

Versatile Hospitality Industry Across The Globe A Case Study on Development and Challenges in Hospitality Industry in China

Swapnil Sahu¹, Gaurav R Salian², Nandini Roy³, Ashish Nevgi⁴

Student, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India¹

Assistant Professor, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India^{2,3}

Coordinator, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India⁴

Abstract: *The purpose of this study is to explore the challenges and development of the hotel industry in the People Republic of China and to address the opportunities that hosting mega-events provides. In particular, the roles of mega events (Beijing 2008 Olympic Games, World Expo 2010 Shanghai, and Guangzhou Asian Games 2010) in the development of the hotel industry are reviewed. Accordingly, this study, first, briefly reviews the development of the hotel industry prior to the mega events. Second, constraints, challenges, and opportunities for the development of the hotel industry are discussed. Finally, major problems are identified and recommendations for the outlined major problems are provided to the government authorities and to the investors with the goal of enhancing the sustainable improvement of the hotel industry in China.*

Keywords: Goal, Policy, Service, Guest

REFERENCES

- [1]. "China will be the world's most visited country by 2030". The Guardian. 2018-11-06. Retrieved 2021-10-05.
- [2]. "The Tourism & Hotel Industry in China - Growth, Trends and Forecasts (2018-2023) - ResearchAndMarkets.com". www.businesswire.com. 2018-09-27. Retrieved 2021-10-05.
- [3]. HVS Beijing, Michael Schwarz.
- [4]. HVS Hong Kong, Mark Keith & Daniel Voellm.
- [5]. HVS Mumbai, Manav Thadani.
- [6]. HVS New Delhi, Manav Thadani.
- [7]. HVS Shanghai, Adeline Phua.
- [8]. HVS Singapore, David Ling.
- [9]. Ltd, Research and Markets. "Hospitality Industry in China - Growth, Trends, and Forecast (2020 - 2025)". www.researchandmarkets.com. Retrieved 2021-10-05.
- [10]. News, The PIE. "China accounts for 21% of international tourism spending - UNWTO". thepienews.com.
- [11]. Smith, Oliver (11 April 2018). "The unstoppable rise of the Chinese traveller – where are they going and what does it mean for overtourism?". The Telegraph.
- [12]. http://hotels.cbre.com/NR/rdonlyres/0405A01F-02C4-442E-927A91FB9CAA203A/0/FinalHoteloperatorsinChina_Eng.pdf
- [13]. http://www.etoa.org/docs/olympic-report-2010/2010_etoa-olympic-report_update.pdf?sfvrsn=2
- [14]. http://www.hvs.com/emails/newsletters/asiapacific/weekly/2010-March5-APWeekly.htm
- [15]. http://www.olympic.org/Documents/Reports/EN/en_report_299.pdf
- [16]. http://news.xinhuanet.com/english/photo/2013-03/03/c_132204898.htm
- [17]. http://www.cnta.org.cn/32-lydy/2j/3-5.aspS
- [18]. http://mkt.unwto.org/publication/unwto-tourism-highlights-2015-edition
- [19].