

POST-PANDEMIC DEVELOPMENT OF HOTEL INDUSTRY IN CHINA

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With the continuous evolution of the new coronavirus epidemic around the world, China's hotel industry has ushered in unprecedented challenges and opportunities in the post-pandemic period. The global health crisis has not only profoundly changed people's attitudes towards travel, but has also prompted the hotel industry to re-examine its business model, service standards and sustainability strategies, and China's hotel industry needs to adapt quickly to the new economic environment.

Keywords: China's hotel industry; development trend; challenges; hospitality industry; regional economic impact.

РАЗВИТИЕ ГОСТИНИЧНОЙ ИНДУСТРИИ В КИТАЕ ПОСЛЕ ПАНДЕМИИ

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В связи с непрерывным распространением новой эпидемии коронавируса по всему миру гостиничная индустрия Китая столкнулась с беспрецедентными вызовами и возможностями в постпандемический период. Глобальный кризис в области здравоохранения не только глубоко изменил отношение людей к путешествиям, но и побудил гостиничную индустрию пересмотреть свою бизнес-модель, стандарты обслуживания и стратегии устойчивого развития, и гостиничной индустрии Китая необходимо быстро адаптироваться к новым экономическим условиям.

Ключевые слова: гостиничная индустрия Китая; тенденции развития; вызовы; индустрия гостеприимств; региональное экономическое воздействие.

The analysis is conducted from three points: new challenges, new opportunities, and new transformation-related policies and measures.

New challenges:

1. Improvement of health and safety standards.

Total Cleaning and Hygiene Training. The government can promote comprehensive cleaning and hygiene training for the hospitality industry to ensure that staff are familiar with the latest hygiene standards and operating procedures. Subsidies are provided for cleaning technology and equipment, encouraging the hospitality industry to adopt state-of-the-art cleaning tools to ensure the highest standards of hygiene.

Develop an outbreak response plan. The hotel industry can develop an epidemic response plan, including stocking up on necessary epidemic prevention materials in advance, establishing a health testing mechanism, and establishing close cooperation with local health authorities.

Advocating the concept of health tourism. The hospitality industry can attract more health-conscious customers by actively promoting the concept of health tourism, promoting healthy lifestyles, and providing health testing services.

2. Demand uncertainty

Flexible Price Strategy. The hospitality industry can develop a flexible pricing strategy that dynamically adjusts rates based on market demand to attract more customers. The government can support the hotel industry to implement flexible pricing policies, such as tax cuts or financial subsidies.

Drive your localization strategy. The hospitality industry can adopt a local strategy and partner with local businesses to launch locally specific services and activities to attract the local market. The government can promote the development of local tourism by providing more publicity and support to local hotels.

Digital Market Research. Leverage digital tools to conduct market research to understand changes in customer needs and predict future trends to adjust business strategies more accurately. The hotel industry is encouraged to adopt digital survey methods, and the government can provide digital survey tools and training .

3. Digital Transformation Pressure

Digital Training & Support. The hotel industry conducts digital training programs to help hotel employees become familiar with digital tools such as online reservation systems and smart devices. Provide financial support for digital transformation and invest in digital infrastructure.

Innovative Intelligent Services. The hospitality industry can drive innovation in smart services, such as the use of smart key cards, self-check-in robots, and more, to improve the guest experience. The government can set up a digital innovation incentive scheme to encourage the hospitality industry to adopt advanced digital technologies.

Digital security. Governments can provide digital security standards to ensure that the hospitality industry can protect customer and business data as it goes digitally.

The hotel industry should actively adopt digital payment methods to provide more secure and convenient payment methods [1].

New Opportunities

1. Growing demand for health tourism

Policies to support health tourism. The hotel industry can actively respond to the government's policies to support health tourism and advocate for the provision of services that meet health standards. The government should develop incentive schemes to encourage hotels to provide healthy dining and fitness facilities to meet the needs of increasingly health-conscious customers.

Health Service Innovation. The hotel industry can launch health service innovations, such as providing customized health menus and health check-up services, to meet customers' pursuit of health.

Digital Health Experience. The hotel industry can use digital technology to provide online health guidance, health and entertainment activities and other services to enhance the digital health experience of customers.

2. Local Tourism Promotion

To promote local tourism, tax breaks, incentives or partnership schemes may be introduced to support the hospitality industry in attracting more local tourists.

3. Green and sustainable development

Emphasizing the concept of green development, it is possible to encourage the hotel industry to achieve sustainable operations through policies to reduce energy consumption and promote environmental certification.

New Transformation

1. Digital Operations

Digital Training Programs. The hospitality industry can proactively participate in training programs for digital operations to improve staff familiarity with new technologies and strengthen the ability to execute digital strategies.

Intelligent Customer Experience. The hotel industry can adopt smart room technology, online customer service platforms, etc., to improve the customer experience and improve service efficiency. The government should promote the R&D and application of smart technologies, provide technical support and incentives, and promote the intelligent upgrade of digital operations in the hotel industry.

2. Flexible business model

Workforce Policy Support. The hospitality industry can develop flexible human resource plans to flexibly adjust the number of employees according to

demand and reduce labor costs. The government should provide flexible workforce policies, such as simplifying the employment process, providing flexible labor contracts, and encouraging the hotel industry to implement flexible workforce management.

Business Innovation and Diversified Services. The hospitality industry can expand its business format and introduce a variety of services, such as providing co-working spaces and hosting social events, to attract a wider customer base. The government should encourage the hotel industry to innovate and provide relevant policy support and incentives.

Digital Marketing & Promotion. The hotel industry can use digital marketing methods, such as social media promotion and online advertising, to increase hotel brand awareness.

3. Health & Safety Innovation

Applications of Cleantech. The hospitality industry can actively apply new cleaning technologies, such as ultraviolet disinfection equipment and air purification systems, to improve hygiene.

Smart Security Devices. The hotel industry can introduce smart security devices, such as smart surveillance systems, facial recognition technology, to improve hotel security.

Health Service Innovation. The hospitality industry can develop health service innovations, such as providing health monitoring devices and online medical consulting services, to meet customer health and safety needs.

In February 2022, the National Development and Reform Commission (NDRC) and 14 other departments issued the "Several Policies on Promoting the Recovery and Development of Difficult Industries in the Service Industry" (hereinafter referred to as the "Several Policies"), which clearly requires that "in 2022, small and micro enterprises in the service industry and individual industrial and commercial households in the county-level administrative areas where the medium- and high-risk areas of the epidemic are located lease state-owned housing. In 2022, the rent will be reduced for 6 months, and the rent will be reduced for 3 months in other areas". On March 28, the State-owned Assets Supervision and Administration Commission (SASAC) issued the Notice on Doing a Good Job in Rent Reduction and Exemption for Small and Micro Enterprises in the Service Industry and Individual Industrial and Commercial Households in 2022 [2], which clearly proposes to reduce or exempt the rent of small and micro enterprises and individual industrial and commercial households in the service industry for 6 months in 2022 for renting the houses of central enterprises in the county-level administrative areas (referring to the national administrative division standards) where the medium- and high-risk areas are located in 2022.

For the hotel industry, the first thing to boost is the confidence of the industry. These policies "combination punch", release positive signals, increase targeted policies, precise assistance, and strive to alleviate the pressure of the tourism industry to protect the main body of the market, protect employment, and stabilize expectations, will provide strong support for the majority of tourism enterprises to tide over the difficulties at this stage and resume development as soon as possible, which is conducive to stabilizing the basic development of the industry [3].

As China's hospitality industry weathered the pandemic winter, it is better positioned to respond to new challenges, capitalize on new opportunities, achieve digital transformation, and gain a competitive advantage in an environment of uncertain demand. Identifying and capitalizing on new opportunities requires the hospitality industry to work closely with governments to create a healthier, more local, and more sustainable tourism industry.

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