

CHAPTER 2

GENERAL REVIEW

2.1. Hotel Definition and History

The term "hotel" refers to a type of business that offers food, drinks, and other amenities as part of its commercially managed lodging services. As stated in SK Menparpostel No. KM 34/NK.103/MPPT 87, "a hotel is a type of accommodation that employs part or all of the building area to provide sleeping, eating, drinking, and other services for the public that are operated commercially."

2.1.1. Jin Jiang, History of a Hospitality Passion



Picture 1. Jin Jiang International

Jin Jiang is a national brand that has roots in China. This company has been standing for 80 years since it was first founded. Jin Jiang International's three core businesses are hotel management and investment, tourist services, and transport and logistics. It holds directly or indirectly four listed corporations: 'Jin Jiang Capital', 'Jin Jiang Hotels', 'Jin Jiang Investment', and 'Jin Jiang Travel'.

Jin Jiang International's strategic vision is to establish and expand its global presence with its deep footprints in China. It acquired Louvre Hotels Group, Plateno Group, Vienna Hotels Group, and Radisson Hotels and Resorts, respectively, and invested in Accor Hotels and Resorts strategically. Jin Jiang International invests in and operates more than 10,000 hotels and resorts with over 1 million rooms in 120 countries and regions. Jin Jiang International has more than 150 million members in its award-winning customer loyalty program. It was ranked 1st in Asia and 2nd among all hotel giants by 'Hotels' magazine in 2020.

Jin Jiang International boasts over 40 brands in its portfolio, from luxury to mid-level to innovative brands, including J.Yan Garden, Jin Jiang, Kunlun, Radisson Blu, Golden Tulip, Metropolo, Campanile, Kyriad, Premiere, Classe, Lavande, Vienna International. 'Jin Jiang Travel' is one of the key tour operators in China; 'Jin Jiang Logistics' is a leading provider of transport and logistic services with 10,000 limousines, coaches, taxis, and refrigerator-freezer transportation vehicles. With 90% revenue contribution, three main businesses from preliminary tour service chain with its core in hotels.

In order to maintain their originality, integrate back-office operations, and optimize synergies for shared growth, Jin Jiang International tried to build up a 'one center and three platforms': Jin Jiang Hotels Global Innovation center; WeHotel Global Tour Shared platform; Global Procurement Shared Platform; and Global Hotel Finance Shared Platform. It carries forward the integration of global hotel resources with its world-class

benchmarks and makes an effort to develop a world-renowned hotel management company.

2.1.2. Louvre Group



Picture 2. Louvre Hotels Logo

Groupe de Louvre is a French company centered in Village 5, La Defense, France. Initially, Groupe de Louvre was an American investment-owned company called Starwood Capital Group, a company headquartered in Miami Beach, Florida. It was managed by Barry Sternlicht and Robert Faith in 1991, but in 1993, Faith left Starwood. Faith left after he purchased Societe de Louvre in December 2005. The Hotel du Louvre, which was later known as the Grand Hotel du Louvre, was founded in 1855 as the first luxury hotel in France and is located in the building known as the Louvre des Antiquaries. With 700 rooms and 1,250 staff at the time, the Hotel du Louvre was recognized on a par with other luxury hotels in New York and Switzerland. The Grand Hotel du Louvre, developed together with the operating Les Galeries du Louvre, and Grands Magasins du Louvre, became a department store in 1887 and still stands today.

In 2009, Louvre Group expanded their variety of hotel brands along with the purchase of the Golden Tulip Hospitality Group by Starwood Capital Group, America. With this purchase, the number of Louvre Group hotel brands has increased to 6, namely Premiere Classe (1-star hotel),

Campnile (2–3-star hotel), Kyriad & Kyriad Prestige (2–3-star hotel), Tulip Inn (3-star hotel), Golden Tulip (4-star hotel), and Royal Tulip (5-star hotel).

In 2015, Groupe du Louvre and Louvre Hotels Group were sold to Shanghai Jin Jiang Hotels Development Co., Ltd. by Starwood Capital Group, America. Simultaneously with the purchase of Groupe du Louvre, in the same year, Jin Jiang International Hotels Development Co.,Ltd. acquired Keystone Lodging Holding, the company that owns Plateno Hotels Group, 7 Days Inn, and ZMAX. Jin Jiang International Co., Ltd. is a subsidiary of Shanghai Jinjiang International Hotels Company Limited. Jin Jiang International Co.,Ltd. is a Chinese state-owned tourism and hospitality company based in Shanghai. The group operates Jin Jiang Hotel Shanghai, Peace Hotel, Park Hotel, Metropole Hotel, Jin Jiang Inn, Bestay Hotel Express, and Maghotel.

The Louvre Group contributes significantly to the development of the hospitality industry as a member of the global Jin Jiang Corporation. Louvre Group is a group positioned among the world’s no. 5th and now aiming for the top 3. Piere-Frédéric Roulot is the current CEO of the Louvre Group. The following is a summary of how the Louvre Group was founded:



Picture 3. Louvre History

2.1.3. Louvre Brands

Louvre Hotels Group is owned by a unit of Starwood Capital Group, an American investment company. It bought the hotel chain from Société du Louvre in 2005. The Louvre Hotel Group ranges from 1 to 5 stars with the historical brands of Louvre Hotels Group: Royal Tulip, Golden Tulip, Campanile, Kyriad, Kyriad Direct, Tulip Inn, and Première Classe; the five brands of the Sarovar network in India; the Hôtels & Préférence Group, as well as the TemptingPlaces brand. However, they (Louvre Brands) have one thing in common: a determination to be innovative and a challenger mindset. The group also has a distribution agreement with the Barrière group.



Picture 4. Louvre Brands

a. Golden Tulip



Picture 5. Golden Tulip Logo

The Golden Tulip Hotel chain was established in the 1960's, with their first properties having first opened in the Netherlands. Then, along with constant development, it expanded across the globe, while always remaining attentive to the changing needs, demands, and expectation of its client. As a part of the Louvre Hotels Group, this brand is present in more than 170 high-class hotels in 41 countries. Each establishment is designed to meet quality standards while embodying the personality of its manager and embracing the local culture in its surroundings. The Golden Tulip hotels provide a playful viewpoint on life, work, and travel. Aligned with business travelers' behaviors, Golden Tulip Hotels encourage guests to mix work and play. This strategy allows them to have a unique and playful experience.

Golden Tulip through the ages:

- 2015
Golden Tulip is owned by Jin Jiang International
- 2009
Golden Tulip is acquired by Starwood Capital Group, and a strategic alliance is signed with Louvre Hotels
- 2006
Golden Tulip introduces Royal Tulip Luxury Hotels, its 5-star brand
- 1993
Golden Tulip introduces Tulip Inn, its midscale brand
- 1975
Joint venture with KLM Royal Dutch Airlines
- 1962

Creation of Golden Tulip in the Netherlands

b. Campanile



Picture 6. Campanile Logo

Campanile Hotel & Restaurant is a family business that was created in France in 1976. This company has a suburban hotel-restaurant concept where travelers can really feel at home. The identity of this brand is its sincerity and cordial hospitality in each branch in 13 countries across the world. It is currently bracing for another global expansion by strengthening its presence in Europe and China and starting to enter the markets in Africa, the Middle East, India, South East Asia, and Australia. Campanile Hotel & Restaurant is currently undergoing a transformation by constructing the newest facility in those countries with facilities build according to the most recent trend.

- Campanile Birmingham: in the vanguard of change

Campanile began its expansion to the far side of the English Channel in 1986. The first Campanile hotel that opened in Great Britain was in the South East of England, at Basildon. Today, there are 17 Campanile facilities that operate in the United Kingdom. One of them is Campanile Birmingham, which was opened in 1999. The hotel has

made a profit of 2.5 million euros on its 20th anniversary. The Birmingham facility has now been transformed into a hotel that expresses traditional England values in modern setting. All British Campanile hotels are also scheduled to undergo similar changes in the following years.

- **Campanile Eindhoven: a classic**

The first Campanile hotel that opened in the Netherlands. It was established in 1989 in Eindhoven. It was built based on the original idea of the brand, a hotel-restaurant with the characteristic of a sloping roof and exterior corridors. It has gained recognition by both local food merchants and guests that are visiting dynamically for business purposes. The hotel underwent a total renovation in 2019. Campanile Eindhoven continues to serve as a hotel with a classic Campanile concept and remains friendly to guests from all over the world.

- **Campanile Barcelona: An Olympic innovation**

Campanile first extended its branch to Spain in 1992 during Barcelona's XXV Summer Olympics. A well-connected area in the north of the city where the Olympics took place, Barberà del Vallès, was chosen to be the location for the first hotel. The traditional concept of Campanile is depicted in the architecture of 210 hotel rooms with traditional Spanish culture.

- **Campanile Katowice: a new edition of a 90s hit**

The landscape of Katowice, Poland was first dominated by the buildings of communist society. The moment Campanile expanded its branch there, the situation changed. The first Campanile facility in Poland used the concept of Three Ponds Valley, which later became popular. The fascination with the West went hand in hand with the local color, thanks to the hotel's restaurant, famous for its delicious cuisine. The hotel is still a monument to the somewhat crazy times of the Polish transformation, but it does not thrive on former glory alone. In recent years, the facility has undergone a great transformation of its own, and today it offers a stay at a 21st century standard with a pinch of 90s nostalgia.

- Campanile Vienna South: in a modern garden city

The first Campanile hotel was built in Austria in the residential area of Wienerberg. It was designed with the Biotope City concept—a harmonious city that lives alongside nature. Austria's Campanile Hotel was also a part of Coca-Cola's revitalization project that aims to build an environmentally friendly and self-sufficient district. The hotel was supported with by an urban jungle. The showpiece of the investment of the hotel there is The Brick, a building whose name and exteriors bring back the memories of an old brickyard that was once located at Wienerberg. It is within The Brick's climate-neutral walls that the new Campanile Vienna South hotel hosts its guests.

- About Campanile

The Campanile hotel-restaurants were founded in 1976 based on the values of conviviality and authenticity. Today, Campanile has 380 hotels worldwide and is the 4th largest restaurant network in France. The brand has opened ten hotels in China over the past few years and launched development in the Middle East in 2018. The Campanile concept is exported around the globe, with over 350 projects in the pipeline.

c. Kyriad Hotel



Picture 7. Kyriad Logo

Kyriad Hotel is one of the six hotel brands under the management of Louvre Hotels Group. Kyriad Hotels started in 2000 and now consists of 242 hotels in France. It has also extended its branch across four other countries, namely Andorra, Indonesia, The United States, and China. Kyriad's second largest market is in Indonesia because it is home to over 17,500 tropical islands, which makes it a perfect location for a hotel. Currently, there are already 14 Kyriad facilities in Indonesia. The other hotel outside France is in Southern Europe, in Andorra—the Kyriad Andorra Hotel. The hotel, with 169 rooms, is located in the central district of the city where it is surrounded by popular attractions such as Avenue

Carlemany, a shopping mall, Caldea Spa Resort, and ski resorts: La Massana, Grandyalira, and Funicamp.

All Kyriad's hotels, are non-smoking hotels ranging from two-star to four-star hotel. Each of Kyriad's hotels has various designs to cultivate their identity. It comes alongside standard features of a hotel, including air-conditioned rooms, Wi-Fi, deposit box, foam pillows, flat-screen television, breakfast, bar, and restaurants. Kyriad's hotels also serve an all-you-can-eat buffet for breakfast starting from 6:30 to 9:30 in the morning.

d. Premiere Classe



Picture 8. Premiere Classe Logo

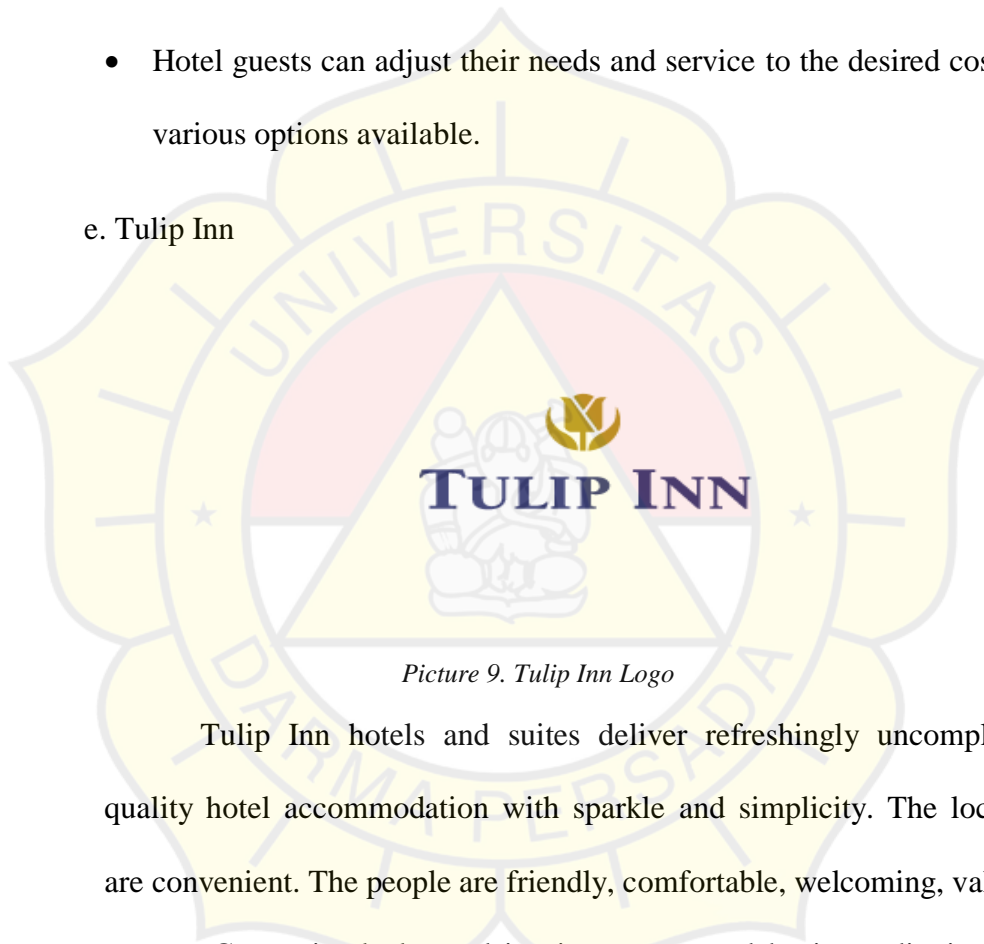
Première Classe is a chain of French low-cost hotels belonging to the Louvre Hotels Group, an entity that is part of the Louvre group and specializes in the hotel industry. The Première Classe brand was created in 1989 and today has 261 hotels in 6 European countries.

Facilities:

- Rooms with private bathroom facilities, desks, and flat-screen televisions: Premiere Classe claims not to limit the number of room guests with facilities and prices that are also unchanged.
- All-You-Can-Eat-Breakfast: Guests are welcomed with premium-quality snacks and breakfast daily.

- Free unlimited WiFi, automatic check-in kiosk, private parking: the comfort and desire of guests is a special satisfaction for Premiere Classe Hotel. It aims to reduce the waste of time and energy and increase customer satisfaction.
- Reading light, USB socket, optimized storage, extra space, laundry and snacks.
- Hotel guests can adjust their needs and service to the desired cost with various options available.

e. Tulip Inn



Picture 9. Tulip Inn Logo

Tulip Inn hotels and suites deliver refreshingly uncomplicated quality hotel accommodation with sparkle and simplicity. The locations are convenient. The people are friendly, comfortable, welcoming, value for money. Conveniently located in city centers and business districts, they focus on providing the essence of a great stay: unfussy, friendly and functional hotel accommodation where the customer can recharge and relax. At last, experiencing quality accommodation is delightfully simple.

Tulip Inn Facilities:

No.	Facilities	Available
1.	Internet	<ul style="list-style-type: none"> • Available in all rooms: Free Wi-Fi • Available in some public areas: Free Wi-Fi
2.	Parking and transportation	<ul style="list-style-type: none"> • Free self-parking on site • Free valet parking on site • Wheelchair-accessible parking available • Height restrictions apply for onsite parking • 24-hour roundtrip airport shuttle (surcharge) • Airport shuttle on request • Limo/town car service
3.	Food and drink	<ul style="list-style-type: none"> • Buffet breakfast available for a fee daily 5:30 AM–10 AM: SAR 25 per person • 2 restaurants and 1 coffee shop/cafe • 1 bar • 24-hour room service • Coffee/tea in common area(s)
4.	Things to do	<ul style="list-style-type: none"> • Arcade/game room • Fitness center • Full-service spa • Indoor pool • Sauna • Seasonal outdoor pool • Shopping • Spa tub • Steam room
5.	Family friendly	<ul style="list-style-type: none"> • Arcade/game room • Indoor pool • Laundry facilities • Seasonal outdoor pool • Snack bar/deli • Soundproofed rooms

6.	Conveniences	<ul style="list-style-type: none"> • ATM/banking services • Elevator • Free newspapers in lobby • Front-desk safe • Gift shop/newsstand
7.	Guest services	<ul style="list-style-type: none"> • 24-hour front desk • Concierge services • Daily housekeeping • Dry cleaning service • Hair salon • Laundry facilities • Luggage storage • Multilingual staff • Porter/bellhop • Tour/ticket assistance
8.	Business services	<ul style="list-style-type: none"> • Business center • Meeting room
9.	Spa	<ul style="list-style-type: none"> • Massages • Spa open daily • Turkish bath/hammam • Accessibility • If you have requests for specific accessibility needs, please contact the property using the information on the reservation confirmation received after booking. • Accessible bathroom (select rooms) • Assistive listening devices available • Braille signage • In-room accessibility (select rooms) • Roll-in shower (select rooms) • Wheelchair-accessible parking • Wheelchair-accessible path of travel
10.	More	<ul style="list-style-type: none"> • Designated smoking areas • TV in lobby

Table 3. Tulip Inn Facilities

2.1.4. Logo: Design concept



Picture 10. Jin Jiang Logo

Jin Jiang International's logo is inspired by Chinese calligraphy that is interpreted as the aspiration for cultural exchange between Western and Eastern cultures. The letter C in the logo refers to "China". The swirling oval shape means enormous space and power. The letter J refers to "Jin Jiang" itself. The letter J inserted in the letter C implies that the Jin Jiang team is committed to creating better lives and experiences for both guests and clients. The blue color in the symbol is chosen to symbolize wisdom, innovation, elegance, aspiration, and constant growth and excellence.

2.1.5. Corporate Culture

1. Unified

Mutual trust, employees support and help with a share vision and strategy of the corporation

2. Pragmatic

Persistence, strong will and determination, effective communication, perseverance, "Can-do" attitude

3. Innovative

Think out of the box, willing to try and find innovative solutions, innovation for performance enhancement and excellence.

4. Empathetic

People-first. Care for the guests, clients, employees, shareholders and all other relevant stakeholders.

5. Self-disciplined

Integrity and self-discipline, respect laws and regulations.

2.1.6. Hotel Innovation

The spirit of innovation is a part of the Royal Tulip Inn. The brand expresses its desire to move forward innovatively towards the future. This hotel pursues three objectives:

a. To define new standards

This hotel aims to shake up category by maintaining the pioneering spirit of the founders with constant offer of new services

b. To make our customers' lives easier

Innovation by simplifying customers' lives and experience. It is achieved through improvement of hospitality from booking to check-out.

c. To develop our digital strategy

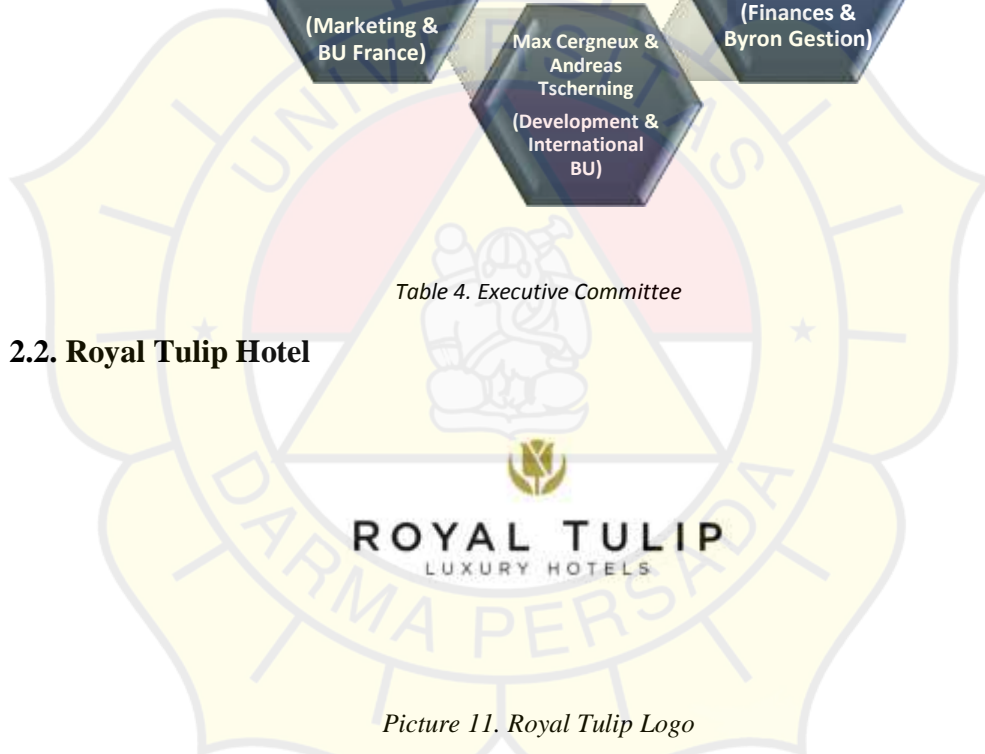
This hotel also attaches special importance to digitalization. It is more-connected in order to meet customers' expectations. Within its 45 years of existence, this hotel has made its mark on the hotel industry. The hotel capacity to innovate in welcoming guests and the guest experience feeds its vision of the sector: to anticipate new expectations to offer the best services all along the client pathway.

2.1.7. Executive Committee



Table 4. Executive Committee

2.2. Royal Tulip Hotel



Picture 11. Royal Tulip Logo

Royal Tulip Luxury Hotel was created in 2006. This hotel encompasses 5-star properties. It offers the most luxurious and elegant facilities, with a deluxe level of service and comfort for the guests. Located mainly in business districts, all Royal Tulip's hotels are equipped with modern amenities to ensure a good experience during the stay. Royal Tulip hotels also provide gourmet dining with a delicious and unforgettable culinary experience. Royal

Tulip hotels provide guests with exclusivity and security. Currently, there are five hotels with 1,279 rooms located across four countries, including: China, Israel, Kazakhstan and Brazil.

2.2.1. Royal Tulip Gunung Geulis

Positioned in a scenic hillside location, precisely in Ciawi, Bogor. The Royal Tulip Gunung Geulis is a luxurious golf resort. The hotel is owned by PT Mulia Colliman International, a company that has managed the Gunung Geulis golf course since 1992. As for the operation, the owner cooperates with the Louvre Hotels Group, the fifth largest hotel chain in the world. Royal Tulip Gunung Geulis is the first property managed by Louvre Hotels in Indonesia.

This five-star hotel in Bogor provides sweeping views of the verdant countryside, with fresh mountain air and a wealth of amenities to enjoy on the premises. Whether arriving in Bogor for a business conference or simply to unwind, the customer can enjoy the warm atmosphere and charming accommodation on offer. This lush corner of Java Island provides unforgettable views of its golf landscaping, with the resort blended harmoniously into these natural surroundings. There are 173 swanky rooms and suites available at the Royal Tulip Gunung Geulis, all fully outfitted with everything customers need for a comfortable stay in Bogor. These five-star hotel rooms range from an elegant Deluxe room all the way to a palatial Presidential Suite.

There are several amenities that Royal Tulip Gunung Geulis provides for its guests. Those are:

1. Breeze and Lounge Bar



Picture 12. Breeze and Lounge Bar

A modern twist of western and local flavors inspired snacks and bites are served throughout the day in open arcades at the lobby level, where an elliptical bar and elegant contemporary seating await the customer to start their day with a cup of local herb tea selection. Late in the evening, it is the perfect place to ice surrounded by the sounds of nature to take the customer's night cap before heading to bed.

2. LL One-Restaurant and Wine Bar



Picture 13. LL One

A wide selection of local ethnical, Asian and International cuisines prepared from the hotel team of talented Culinary Masters in an open spacious show kitchen at this market style influenced ambiance where Restaurant & Wine Bar simplicity, freshness and authenticity is the highest aim, an extensive selection of internationally acclaimed wine

selection are available in hotel's unique state of the art wine room where the customer can handpick their favorite grape's selection with hotel teams assistance to accompany their meal.

3. Fire and Grill Bar



Picture 14. Fire and Grill

Thin crust, a great connoisseur selection of prime aged imported cuts of meat succulently grilled to perfection over a distinct lava stone grill, hand crafted artisan sandwiches, are some of the highlights to enjoy a lunch or dinner in alfresco seating by the outdoor pool to escape the hustle and bustle of the customer. At the time of sunset is the time to relax with a simple or unique creation of Mojito art, fully crafted by the hotel bar team. A selection of Middle Eastern style "Shisha" of traditional and local inspired flavors are on hand to enjoy the sight and sounds on the terrace.

4. St. Andrews Ballroom



Picture 15. Ballroom

The Ballroom is named after St Andrews, the birthplace of the modern golf game. A total sqm of 600, which can be divided into 4 separate rooms, symbolizes the 4 nautical directions North, South, East, and West. A total of 600 sqm of day light fluted prefunction area will be available for customers to set up memorable corporate events (free Wi-Fi), special occasions, or social events in an elegant setting, as well as a cocktail party for up to 1.100 guests. Located on ground floor level (G) with a separate entrance and direct access from the terrace style free parking area for customer convenience.

5. Other facilities



Picture 16. Other Facilities of Royal Tulip Hotel

No.	Facilities
1.	Property confirms they are implementing enhanced health & safety measures
2.	24-hours front desk
3.	Commonly-touched surfaces are cleaned with disinfectant
4.	Fitness Center Property is cleaned with disinfectant
5.	Property confirms they are implementing guest safety measures
6.	Hot Tub or Spa
7.	Concierge
8.	Temperature checks are available to guests
9.	Masks are available to guests
10.	Free Continental Breakfast
11.	Guests are provided with free hand sanitizer
12.	Staff wears personal protective equipment
13.	Social distancing measures are in place
14.	Staff temperature checks are conducted regularly
15.	ATM Machine
16.	Parking - Self
17.	Airport Transportation
18.	Internet Access - Free in room
19.	Acrylic shield between guests and staff in main contact areas
20.	Parking - Valet
21.	Dry cleaning service

22.	Laundry
23.	Non-Smoking Facility
24.	Business Center
25.	Attraction Shuttle Service
26.	Protective clothing is available to guests

Table 5. Royal Tulip Facilities

2.2.2 Vision and Mission

- Vision

- 1.** To be the leading of International Chain Hotel Management in Hospitality
- 2.** Company with High Corporate Social Responsibility
- 3.** Create high return of investment to share holder

- Mission-Corporate Culture

- 1.** To manage with full Integrity
- 2.** To trust each member of the team
- 3.** To adhere to open door policy
- 4.** To openly communicate about all events / happenings
- 5.** To manage through participation of the team
- 6.** To openly voice one's opinions
- 7.** To be very honest persons
- 8.** To make decisions by mutual consent
- 9.** To Listen to each other
- 10.** To respect each other's point of view
- 11.** To support each other

12. To lead by example

13. To use and show best practices

14. To treat suppliers, applicants, peers with same respect as we would our guests

15. To adhere to the rules and regulations of the company

16. To adhere the ethics and code of conduct of the company

