enhancing operational efficiency, the hospitality sector still thrives on human connection.

AI can streamline guest services and operations, but it can never replace the human touch—the core of hospitality. This ensures a continued demand for passionate professionals in the field.

Why Study Hospitality Management?

Hospitality management is more than running hotels or resorts—it's an entryway to a dynamic, people-centered career with endless possibilities. Here's why studying hospitality management is worthwhile:

- **Global Career Opportunities** – Hospitality is a worldwide industry. A degree opens doors to exciting opportunities around the globe.
- **Diverse Career Paths** – Hospitality management offers various options including event planning, tourism, culinary arts, hotel management, and business consulting.
- **People Skills** – The field strengthens interpersonal skills and equips students to build relationships and deliver memorable experiences.
- **Impactful Work** – Hospitality enables you to make a real difference—providing a home away from home or crafting unforgettable moments for guests.
- **Cultural Exchange** – Working with international guests deepens your understanding of languages, customs, and cultures, fostering a broader worldview.
- **Global Relationships** – You'll build meaningful connections across cultures and develop communication skills that enrich your career and community impact.



Mr. Nawar El Jamal

Student advisor and instructor

Boost Your Career: Essential Employability Skills for the Hospitality Industry



This guide helps you develop the core employability skills necessary for success in the dynamic hospitality sector. It offers valuable insights into practical abilities that distinguish professionals, along with expert advice and development strategies.

New Finds This Week

This week, we explore the essential employability skills that can help you stand out in the hospitality industry. Whether you're an experienced professional or just starting out, this edition highlights the skills most sought after by top hospitality employers—and how you can build them to advance your career.

The Observer

We take a closer look at how global trends are shaping the hospitality industry and its workforce. Discover how mastering specific skills can improve guest and colleague interactions and why these capabilities are critical for delivering an outstanding guest experience.



Top Employability Skills in the Hospitality Industry

Success in hospitality requires three core competencies: interpersonal abilities, cognitive knowledge, and technical expertise.

Effective communication is essential. Hospitality professionals must be able to connect meaningfully with guests and colleagues. This includes both verbal communication and non-verbal cues such as body language, which enhance clarity and build trust.

Teamwork is another critical component. Hospitality operations rely heavily on collaboration. Strong team dynamics between diverse groups lead to better services and operational efficiency.

Customer service is at the heart of hospitality. Delivering excellent service depends on understanding guest needs and offering proactive solutions. This contributes to guest satisfaction and fosters repeat business.

Adaptability is vital, as the hospitality industry continuously evolves. Professionals must stay current with innovations, shifting guest expectations, and changing market conditions. Embracing change is key to staying competitive.

Cultural awareness is another essential skill. Since the industry serves an international clientele, respecting and understanding different cultures improves relationships and ensures that guests feel valued and appreciated.

Problem-solving is crucial, especially in high-pressure environments. Staff must respond quickly and effectively to ensure smooth operations and satisfied guests.

Finally, strong interpersonal relationships contribute to workplace unity and positive guest experiences. Building these connections within a team helps create welcoming public spaces and improves overall service delivery.



Tips for Building Employability Skills

Students aiming to thrive in hospitality should actively engage in learning and development opportunities. Participating in online courses is an effective way to gain industry-relevant skills. Hospitality management programs, customer service training, and cultural competence courses offer valuable certifications. Platforms like Coursera, edX, and LinkedIn Learning provide flexible, targeted content.

Practical experience is equally important. Internships and volunteer work allow students to apply academic knowledge in real-world settings. These experiences enhance customer service and teamwork abilities while offering exposure to complex operations.

Internships also help students build professional networks and connect with mentors who can guide their career growth. On-the-job training—through shadowing senior colleagues, attending workplace activities, or participating in team training—accelerates skill development and demonstrates initiative to potential employers. Active participation in skill-building reflects readiness for professional roles and a strong commitment to growth.

Industry Insights: Perspectives from Hospitality Leaders

Success in hospitality begins with understanding what employers value. Industry research shows that soft skills are top priorities in hiring decisions. Communication, teamwork, adaptability, and problem-solving rank highest among the desired competencies.

Multicultural awareness is also highly valued. Professionals who can create culturally responsive experiences generate stronger guest loyalty and more positive reviews, especially on public platforms.

Continuous learning is another trait employers appreciate. Individuals who consistently seek new knowledge and adapt to industry changes tend to grow faster in their careers and contribute more effectively to their organizations.



Hospitality and Diversity: Building Bridges on Campus

As Maya Angelou once said, "We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of the tapestry are equal in value no matter their color." When we speak of diversity, we place ourselves at the very heart of hospitality—where embracing different cultures becomes essential to enriching any environment.

In a world increasingly shaped by interconnectedness, university campuses stand as microcosms of our global community. These vibrant hubs of knowledge and culture are where ideas intersect, boundaries dissolve, and individuals from all walks of life unite. The integration of hospitality and diversity on campus is more than a concept—it is a powerful invitation to foster inclusion and build bridges that connect hearts and minds across differences.



The Essence of Hospitality on Campus

Hospitality on campus goes far beyond offering a welcoming environment. It represents openness, warmth, and a sincere effort to make every person feel at home. In practical terms, this means creating spaces where students, faculty, and staff feel safe to share their stories, collaborate on projects, and celebrate their identities.

Simple, intentional actions—such as greeting international students with kindness, providing accessible facilities for people with disabilities, or offering culturally responsive support—are fundamental. Hospitality nurtures a sense of belonging, which is essential for both personal growth and academic achievement. When universities embrace hospitality, they cultivate an atmosphere where every individual feels valued and empowered to contribute to campus life.



Diversity: The Strength in Differences

Diversity is the engine of innovation and creativity. It unites individuals with unique perspectives, experiences, and goals—sparking dialogue that thrives when differences are embraced. On a diverse campus, students are exposed to a wide range of worldviews that challenge their assumptions and expand their understanding of humanity.

Yet diversity should never be reduced to mere representation. It must be accompanied by true inclusion. Inclusion ensures that all voices are not only heard but respected and integrated into decision-making. When universities embed diversity into every aspect of academic and social life, they prepare students to succeed in a multicultural, interconnected world.

Hospitality Meets Diversity: Building Bridges

When hospitality and diversity intersect, they create the foundation for a truly transformative educational experience. Initiatives such as cultural exchange programs, open dialogue sessions, and inclusive celebrations encourage students to learn from one another and promote mutual respect.

Campus organizations that foster collaboration among diverse groups can break down stereotypes, eliminate social barriers, and form lasting friendships. Faculty and administrators also play a critical role by modeling inclusive values in their teaching, leadership, and policies. By embedding hospitality and diversity into curricula and daily interactions, they shape a campus culture that prioritizes empathy, cooperation, and shared growth.

As universities continue to evolve in response to global change, prioritizing hospitality and diversity is no longer optional—it is essential. These values serve as the foundation for resilience, innovation, and community-building. By nurturing inclusion and belonging, universities equip students with the emotional and intellectual tools needed to navigate complex social landscapes both during and beyond their academic journey.

Will technology and AI take over the human assistance in the Hospitality and Tourism Industry?



One of the most pressing concerns for professionals working in the hospitality and tourism sector—and for students pursuing a career in this field—is the question: “Will a time come when technology and AI truly replace hospitality staff?” To explore this question, we must begin by understanding the roles of both hospitality service providers and technology in the industry.

The Role of Human Service in Hospitality and Tourism

Hospitality and tourism service providers are individuals whose primary responsibility is to serve guests, meet their expectations, and ideally exceed them. Guest satisfaction—shaped by diverse personalities and preferences—determines whether customers return, how they share their experience, and how they ultimately judge the service.

To deliver the “wow” factor that guests remember, service providers now focus heavily on personalized experiences. From customized itineraries and room setups to sharing local insights, personalization is key to enhancing guest satisfaction and building customer loyalty.



The Role of Technology and AI

In various industries, technology and AI are revolutionizing operations by streamlining processes and supporting data-driven decision-making. The hospitality and tourism sector is no exception. According to Deloitte, "Once dependent on traditional methods of guest service and operational management, the hospitality industry is experiencing a technological revolution. Continuous advancements in Artificial Intelligence (AI) are not only reshaping but fundamentally reinventing how hotels interact with guests, streamline operations, and envision the future of travel. As we navigate this AI-driven era, the sector stands on the brink of a new age defined by innovation and efficiency." Indeed, AI and smart technologies offer a wide range of benefits. AI-powered chatbots can assist guests around the clock, mobile ordering increases convenience, and service robots can reduce staff workload and operational costs.

Is Replacing Staff a Benefit?

This leads to another important question: "How can robots replacing staff be considered a benefit?" Sanjeev Shetty, president of SDS Ventures, responds to concerns about AI displacing jobs by noting that robots relieve human workers of repetitive, tedious tasks. He explains: "The human element—the person-centered side of our business—will never disappear with the rise of robots or AI. Instead, these tools help create a happier, more efficient workplace, enabling staff to spend more time building meaningful connections with guests."

High-Tech vs. High-Touch

To better understand the future of human service in hospitality, we must explore two essential concepts: High-Tech and High-Touch. High-Tech refers to the use of advanced tools such as AI, automation, and chatbots to improve operational efficiency. High-Touch emphasizes emotional intelligence, empathy, and genuine human interaction in customer service.

Consider this: when you visit a restaurant regularly and the owner remembers your name, your preferences, and how you like your coffee—doesn't that make you feel valued? While modern technologies can streamline tasks, no digital tool can replicate the emotional impact of the human touch.

The Real Question: Will AI Replace the Human Touch? The direct answer is no.

AI cannot replace the human element in hospitality.

This industry thrives on authentic, person-to-person interaction and tailored service. While AI can accelerate support services and boost operational efficiency, it still lacks the emotional understanding and adaptive thinking that define outstanding hospitality. AI cannot detect subtle cues such as facial expressions or tone of voice. It struggles with complex emotional scenarios—areas where human staff excel using experience, empathy, and insight to meet diverse guest needs.

Conclusion: Humans Using AI, Not Replacing Them

Ultimately, the discussion should not be framed as “humans versus machines,” but rather as “humans using AI.” This integrated approach represents the future of hospitality. As Joe McKendrick, a leading voice in innovation and information technology, explains: “The more we rely on machines, the more we need humans.”

The balance between high-tech and high-touch is what truly elevates the guest experience. By blending automation with empathy, hospitality and tourism professionals can exceed expectations, foster loyalty, and lead the industry into a future where human-centered service remains at the core.



Mrs. Sarah Wehbe
Instructor

Maintaining Quality While Controlling Costs in Lebanese Restaurants: A Growing Challenge

The restaurant industry has always been dynamic, but in Lebanon, it has become increasingly complex and fragile in recent years. Known for its rich culinary heritage and diverse food culture, Lebanon's food and beverage sector serves as a cornerstone of both tourism and the broader service economy.

However, amid economic collapse, political instability, and global shifts, maintaining high quality has become both essential and exceptionally difficult. This article examines the primary factors threatening quality in the Lebanese restaurant industry and explores the implications of cost-control strategies that may jeopardize service standards.

High Competition and Market Saturation

The concentration of restaurants in urban centers such as Beirut has created a hyper-competitive environment. Operators are compelled to offer innovative menus and competitive pricing—often at the expense of profit margins. In such a saturated market, preserving food quality while remaining financially viable demands significant investment—one that is rarely recoverable in the current economic climate.

Perishability and Quality Standards

Freshness is a defining trait of Lebanese cuisine. The use of perishable ingredients such as vegetables, herbs, dairy, and meats reflects a deep commitment to quality. However, these items have short shelf lives and require proper handling, storage, and staff training—all of which increase operational costs. Cutting these expenses can compromise hygiene and taste, ultimately damaging customer trust.

Currency Instability and Import Challenges

The volatility of the Lebanese pound has significantly impacted restaurants that depend on imported goods priced in foreign currencies. Ingredient costs fluctuate sharply, making budgeting and menu pricing extremely difficult. Rising import taxes and duties have further inflated the cost of essential ingredients, pressuring business owners to substitute or downgrade product quality—often without transparency to consumers.

Low Consumer Purchasing Power

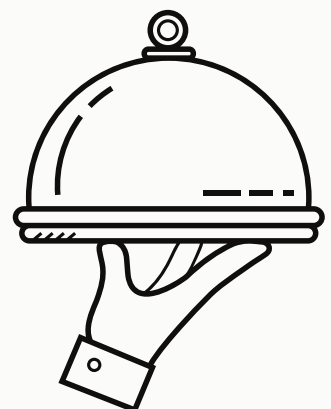
With household incomes in sharp decline, fewer customers are dining out, and those who do are more price-sensitive. Restaurants find themselves in a difficult position—unable to increase prices due to market resistance, yet facing ever-rising costs. As a result, many resort to reducing portion sizes or compromising on ingredient quality, which risks long-term customer loyalty.

Brain Drain and Staffing Gaps

Lebanon has experienced a significant exodus of skilled professionals, including chefs, kitchen staff, and hospitality managers. The loss of experienced personnel has a twofold impact: it diminishes service consistency and quality, while also requiring new investments in staff training. In a cost-constrained environment, this often leads to hiring underqualified workers, further weakening the customer experience.

Increased Rental Costs in a Post-War Economy

Following the Beirut port explosion and ongoing reconstruction efforts, rental prices for commercial spaces—especially in prime locations—have surged. These high, fixed costs consume budgets that might otherwise be allocated to quality control, staff development, or innovation. The financial burden of rent has become one of the most significant obstacles to maintaining standards.



Lack of Government Oversight

Unlike many countries, Lebanon lacks a strong regulatory framework to monitor food safety and quality. Without consistent inspections or enforcement, there is no universal accountability across the industry. This creates an uneven playing field, where restaurants investing in quality assurance are often disadvantaged compared to competitors who operate under minimal standards.

Digital Disruption and Social Media Influence

Platforms like TikTok and Instagram have amplified the visibility of small, home-based food businesses. With minimal overhead, these ventures can offer low prices and appeal directly to consumers. In contrast, larger restaurants—bound by stricter regulations and larger payrolls—are under pressure to compete, sometimes by reducing operational costs in ways that affect product consistency and service.



The Rise of Unqualified Influencers

Food bloggers and influencers play an outsized role in shaping public opinion. Unfortunately, many lack formal training in culinary arts or hospitality, yet their opinions strongly influence consumer choices. Restaurants may feel pressured to prioritize social media trends and visual appeal over genuine improvements in quality, shifting focus toward short-term popularity instead of long-term excellence.



Dr. Mohamad Fahess
Instructor

Fading Charm or Future Hope? The Battle for Lebanon's Tourism Industry

Lebanon was once known as a miraculous destination—a place where eternity met fleeting passion. Its craggy mountains, ancient ruins, and world-renowned cuisine drew travelers from all corners of the globe. This land, vibrating with the weight of history, became a magnet for tourists seeking culture, beauty, and warmth.

However, the qualities that once placed Lebanon on the global tourism map are now facing immense challenges. A dark cloud hangs over the tourism sector, cast by economic volatility, political instability, and fluctuating security conditions (Desk, 2025). This article aims to document the industry's decline while highlighting forward-looking strategies that could breathe new life into Lebanon's tourism future.



Dr. Rasha Faraj

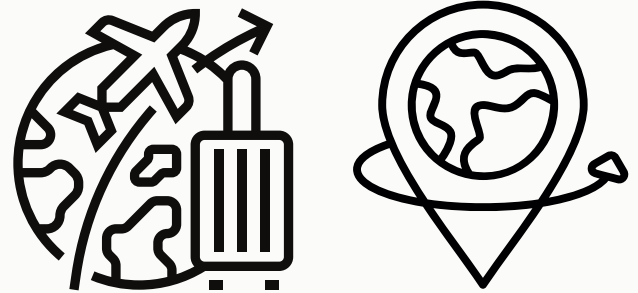
A Once-Shining Star

Historically, Lebanon's tourism sector offered a diverse and deeply enriching experience. From ancient Phoenician ports and Byzantine churches to Roman amphitheaters and vibrant souks, the country has always been a living museum. BBC travel features (2022) and National Geographic articles have long celebrated Lebanon as a destination of timeless beauty and cultural depth.

Its people—welcoming and proud—together with an energetic nightlife and diverse culinary scene, gave Lebanon a unique identity. This harmonious blend of heritage and modernity once made it one of the most desirable travel destinations in the Middle East.

The Crisis at Hand

Today, that charm is under siege.



Lebanon's deepening economic crisis, marked by severe currency devaluation and crumbling public infrastructure, has disrupted the very foundation upon which tourism once flourished (Sherqaoui, 2024). Ongoing political tension and intermittent security concerns have only exacerbated the situation.

A sharp decline in tourism occurred during the final months of 2024, largely due to war-related disruptions. According to the Ministry of Tourism and a BLOM Invest report (2025), tourist arrivals dropped by 32.13% compared to the previous year—totaling 1,131,100 visitors by December 2024. Several foreign governments issued evacuation advisories, while major airlines suspended flights to Lebanon, resulting in higher ticket prices and growing concern over seat availability. The threat of potential attacks on Beirut's airport further dampened confidence in the destination.

A Spark of Hope

Despite this bleak backdrop, there remains a spark of hope.

This summer presents a pivotal opportunity for Lebanon to welcome back millions of visitors—Lebanese expatriates, Arab tourists, and international travelers. Yet, success requires bold, coordinated action. This is not merely about reviving tourism—it is about restoring national pride, stimulating the economy, and reigniting the joy, energy, and optimism that define the Lebanese spirit.

Imagine a Lebanon where every visitor—whether returning or arriving for the first time—experiences genuine hospitality and an unforgettable journey. To make this vision a reality, the nation must implement strategic initiatives that rebuild confidence and ensure a seamless, inspiring travel experience.

Key Strategies for Revival

- **Inter-Ministry Coordination:** Align security efforts at tourist sites and transport hubs.
- **Clear Communication:** Share regular safety and travel updates to build visitor trust.
- **Transport Upgrades:** Maintain ongoing investments in roads, airports, and transit.
- **Digital Tools:** Use apps for navigation, updates, emergencies, and live support.
- **Simplified Entry:** Streamline visas and immigration via digital platforms.
- **Fast-Track Arrivals:** Create express lanes for tourists at entry points.
- **Focused Marketing:** Promote Lebanon's resilience and culture to key audiences.
- **Influencer Engagement:** Partner with bloggers and diaspora to share authentic stories.
- **Local Investment:** Support tourism ventures led by private and community actors.
- **Inclusive Tourism:** Develop community-based initiatives that protect heritage and share profits.
- **Crisis Readiness:** Adopt strong response plans with clear public communication.

Even amid decline, specialty tourism segments like eco-tourism, culinary tours, and cultural heritage visits have shown resilience. This suggests that Lebanon need not attempt to return to a past version of success. Instead, the path forward lies in a model that blends tradition with innovation—a vision of tourism that is both authentic and adaptive.



Department Highlights: Events & Activities

Open House Day: A Warm Welcome to LIU

The School of Business at LIU hosted a vibrant Open House event that attracted enthusiastic prospective students and guests. The day highlighted the department's innovative programs, student accomplishments, and promising career pathways. Through interactive presentations and one-on-one engagement, the event reinforced LIU's commitment to shaping the next generation of business and hospitality leaders. It was a memorable day filled with inspiration, connection, and forward-looking energy.



Immersed in Innovation: LIU Students Visit HORECA



Hospitality and Tourism students from LIU had the opportunity to explore cutting-edge trends and innovations at HORECA, the region's leading hospitality and foodservice exhibition. The visit offered valuable exposure to industry leaders, emerging technologies, and real-world applications—bridging the gap between academic learning and professional practice.

29TH EDITION

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Dining Etiquette in Action: Visit to Massabki Hotel

Hospitality and Tourism Management students visited Massabki Hotel in Chtoura—one of the region’s oldest and most prestigious establishments, founded in 1931—for an immersive industry experience. They received an in-depth orientation on hotel operations, including the contrast between restaurant and event service styles, and toured the guest rooms. The Housekeeping Supervisor offered valuable insights into room preparation and guest relations. Students also explored career paths in the Food & Beverage department and received hands-on guidance on service etiquette and professional table manners, enriching their understanding of industry standards and expectations.



Culinary Showdown: LIU at the UniChef Challenge

The Hospitality and Tourism Management Department at LAU hosted the UniChef Challenge on May 16, 2025, in front of the Safadi building—an exciting event that brought together students, universities, and industry professionals. Participants demonstrated their culinary talents while benefiting from hands-on mentorship and real-time feedback. The competition celebrated creativity, teamwork, and skill, emphasizing the vital link between academic training and professional growth in the hospitality industry.



Beyond the Resume: Theatrical Job Interview Workshop

As part of LIU's Job Fair, the School of Business hosted a lively professional development workshop titled "Mastering the Art of Interviews: Do's and Don'ts" on July 26, 2023, at the Block D Amphitheatre. Students were given a unique opportunity to engage in mock interviews that showcased both effective and poor interview behavior—like one student confidently shaking hands versus another nervously answering a phone mid-conversation!

A humorous yet insightful HR Q&A session delivered practical advice, including the memorable tip: "When asked where you see yourself in five years, don't say 'on a beach'—even if it's true!" Blending professionalism with entertainment, the workshop helped students build confidence, refine their skills, and prepare for the real-world job market in a way that was both useful and unforgettable.



Mastering the Mindset: The Art of Emotional Intelligence

On November 7, 2023, the School of Business at the Lebanese International University hosted a transformative workshop titled "The Art of Emotional Intelligence" at the Block D Amphitheatre. The session focused on building students' emotional awareness, self-regulation, and interpersonal skills—key traits for success in both personal and professional settings. Through practical insights and reflective activities, participants learned how to navigate emotions with confidence, empathy, and clarity.



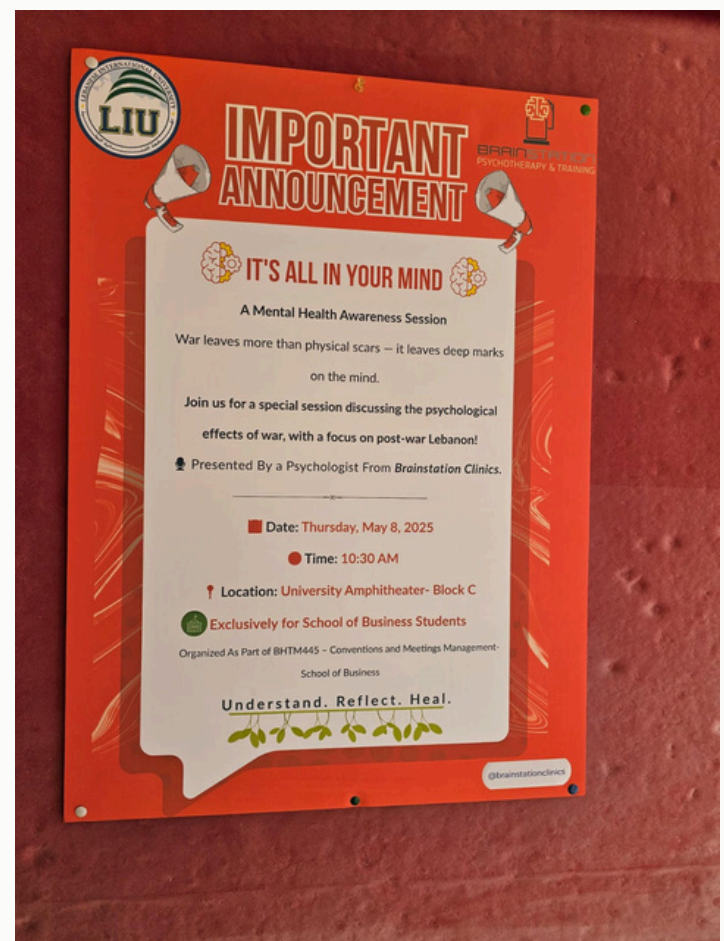


It's All in Your Mind: Healing Through Hospitality

On May 8, 2025, the School of Business at the Lebanese International University hosted a powerful Mental Health Awareness session titled “It’s All in Your Mind”. Held at the University Amphitheater – Block C and organized as part of the BHTM445 course (Conventions and Meetings Management), the event was exclusive to School of Business students.

Led by a psychologist from Brainstation Clinics, the session explored the hidden psychological wounds of war, particularly in the context of post-war Lebanon. Students reflected on how trauma affects identity, academic performance, and emotional well-being—gaining tools to understand, support, and heal themselves and others. The session emphasized that, like hospitality, healing begins with empathy, awareness, and connection.

This initiative served as a reminder that while war may leave silent scars, recovery is possible—and that the values of hospitality can play a transformative role in fostering resilience and compassion.





Students' Achievements



Tarek Naghi
Sales
Moustache



Mohamad Almasry
Admissions Specialist
Medlink Students



Makram Salahelddine
In Flight Services
Middle East Airlines

Students' Achievements



Aref Bdeir
Customer Service
Coordinator
Majid Al Futtain



Esraa Awada
English Language Full
Time Teacher
As-Siraj High School



Fatima Ahmad Medlej
Pharmacist Assistant
Pharmabella Pharmacy

Students' Achievements



Mariana Jari

Front Office and
Reservations Agent
Lancaster Eden Bay Hotel



Malak Al-Outa

Project Manager
Safe Side NGO



Bassel ElAssaad

Operations Coordinator
Ishtari Group

Industry Buzz: Trends Shaping Tomorrow's Hospitality and Tourism

The world of hospitality and tourism is evolving rapidly—and staying informed is essential for every future professional. Here's a snapshot of the most exciting global trends transforming the guest experience and redefining what it means to serve in today's dynamic industry.



Rise of Hyper-Personalized Guest Experiences

Today's guests don't just want good service—they expect experiences that feel personally tailored. From AI-powered concierge apps to smart rooms that adjust lighting, temperature, and playlists based on previous visits, personalization is the new standard. It's not just about meeting needs; it's about anticipating them.

Sustainable Travel Takes the Lead

Green is no longer a trend—it's a necessity. Travelers are actively choosing eco-friendly hotels, zero-waste restaurants, and tour operators who prioritize environmental responsibility. Brands that embed sustainability into every layer of their operations are gaining a clear edge in the global market.

Tech Meets Touch: A New Balance

Technology continues to revolutionize hospitality—from automated check-ins to robotic service. But one thing remains irreplaceable: the human touch. The most successful brands are those that combine high-tech efficiency with emotional intelligence, creating warm, seamless, and memorable guest experiences.



Regenerative Tourism Over Mass Tourism

Beyond sustainable travel lies a deeper shift: regenerative tourism. Rather than simply reducing harm, this approach aims to leave destinations better than they were before. Visitors engage more intentionally with local cultures, contributing to environmental protection and community development.

The Rise of Bleisure Travel

Work-from-anywhere culture has blurred the lines between business and leisure. Hotels are adapting with flexible spaces that support productivity during the day and relaxation by night. Whether it's a beachfront desk setup or wellness-focused business suites, the "bleisure" trend is here to stay.

Culinary Tourism as a Cultural Experience

Food has become one of the most powerful ways to explore a destination. Travelers now seek local dishes, family-run eateries, and hands-on cooking experiences. Chefs are stepping into the spotlight—not just as cooks, but as storytellers and cultural ambassadors.

What This Means for You

These trends aren't just headlines—they're the future workplaces, challenges, and opportunities waiting for today's students and graduates. Whether you're drawn to technology, sustainability, culinary arts, or event management, hospitality continues to offer space for every passion to grow.

Stay curious, stay prepared—because in this industry, change is always the next guest at the door.