



Eta Sigma Delta (ESD) ΗΣΔ International CHRIE Honor Society Alumni Spotlight Questionnaire

Alumni Name: Sienna Buntile

Hometown: Quezon City, Philippines

Graduated from University of the Philippines-Diliman in year 2023

Years in active ESD Chapter: 2021-2023

Major: Bachelor of Science in Tourism

Current location: Quezon City

Current Position: Graduate Student

Hobbies: Writing, Photography, Content Creation, Hosting, Music, and Dance

Favorite ESD Memory: Being one of the core organizing team of the first career fair of ESD in UP Diliman entitled, "All Aboard" Career Fair!

ESD > Hospitality Timeline

2021:

Eta Sigma Delta Society, *Invited as collaborator from UP Travel Society*

Junior Tourism and Hospitality Management Association of the Philippines, *Regional President*

UP Travel Society, *President*

UP Travel Society, *Editor-in-Chief of the LAKBAY Online Magazine*

UP Travel Society - Musmosyalan Charity 2021, *Core Team Head & Operations Head*

2022:

UP Diliman Asian Institute of Tourism Student Council, *Vice Chairperson*

Department of Tourism, *Office of Product and Market Development (OPMD) RD - Intern*

Eta Sigma Delta Society, *Academic Committee Member*

Junior Tourism and Hospitality Management Association of the Philippines, *Top 25 in the JTHMAP J-List Academic Competency 2022*



UP AITSC Gender Committee, *Core Team Head*

UP-AIT Core, *Core Team Head*

UP AIT Affiliates, *Core Team Head*

UP Freshie, Shiftee, and Transferee Council Electoral Board, *Chairperson*

UP AIT Week 2023 and Women's Month, *Events Head*

UP Travel Society: UP Travel Society YUGTO Webinar, *Event Host*

2023:

UP Fair 2023, *Marketing Associate*

University of the Philippines- Diliman, *Cum Laude & Best in Thesis, 1st Runner-up; Nominee for "Best Student" & "Best Student Leader"*

Eta Sigma Delta Society, *Externals Committee Member*

Eta Sigma Delta Society: "All Aboard" Career Fair, *Core Team Externals Co-head & Organizer*

Eta Sigma Delta Society: ESD Comelec Committee A.Y. 2023-2024, *Volunteer*

Junior Tourism and Hospitality Management Association of the Philippines, *Top 3 Outstanding Tourism Students of the Philippines (TOTSP)*

Operation Brotherhood Montessori Center, Inc., *Accounting & Business Management SHS Teacher*

2024:

Teaching Certificate Program, *Student*.

Juris Doctor Degree, *Graduate Student*.



Brief Biography (Sample Below)

Ma. Sienna Bernardine B. Buntile is a BS Tourism graduate from the University of the Philippines Diliman as a Cum Laude and 1st Runner Up Best Thesis Awardee. She was also nominated under the “Best Student” and “Best Student Leader” category during her graduation in 2023. She was a high achieving student with a record of consistent College Scholar or University Scholar ranking. This merits her of her membership in Eta Sigma Delta International Hospitality Management Society with 5 years of student leadership experience.

As an advocate of many things, Sienna is a dedicated learner of life expressing ideas through writing poems and organizing proactive initiatives. Her advocacies include women and LGBTQIA+ community empowerment, environmental conservation, support local, human rights, quality education, and inclusive tourism. She materializes this through her various organizations such as Eta Sigma Delta Honor Society-UP Alpha Chapter, UP Travel Society, STAND UP AIT, Rise for Education-AIT, UP Saribuhay, RICE UP Philippines, and JTHMAP.

She believes in the power of servant leadership, hence, she finished her last semester in her alma mater by serving as the UP Asian Institute of Tourism Student Council's Vice Chairperson and the Gender Committee Head. She once served her organizations with varying positions as well such as the organization's President, Co-convenor, Secretary-General, assistant Vice President on Operations and Membership Committee, LAKBAY Magazine Editor in Chief, and heads of various committees and projects close to her heart. During her undergraduate years, she actively combined academic excellence with leadership, serving as the President of the UP Travel Society, where she spearheaded projects that promoted inclusive tourism, fostered student engagement, and extended service to marginalized communities.

Beyond her involvement in student organizations, Sienna immersed herself in the professional world early on. She completed an internship with the Department of Tourism's Office of Product and Market Development with 200 hours of credited training, focusing on global aviation and international events, and contributed to the success of the UP Fair 2023 as a Marketing Associate, helping accommodate over 75,000 participants and securing major sponsorships worth 3 Million total of cash and X-deals among 60 companies and media partners. She also held leadership roles in the Junior Tourism and Hospitality Management Association of the Philippines (JTHMAP), where she was recognized among the Top 3 Outstanding Tourism Students of the Philippines and a Top 25 finalist in the JTHMAP J-List Academic Competency nationwide while she represented University of the Philippines-Diliman.



She also enjoys volunteering at charity events and advocacy-oriented causes throughout her 5 years of student leadership and beyond with her family. This include causes like the UP Fair as well as joining conferences such as UP Tourcon, PRCTH, and TIAC Tourism Congress. At last, she believes in "Salus populi suprema lex esto," which means, "the welfare of the people shall be the supreme law," and she yearns to now pursue it beyond the corners of her university-now to the streets and the greater humankind.

Sienna has always been a passionate student of life whose journey reflects her commitment to service, education, and leadership. Sienna's dedication to education found deeper expression when she became a Senior High School Teacher at Operation Brotherhood Montessori Center, where she taught courses in entrepreneurship, leadership, and applied economics. Through this role, she honed her pedagogy, cultivated a nurturing classroom environment, and guided young minds to discover their potential. Her experience in teaching inspired her to pursue further studies in education, as she now prepares to complete her academic requirements for the Licensure Examination for Teachers (LET) in 2026.

Currently, she continues her intellectual journey by pursuing a Juris Doctor degree, driven by her growing interest in Philippine jurisprudence and its intersections with education, tourism, and nation-building. This pursuit reflects her belief that lifelong learning is not confined to a single field, but rather thrives in the connections between disciplines.

Through her experiences as a teacher, advocate, and hospitality professional, Sienna has demonstrated her ability to balance service, leadership, and academic pursuit. She views every role as a platform to empower others—whether through innovative projects, inclusive community work, or fostering student growth. Her story exemplifies the values of resilience, continuous learning, and purposeful service—qualities she aspires to carry forward as she transitions into her next chapter as an educator, legal scholar, and advocate for meaningful change. Indeed, she will always be a proud product of Eta Sigma Delta International Hospitality Honors Society!

What advice can you offer for current ESD / Hospitality and Tourism Students?

If there is one thing I have learned from my own journey in hospitality, education, and beyond, it is that success in this field does not simply come from mastering technical skills—it is built on adaptability, empathy, and a heart for service. Our industry requires not only the wit but also the grit to pave our own unique path. My advice to current ESD and hospitality and tourism students is to immerse on and embrace every opportunity as both a lesson and a stepping stone. There is no one standard picture of success along our journey, hence, even a drawback is our opportunity to bounce back even stronger.



Always take full advantage of your academic years. The classroom provides you with knowledge and theory, but it is your active participation in research, projects, and discussions that will sharpen your discipline and creativity. When I was a student, my involvement in thesis work, organizational leadership, and tourism research taught me how to transform ideas into solutions that can create real impact. These academic foundations prepared me not just for exams, but eventually also for solving challenges in my own professional life when I became an educator.

Absolutely, do not limit yourself to academics alone, but rather engage with organizations, internships, volunteerism, or work in a professional capacity beyond that. I have had many experiences from working with student councils and national organizations in travel and tourism to interning at the Department of Tourism which formed my understanding of service in hospitality. Hospitality is not limited to event management or welcoming guests, it is about working with people, making connections, developing partnerships and ensuring inclusivity that enables clients and customers to enjoy their experiences. Experiences that made me confident and adaptable enough to teach, plan large events (e.g. wedding, meetings, feeding program, career fairs, music fairs), and in terms of my further education in both Education and Law.

Then, let us cultivate resilience and openness to a growth mindset. I can never forget our symbol of pineapple which signifies the warm and encompassing hospitality industry friendship. Indeed, hospitality professionals will undoubtedly face some challenges as this is a dynamic industry with unexpected hurdles. During my service years as a trainer, whether it was leading student organizations, securing sponsorship for the UP Fair, or teaching senior high school kids, I learnt that being flexible and showing emotional intelligence are as equally as important as being technically savvy. Learn to take rejection in stride and see them as opportunities to invent strategically.

Finally, remember that your trajectory doesn't have to be linear. I went from having a Tourism degree; to be a teacher; to getting ready for my Licensure Examination for Teachers (LET) and my Juris Doctor for law school. Every chapter of our lives adds richness to our identity as hospitality professionals. Give yourself the opportunity to explore new industries, become more immersed, and take service, lead, and empathy with you to wherever your path ends up.

As you become the future leaders in hospitality, live a lifestyle of lifelong learning. Be passionate about service, stay awestruck by this fascinating world, and remember that in the world of service – no matter if it is in tourism, education, or law – every small demonstration of kindness and professionalism builds on meaningful experiences. The process is always the same: serve it well with intention, lead it with character, and learn it with humility.