

## KEY: Collaboration with Local Community

### Enlarging diversity of guests

#### Re-Start of Tsumagoi “Part II”

“He is a go-getter, worth anticipating!” said gladly, an owner of a company in Hamamatsu who knows Mr. Ryuko Hira, President of HMI, on the following day when both parties have agreed in principle to the basic contract.

HMI led by Mr. R. Hira, an Indian origin, operates 52 hotels and ryokans all over Japan. He has been expanding HMI by purchasing hotels and ryokans which were under management difficulties and then reviving them.

In 2014 he had decided to succeed and started reviving “Grand Hotel Hamamatsu” which was insolvent with debts of ¥5.8 billion.

It is said that Mr. R. Hira gave more priority to cooperation among local circles as condition to accept reviving “Grand Hotel Hamamatsu”. With proposing renovation of the Hotel costing about ¥3 billion, he requested local enterprises to make use of the Hotel favorably in return.

Mr. R. Hira stressed that he would like to contribute to the fame and development of the region, at the opening ceremony held in the presence of Mr. Yoshiro Mori, former Prime Minister and Chairman of the Japan-India Association, Mr. Heita Kawakatsu, Governor of Shizuoka and other dignitaries.

HMI has set out its position of attaching importance to relations with local community. It is going to cooperate with Kakegawa City to invite camping bases for Rugby World Cup, 2019 and Tokyo Olympic Games, 2020.

All business of Tsumagoi is going to be handed over to HMI at the initial stage of basic agreement.

“Reinforcing management to entertain visitors from China, South East Asia and India, we hope they will enjoy Japanese style resorts” said Mr. Manabu Takahashi, Director of Public Relations, HMI.

On the other hand, HMI will endeavor to obtain corporations and companies who will make use of the facilities as training center for their trainees.

Mr. Hatsuo Tawarayama, Chief Director of the Institute of the Economic Research Institute of West Shizuoka Prefecture appraises Mr. R. Hira’s rich personal connections, sincerity, and enthusiasm.

He assesses that it should be the key for the restart as to how the local society reevaluates Tsumagoi and cooperates with Tsumagoi.