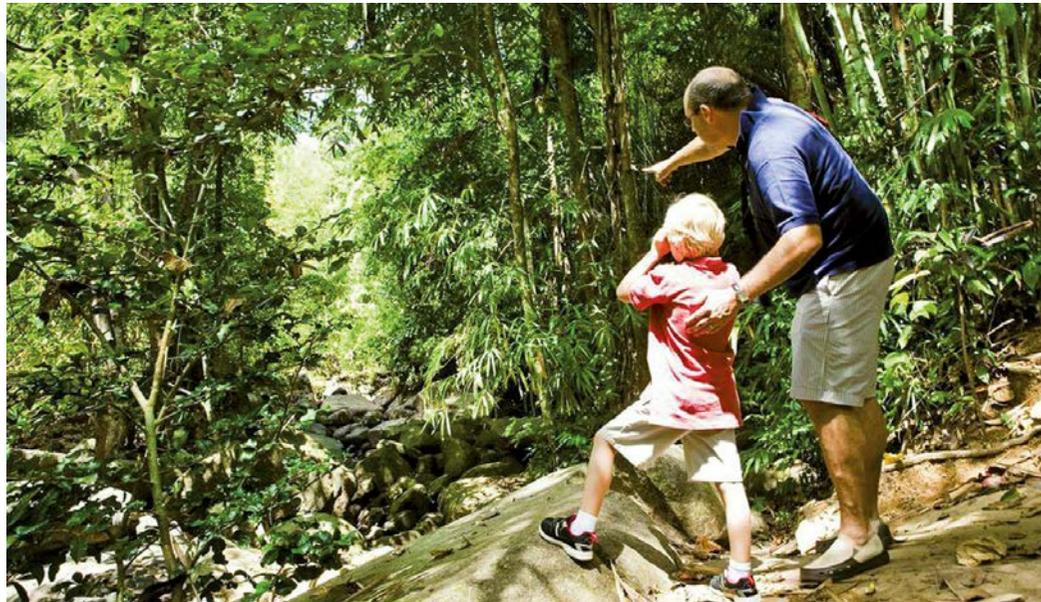




**BIG WAVES**

OF INSPIRATION

THINK GLOBAL - ACT LOCAL



*Phuket, Thailand. François with one of his sons*

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**IF HE WERE A MOUNTAIN CLIMBER, Francois Huet would be a scout. Years ago, this young apprentice waiter climbed the ranks within the Inter-Continental Hotel group to later head the Bora Bora Pearl Beach Resort.**

A first experience in an exceptional environment which lay the foundations of what was to become a commitment to each moment; perfecting hotel concepts with values, in harmony and respectful of nature as well as the expectations of a clientele who want to build a sustainable relationship with a brand.

From the Maldives to Phuket via Bintan, Indonesia, Francois participated for over ten years in the development of the identity of the Banyan Tree Hotels & Resorts, creating new concepts in accommodation and food & beverage, which reinforced the positioning of the brand, garnered many international awards awarded by the tourism industry and consequently the title of Vice President Hotels to Francois Huet, responsible for several hotels in Thailand and Laos.

Always eager to have his family live in a natural environment, he moved to the Var in 2013 and today imparts his experience to professionals in the international hospitality industry.

**Your main customers today are very international, any specific reasons?**

**FH** – With the arrival of a new generation of investors on the international platform and more thematic positioning of institutions, as well as increasing customer expectations, it allows me to stay connected with today's trends and be inspired by the different cultures, concepts and experiences that I live through my travels and projects. This enables me to develop effective, suitable and specific solutions for my clients.

**An hotelier is no longer simply about selling rooms?**

**FH** – We need to have long term vision and act as ambassadors of the service and hospitality industry by



*Dinner of the Legend, Banyan Tree Bintan, Indonesia*

Our role is simple, to offer emotions and memories. Together we must challenge ourselves, push the boundaries of innovation and originality with all the time giving value to our culture, our heritage and our know-how.

We sell DREAMS, so let's create the DREAMS together.



*Samujana, Koh Samui, Thailand*

developing a humanistic approach. The hotelier, the employee, the customer and the investor must have several common objectives, including the development of service based on a human relationships; an exchange of give and take of emotional experiences between both parties.

**Where does this interest of becoming a responsible hotelier come from?**

**FH** – Today we are all concerned by the different impacts of global warming. More than 10 years ago as I was travelling the world, I could already see the fields of plastic in 'civilized' countries in developing countries. The tourism industry needs to be a leader in the promotion of responsible businesses and activities. We have the resources and the capacities to do so, if we could only stop being blinded by short term vision and instead lead by example.

**What are the tangible benefits for the company?**

**FH** – **SOCIAL** above all by perpetuating employment. *Human* as it is a real opportunity to understand actual needs and thus create new spaces of responsible consumption. **ECONOMIC** through the reduction of energy consumption and waste management.



Kata Rocks, Phuket, Thailand

**ENVIRONMENTAL** by preserving our natural resources, our home, the enhancement of our gastronomic heritage with a respect for the seasons and the questioning of our daily actions. **FINANCIAL**, because all of these measures are also designed to improve margins.

All of the above offer a real source of innovation in an increasingly competitive market. The change starts with us.

**You are an EarthCheck partner. Why? And what is your role?**

**FH** – My commitment to an environmentally respectful tourism began more than 15 years ago. Initiatives and experiences attract the attention of like-minded people who advocate the same values. *EarthCheck*, the world's leader in sustainability and the environment, belongs to this group. My role is to identify the institutions that are eligible and then intervene as a trainer. It is an amazing showcase of exchange of ideas and experiences. ■



Fisherman's Dinner, Banyan Tree Bintan, Indonesia

**FOLLOWING MY EXPERIENCES, some very basic rules:**

- Imagine, create, realize original projects.
- Enhance the collective intelligence of your business, cement its values.
- Offer humane and gracious services.
- Exceed clients' expectations thereby creating a deeper relationship.
- Be transparent, communicate, exchange.

**Loyalty flows from shared emotions.**

- Tell meaningful stories to your clients, engage their interest.
- *The new consumer aspires to a human, sincere and lasting relationship with a brand.*
- If you have to choose between **COST** and **customers**, choose **CUSTOMERS**.



Nicolas Pilcher, Scientist and Specialist on Sea Turtles, his wife and members of the Maldivian Government

# CARING FOR PEOPLE

I was given the opportunity to rebuild the island of Naalaafushi, which turned out to be one of the most emotional experiences of my life. After the 2004 tsunami, all of the local houses were completely destroyed; it was a human catastrophe. With my team, we proposed to Banyan Tree and the UNDP\* to invest in the reconstruction and give us the means to achieve this.

I understood during those six months how solidarity can move mountains but even more so, how much awareness and respect for humankind are the fundamental aspects in our business. We gave to this community the hope and the desire to build a new life.

\* United Nations Development Program



The Pavilions Team, Phuket, Thailand



# Together let's realize your potential

## Understanding - Sharing

Listening to your needs, Identifying the potential of your teams, Exchanging experiences and objectives.

## Positioning - Deciding

Define a strategy, Balance needs and means, Engage people, Infuse some additional soul.

## Acting - Developing

Supporting you in the realization of this new commitment, Implementing tools, Uniting teams, Promoting new customer experiences.

## Optimizing - Evaluating

Follow the team's progress, Improve and refine the role of each member. Forge a positive and lasting change while optimizing the financial aspects of your company.

## BIG WAVES, the positive impact

*Specific, immediate, efficient solutions adapted to the real needs of your organization.*



### BIG WAVES

#### Training

**From knowledge to collective intelligence**

Customized workshops founded on the themes of development, creativity and customer experiences. Definition and implementation of the code of entrepreneurial values. Its 'raison d'être'. The benefits for the company. The added values.



### BIG WAVES

#### Consulting

**A relationship that is built on a genuine partnership**

The definition of the foundations of your business and values that drive you. Business needs to get you there. How to inspire innovation? Customizing and optimizing specific solutions which are immediate and effective.



### BIG WAVES

#### by EarthCheck

*EarthCheck*, the world's leader for sustainability in the tourism industry, chose Big Waves to realize specific trainings in tourism, benchmarking programs and *EarthCheck* certifications.

## FRANÇOIS HUET

Tel. +33 (0)6 43 96 54 43

Email : francois.huet@big-waves.net

Web : www.big-waves.net

*If this first glance has stirred an interest, let's discuss this further.*

WWW.BIG-WAVES.NET

*François Huet*