



**Issa** CASE STUDY

# Ayara Kamala Resort

Learn more at [getissa.com](https://getissa.com)

SERVICES

Global Talent Program  
Automated Compliance

ROLES

F&B Attendant • Kitchen Assistant

## The Challenge

Nestled on the stunning west coast of Phuket, Ayara Kamala is a boutique resort and spa that offers an unparalleled luxury experience. With its exquisite service and award-winning facilities, it has earned a reputation as one of the best hotels in the world with multiple World Luxury Hotel awards. But behind the scenes, Ayara Kamala faced the same problem plaguing all hotels in Phuket: a severe shortage of qualified staff.

## The Talent Strategy

To overcome this obstacle, Ayara Kamala turned to Issa, a talent program that specializes in finding and training the best hospitality professionals in Thailand. Issa carefully selected and trained candidates from across the country, using the prestigious hospitality standards of Le Cordon Bleu. Issa also handled all the logistics and legal aspects of relocating the staff to Phuket, making the process seamless and hassle-free. The result was a win-win situation for both parties. Ayara Kamala was able to fill its staffing gaps with highly skilled and motivated staff, who delivered exceptional service to its guests.

**“Every single hotel across Phuket is desperate for staff. Issa is amazing for us, the perfect answer. When I met our now staff for the first time, I immediately asked: Can we hire them? We are happy and thankful to have the opportunity to partner with Issa.”**

MASHA SIRIWANGSANTI — RESORT MANAGER

## The Talent Impact

The guests, in turn, rewarded Ayara Kamala with glowing reviews and recommendations on various online platforms. And the staff, grateful for the opportunity to work at such a peaceful location, willingly committed their loyalty and dedication to Ayara Kamala. Thanks to Issa, Ayara Kamala was able to maintain its oasis of excellence in the midst of a staffing crisis, while also providing a life-changing opportunity for young talent in Thailand.

