

Exceeding Expectations

Hansar Hotels and Resorts might be considered a new-brand hotel in Thailand, but its charming property has captivated thousands of guests, as they have experienced an unforgettable stay at the resort. **Mr. Indra Budiman, CEO of The Hansar Hotels Group**, kindly tell us the secret behind the brand's great success.

Text by Dennis Latif | Photos courtesy of Hansar Hotels and Resorts

AS CHIEF EXECUTIVE OFFICER OF THE HANSAR HOTELS GROUP, PLEASE TELL US A LITTLE BIT ABOUT YOUR DUTIES AND RESPONSIBILITIES IN YOUR CURRENT POSITION?

My focus now is on ensuring all hotels are streamlined and able to maintaining our service culture. I am currently assisting the chairman as well with the upcoming new hotels in our pipeline.

MAY YOU SHARE WITH US A LITTLE BIT ABOUT HANSAR HOTELS AND RESORTS?

Hansar Hotels and Resorts can be considered one of the new brands in the region. We entered the market back in mid-2010.

Our chairman and founder, Mr. Somboon Chayavicitlip, created the Hansar concept from his vision as a world traveller, finding that in many cities with thousands of hotel rooms, there still lacked hotels that offered what the modern-day traveler needed in terms of convenience, value, service and privacy. Although the Hansar Group itself is an investor in businesses beyond hotels, its priorities have always been focused on exceeding the expectations of its customers so that future business will be guaranteed. I still remember what he said one time: "We aim to provide our guests with an experience that will be

so memorable they return and tell their friends to do so as well." As a Thai brand, we aim to incorporate the creativity and innovation of Thai people into our hotels and promote the beauty of Thailand through our staff and the hotel's environment.

WHAT IS THE GOAL FOR HANSAR HOTELS AND RESORTS IN THE FUTURE?

Our aim is to be a successful key player in the regional market by providing a unique accommodation and service concept. Both our Chairman and I believe that we can be a leading player in the future.

WHAT ARE THE MAIN VALUES YOU USE IN DEVELOPING AND MANAGING HOTELS?

I am a "people person", therefore my main value is always my team; I always believe the success of a hotel will depend on the people working for it. No matter how beautiful the hotel is, if there is no soul, it is only an empty building. I would be the happiest man if I could train, guide, coach and provide my team with support to create strong teamwork. Together, we can operate hotels of exceptional quality and a joyful working environment and that instills pride in all of the team. However, I always believe that our single greatest asset is our people. It is each one of them, as a team, who enhances the reputation of our company as one, which, through pride, dignity and sensitivity, provides guests with enjoyable living and experiences, with a level of service that places us apart from our competitors.

A LITTLE BIT ABOUT YOU, WHAT DO YOU LOVE TO DO IN YOUR SPARE TIME?

I love to spend my free time with my family as they live in Jakarta. Good family time is always important for me as I rarely see them, if I am here in Koh Samui, most of my leisure time will be either in the office or at the hotel's organic farm.

WHAT DO YOU LOVE THE MOST IN THAILAND? AND WHICH PART OF THAILAND IS YOUR FAVORITE PLACE?

What I love the most about Thailand are the people, I have found them to be very friendly, easy to work with and very supportive. I believe this is one of the reasons why the hospitality industry in Thailand is so successful, as Thailand has the most important aspect of success:

the people. My favorite place in Thailand? I guess it is Koh Samui as it has its natural charm.

CAN YOU SHARE WITH US THE MEANING OF SUCCESS FOR YOU?

Success can be a rather abstract term and it can mean very different things to different people. It is a difficult question to answer indeed as it is not easy to define what success is. To most people, success means achieving a goal. In order to achieve a goal, a person usually has to work hard and believe in himself. Being successful at what they do can also be very motivating. People who are successful in one project tend to be more successful in others. This is because they get the feeling that their hard work pays off and that a goal is worth their time and effort. Success usually goes hand in hand with

appreciation. If someone we know succeeds at what he or she does, we will most certainly congratulate them. This will make them feel good and motivate them even further. For me, success means being the best at what I contribute to the company, to the team and the community. This means, that I always aim high every time I have new goals in order to succeed; just taking part and achieving good results is not enough. ♪

