

# Sample case study

Business



In recent years Manner tourism has grown significantly and the government has made the sector one of its priorities for poverty alleviation and national economic development. In June 2013 it unveiled its Tourism Master Plan, developed in cooperation with the Asian Development Bank. Which outlines the path forward for sustainable growth in Manner's tourism sector over the next decade.

Max Hotels Group is committed to supporting the Tourism Master Plan and plans to establish a network of hotels throughout Manner that uphold the high standards set by its first three properties.

In the coming months and years, Max Hotels Group will open five new hotels to meet the growing demand from Manner travelers and tourists. Two of these will be managed by Accord, an International hotel management company, and will help to set a new benchmark for standards in the hotels and tourism industry. IRKED After a long drive or flight, you want to arrive at a place that feels like home. In Nay Pay Taw, that place is Royal Kumara Hotel.

Our 90 spacious rooms are set on acres of well-tended gardens that are fresh and green all year round.

Conveniently located, with stylishly appointed rooms and all the facilities a business traveler expects, Royal Kumara Hotel is the smart choice for visitors to the capital city. Location Royal Kumara Hotel Is In Nay Ply TaWs first hotel zone, about 10 minutes from most government offices, the city centre and shopping options, and 30 minutes from Nay Ply Taw International Airport.

Room Types The hotel features 90 rooms, including 48 Superior Rooms, 4

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Junior Suites, a Suite Room, 30 Superior Villas, 4 Suite Villas, 2 Executive Villas and a Presidential Villa.

From a majestic four bedroom presidential suite, to the modern and coos superior rooms, Manner’s famed teak has been employed liberally to give the rooms a distinctive local flavor and classic look.

**In-room facilities** All rooms as Royal Kumara Hotel feature private bathrooms with hot water, satellite television, air conditioning , a mini bar, free wireless internet access, in-room safe, DID telephone, hair dryer, tea and coffee-making facilities and picturesque outdoor terrace.

**Hotel Facilities** Royal Kumara Hotel offers an unrivalled range of additional facilities, Including a tennis court, fully equipped gym, swimming pool and Allowed Spa. There’s also Internet access, 24-hour reception and room service and babysitting, laundry, airport transfer, limousine hire, money exchange and valet services. Bar : Restaurant I en cents at Lotus Restaurant offer a range AT Luscious scenes Trot local to Salsa to international food. Try Manner dishes or feast on your other favorite Asian cuisines, such as Chinese or Thai.

Dine in the restaurant proper in a relaxed and pleasant environment or in the privacy of your own villa and after dinner adjourn to the bar for some drinks.

**Other Facilities** Royal Kumara boasts impressive meeting and conference facilities, including a 2400-square-foot conference hall for up to 120 people and a 600-square foot seminar room that can hold up to 30 people. The new 34500-square foot Royal Kumara Grand Ballroom that can hold up to 700 people will be ready in the third quarter of 2013.

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HOTEL MAX Set beside the azure waters of the Bay of Bengal at one of Manner's premier beach destinations, Hotel Max Changing That Beach offers the ideal getaway for everyone from families to honeymooning couples or business delegations. With a total of 70 modern and well-appointed rooms, our beachfront hotel can cater to your every need. Location The hotel is located at Changing That Beach, a four-hour, 149-mile drive west of Yang on the Bay of Bengal near the regional capital Pattern.

Whether you're keen to explore nearby Changing That Village, try the fresh local seafood, spend time with friends and family or relax on the beach, Changing That, with pleasant and calm water all year round and a wonderful tropical climate, is the perfect destination for your next holiday. Room Types Rooms at Hotel Max Changing That beach cater to all budgets, from standard rooms with garden view to executive villas featuring two bedrooms, a living room, kitchenette and terrace offering panoramic beach views.

In-Room Facilities All rooms at Hotel Max Changing That feature private bathrooms with hot water, air indignation, satellite television, DID telephone, hair dryer, mini bar, tea and coffee- making facilities and picture square outdoor terrace. All villas feature bathtubs, while the suite and executive villas also boast a separate living room area. Hotel Facilities Fancy a therapeutic massage at our spa? How about a private karaoke room for fun with friends? Maybe a game of tennis if you're feeling active? Hotel Max Changing That Beach features a range of facilities to keep everyone occupied during their stay.

Other facilities include a beauty salon, internet access, souvenir shop, freshwater swimming pool, mini golf course, mountain bikes, billiards, and snooker, 24-hour reception, room service, babysitting, and laundry and valet services.

**Bar & Restaurant** The well-trained chefs at our Coral Restaurant cater to all taste buds, offering a variety of delicious dishes from local to international food. Try the fresh local barbecued seafood or feast on your favorite Asian cuisines, whether it's Manner, Chinese or Thai. Dine in the restaurant proper or out beside the swimming pool for an extra wonderful experience.

Afterwards, relax in our bar and lounge area. **Other Facilities** Hotel Max Changing That is equipped with the meeting facilities to cater to business groups, including an outdoor meeting area that can cater for up to 150 people and an indoor seminar room for up to 40 people. Hotel Areaway Hotel Arrayed is located in Nay Pay Taw, the capital of Manner.

It is a 25- kilometers drive from city centre, and is inside the scenic National Landmark Garden. Proudly designed to represent the best of the famous delta area, it features 19 rooms and three restaurants serving ethnic and international flavors.

The wonderful garden atmosphere is perfect for families looking for a break from the hustle and bustle of the city or couples enjoying a private, secluded honeymoon. The wide, open gardens are sure to capture your imagination and promise a relaxing stay with us. Location National Landmark Garden is just a short 45-minute drive from the centre of Nay Pay Taw and is located close to the Zoological Garden and old Yang-Mandalay Highway. Hotel <https://assignbuster.com/sample-case-study/>

Arrayed is in the section of National Landmark Garden dedicated to Arrayed Region.

We recommend guests have a car so they can explore the wonderful gardens and scenery.

**Room Types** Our 19 rooms consist of an Arrayed Suite Villa, nine Deluxe rooms (first floor) and nine Deluxe rooms (ground floor). The Arrayed Suite Villa is a two-storey villa ideal for the family. **In Room Facilities** All rooms at Hotel Arrayed feature private bathrooms with hot water, satellite television, air conditioning, a mini bar, DID telephone, hair dryer, tea and coffee-making facilities and picturesque outdoor terrace. Manner's famed teak has been employed liberally to give the rooms a distinctive local flavor and classic look.

**Hotel** The high-quality facilities don't end at our rooms: Hotel Arrayed also offers a impressive beauty spa, Allowed spa, including traditional massage and a beauty spa, private karaoke rooms, internet access, 24-hour reception, room service, baby sitting, laundry and valet services.

**Restaurants** Hotel Arrayed boasts three small restaurants – Arrayed, Spaniard and Pattern – offering complete array of local and international cuisine in a relaxed and pleasant environment. The nearby bar and lounge are the perfect places to wind down at the end of a long day.

**Other Facilities** The recreational park in National Landmark Garden promises plenty of fun for guests. Our own garden area compound includes a super

swing, floating ballet roundabout and thrilling bumper cars. There are also other exciting activities to discover in the National Landmark Gardens.

New projects Max Hotel Group is embarking on a period of rapid expansion that is set to add five new properties to its suite of luxury and business properties and continue its tradition for sleek design and high-class execution.

At the internationally renowned destinations of Nile Lake, Inguinal Beach and News Sauna Beach, Max Hotels Group will add self-managed Hotel Max properties. In Yang and Nonpaying it is evolving Novel Yang Max and Meagerly Max with global hotel chain Accord, which boasts almost 440, 000 rooms across 3, 436 hotels globally. Hotel Max (Nile) With its leg-rowing fishermen, floating villages and spectacular views of the Shank mountains, Nile Lake is quickly becoming one of the hottest destinations in Southeast Asia.

Hotel Max (Nile) will boast 77 rooms, including floating villas, hillside villas and president villas, as well as a most AT toner top-class Tactless.

Guests will De addle to wake up beside the lake's blue waters and explore its furthest corners by long-tail oats that depart from the foot of their villa. Hotel Max (Inguinal Beach) Inguinal Beach is one of the region's best-kept secrets but word is slowly getting out about its calm, azure waters and lovely white sand.

Set right on the fringe of the pristine beach amid the coconut trees, Hotel Max (Inguinal Beach) will feature 76 rooms, including standard rooms, villas

and presidential suites. The hotel's restaurant will offer a tantalizing array of local seafood, as well as Western and Asian favorites, to enjoy as the sun sets over the Bay of Bengal. Hotel Max (News Sauna Beach) Set on the Bay of Bengal, News Sauna Beach is already renowned among both Manner travelers and tourists for its clear water and clean sand, while its proximity to Yang only adds to the attraction.

Hotel Max (News Sauna Beach) is set to raise the standard at this popular destination with high-class accommodation right on the waterfront.

As well as a fine dining restaurant, Hotel Max (News Sauna Beach) will also boast a swimming pool and other resort facilities. Novel Yang Max This four-star property on Yang's prestigious Pay Road is set to redefine style in Manner's former capital. Designed by international firm IDA, Novel Yang Max will be managed by Accord under a 10-year agreement and will feature 366 rooms, including standard rooms, Junior suites, executive suites, a presidential suite and penthouse.

The retail areas of the lobby and third floor are sure to both satisfy guests and lure customers, while three restaurants, a cafe© and wine bar will help to meet all food and dining needs. A 600-person ballroom and two function rooms will cater to larger events, while guests will also be able to relax at the swimming pool, gym and spa. Novel Yang Max is scheduled to open in November 2013.

M Gallery Max Another property that will benefit from Accord's international management expertise is Meagerly Max, Max Hotel Group's third hotel in the capital.

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This five-star hotel takes luxury in Nay Pay Taw to a new level and will make use of the natural space by positioning the 167 rooms across 112 acres. As well as standard rooms, suites and presidential suites, Meagerly Max will also feature an all-day dining restaurant, a wine bar and cigar bar. Those looking to keep fit will enjoy the gym, spa and swimming pool, while the meeting rooms will make Meagerly Max the perfect choice for corporate clients. Meagerly Max is scheduled to open in November 2013.

Nay Ply Taw attracted a surge in foreign visitors when it hosted the World Economic Forum in June and is likely to attract even more visitors when it hosts the Southeast Asia Games in December.

Foreign arrivals in Manner reached one million for the TLS time Len U Ana ten tourism Ministry Is expected to continue Its gar town as ten international community takes more notice of the previously isolated country. A study in June by the Norwegian Government and Asian Development Bank predicted that Manner could attract 7 million foreign tourists by 2020.