

Hotel Sarina obtains 5 star status



Hotel Sarina Dhaka has been accredited 5 Star for the first time ever in the history of private hospitality industry in Bangladesh. The Hotel is located at Banani and in full swing service with its 201 Rooms including 14 Royal Suites, Bar, 4 Restaurants, Gym & Swimming pool, et al.



Mirza Fakhru Islam Alamgir M.P.
State Minister
Ministry of Civil Aviation & Tourism
Government of the People's Republic of Bangladesh

Message

It gives me immense pleasure to congratulate Hotel Sarina Dhaka as it makes another stride in the field of hospitality by obtaining 5 star status. This will, to some extent, fulfil the long felt gap of more 5 star hotels in Bangladesh.

I am confident that Hotel Sarina will continue the rich tradition of our hospitality and be a center of excellence. Tourism & Hospitality industry is enjoying a phenomenal growth for present Government policies and personal initiatives taken by honourable Prime Minister Begum Khaleda Zia.

I believe Hotel Sarina Dhaka, by its rich hospitality, will promote Tourism in Bangladesh. I sincerely wish Hotel Sarina Dhaka a Grand Success.

(Mirza Fakhru Islam Alamgir)



Dr. Mahfuzul Haque
Chairman
Bangladesh Parjatan Corporation

Message

It gives me an immense pleasure in congratulating all the Management, Staff & the entrepreneurs of Hotel Sarina on achieving the 5 Star Status from the Government recently.

There has been a phenomenal Global growth of Tourism Business & I am happy to say that Bangladesh is also making a remarkable progress in the field; Hospitality business being a major stakeholder of overall tourism industry. It is encouraging to see the opening of couple of International Standard Hotels recently in Dhaka & elsewhere in the country.

Hotel Sarina made a significant impact since its inception to the overall growth of tourism business & economic activities in Bangladesh. This is perhaps the 1st 5 Star Status Private Owned Hotel in Bangladesh that has emerged with remarkable contribution.

Again, I congratulate all those involved in the Management & the Operation to obtain this prestigious status and the entrepreneurs whose bold decision to invest in this sector has earned name, reputation & image enhancement within the overall Tourism arena in Bangladesh.

(Dr. Mahfuzul Haque)



Amir Khosru Mahmud Chowdhury
Chairman
Hotel Sarina

Message

I am pleased to announce Hotel SARINA Dhaka's attainment of five star, the highest ranking achievable to an element in the hospitality industry. Firstly, I take this opportunity to personally thank the Management & Staff of Hotel SARINA for their commitment, excellence and diligent efforts in serving its guests.

The birth of Hotel SARINA was a single step in the field of hospitality management, bestowing to its connoisseurs the best in the industry; The Accreditation of 5-Star is a huge leap in itself for Hotel SARINA, promising its guests both continued impeccability and opulence in hospitality. Now, I wish all the very best to Hotel SARINA in setting a new trend and meaning to the word 'hospitality', with 5 star.

My sincere thanks to the Government of Bangladesh, for classifying Hotel SARINA as a five star due to the Hotel's recent extension and enhancement of facilities. This, I believe, is ultimately going to make an enormous difference to hospitality management in Bangladesh and in due course be beneficial to the country's Tourism Industry.

With my Warmest Regards,

(Amir Khosru Mahmud Chowdhury)



Golam Sarwar
Managing Director
Hotel Sarina

Message

Hotel SARINA enters a new phase of hospitality with its recent accreditation of five star. I am privileged to be sharing the achievement with my endowed colleagues, the Management & Staff, for their synergistic and relentless efforts that made it possible for Hotel SARINA to be upgraded to a five star.

Hotel SARINA has many success stories but this recent one overrides those all.

I take this opportunity to reiterate to guests and prospects alike, Hotel SARINA shall leave no leaf unturned to guarantee being the contemporary oasis of hospitality in Bangladesh and continuously improve its hospitality services.

Finally, I thank the Honourable Prime Minister, Begum Khaleda Zia, for the sound deployment of firm multi-faceted investment policies & initiatives in developing the Tourism & Hospitality Sectors in Bangladesh. We assure the Government that its recent endowment of five-star to Hotel SARINA will only be to the beneficence of the Tourism Industry of our ever-green and hospitable country.

(Golam Sarwar)



Sarina's Milestone...

Bangladesh is a country of diversified traditions and breathtaking landscapes. Besides its mainstream people, Bangladesh has a variety of ethnic groups and religions. Despite all the beauty and warmth of our motherland, we regretfully find a huge hiatus in both the hospitality & tourism sectors. Any technical and feasibility studies would prove the scope of profitability in investing in these sectors, and we at Hotel SARINA proudly took up the leash of being the finest contemporary oasis of hospitality, fulfilling the long-felt gap of Budget - Business premier hotels in the private sector in Bangladesh, and garnering itself as the right choice of the business traveler.

The philosophy of Hotel SARINA is to ensure the valued guests have a fragrance of our diversified culture through our impeccable services. Our vision is to satisfy all our customers with a caring, warm and personalized service of premier standard by maintaining an excellent relationship with all our guests, repeat and new.

Hotel Sarina, located at Banani, epitomizes the luxury and hospitality of time gone by and assures guests and prospects of a mellifluous experience in entirety; an experience characterized by the magical mix of oriental charm and Bangladeshi appeal with five star comfort and service.

Hotel Sarina offers its valued guests the best facilities and highest standards of service while maintaining its local traditions. The hotel has 201 air-conditioned rooms of different categories including imperial / crown / royal / premium suites to meet the contingent requirements of a diversified range of visitors, with all amenities that one can imagine.

We humbly proclaim that the whole hospitality industry, of which we are a proud and premier element, is benefiting its socio-economic development. The Hospitality & Tourism Industry has multiple underlying positive effects on the socio-

economic development and prosperity of our country. For instance, considering the post-war period in Afghanistan, their development process is now in oppression due to the lack of hotels with international facilities. The developers of different professions are feeling insecure and uncomfortable due to the scarcity of such accommodation.

Now, we can reinstate how hospitality management in Bangladesh can aid in developing the socio-economic situation in a very direct fashion. The foreigners serving at the EPZs, the World Bank or international NGO professionals, Investors, helping Bangladesh by providing loans or conducting business are primarily dependent on premier hotels.

Bangladesh is full of untouched natural beauty which is unveiled by tourists (and the hospitality & tourism industry, alike), such as, the Sundarbans mangrove, Saint Martin Island,

Kuakata beach, Rangamati regions and Cox's Bazaar - the longest uninterrupted beach in the world. If proper adequate accessibility, accommodation & service are provided, then the number of visitors will increase many-fold and will make a huge contribution to build up a prosperous Tourism Sector resulting in the socio-economic upliftment of our country.

I take this opportunity to congratulate visionary owners, our valued clients at home & abroad and finally the Management & Staff of Hotel Sarina on the Hotel's accreditation of 5 Star. My sincere thanks to the Government of Bangladesh, for classifying Hotel SARINA a 5 star. As aforementioned, we are going to make a difference to hospitality management and contribute towards the social & economic enhancement of our motherland.

The columnist has an experience of 28 years in hospitality management. Recently Hamid has been rewarded the best Hotelier in the country and today, he is the esteemed Executive Director of Hotel Sarina, Dhaka.

Congratulations by

