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Project Management of Hotel Opening Processes: Exploring better ways to manage new hotel openings

Gert Noordzij

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The Chinese hotel industry has started the steepest new hotel development curve the world has ever experienced. By 2039 China is expected to reach 9.1 million hotel rooms, four times its current number. Development on this scale generates specific dynamics and challenges. It will require proven project management approaches that are widely used in other industries to meet these challenges head on and improve the efficiency and effectiveness of opening new hotels on large scale. This book briefly considers published plans for future hotel openings in Greater China to explain the scale of the problem. It analyzes why traditional approaches to opening new hotels do not work efficiently and cannot be scaled, and why project management methodologies are the best way forward. The major part of this book examines modern project management concepts to determine the feasibility of reorganizing a hotel management company and developing a new hotel opening “how to” guide so that it can use project management to effectively and efficiently open new hotels on large scale. This book is a working document for senior hotel executives involved in new hotel opening projects (who may be new to a high growth region, new to a hotel opening project related position and new to project management).

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