



Economy Hotels in China: A Glocalized Innovative Hospitality Sector (Paperback)

By Songshan Sam Huang, Xuhua Michael Sun

Taylor Francis Inc, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book. While economy or budget hotels have been popular in western countries since the end of the Second World War, they have only emerged as a sector in their own right in China since the mid-1990s. Indeed, as a new service industry sector, economy hotels in China demonstrate important characteristics which can be used to illustrate and help explain China s current economic progress more generally. This book provides a comprehensive overview of the economy hotel sector in China. It covers macro-level social-cultural, economic, environmental, geographic and development issues, alongside micro-level consideration of the budget hotel companies innovative management and marketing procedures, business expansion strategies, general hotel management and operation issues, as well as an analysis of some leading entrepreneurs in the sector, and in-depth case studies examining the most successful economy hotel companies in China. Huang and Sun argue that the rapid development of budget hotels in China demonstrates how, under the influence of globalisation, Chinese businesses have become more innovative as they apply successful western business models to China. In turn, they show that the China model is fundamentally different in terms of its...

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