

Smart Business and Hospitality in the New Normal

“Therefore, as God’s chosen people, holy, and dearly loved, clothe yourselves with compassion, kindness, humility, gentleness and patience.” **Colossians 3:12**

The guest lecture about **Digital Etiquette** is part of my enrolled course, GDL_01 “**Global Digital Literacy**” under **SEAMEO-UNESCO, SEA-MOOC**. It states that, “As teachers, it is our responsibility to now model digital etiquette to our students. Digital etiquette and the use of technology go together.”

*In every business, everyone was a beginner.
The CEO was once an employee.
The SUPERSTAR was once a nobody.
The OWNER was once a buyer.
The TEACHER was once a student.*

It makes sense that we all have to start somewhere and start small.

What I have learned about having smart business is to be:

- Positive
- Proactive
- Think big
- Persuasive
- Enter action with boldness

Hospitality in the New Normal should embrace change that entails new standards and new protocols for future tourism. It also leads to bridging the gap between old to new normal and we should engage to high-tech and high-touch.

This phrase also catches my attention: “Safe food. Safe Life.”

And lastly, what to do to make business stands out?

1. Be should be specific.
2. Find your niche.
3. Be social.

Thank you **SEAMEO Secretariat and SEA-Teacher-TVET** for this wonderful lecture series. Truly, I have learned a lot out of the 4 Thursdays that you are sharing an informative and educational resources for every netizen like me. God bless and more power.



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