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Executive Summary

When it comes to global competitiveness, the hotel sector is unquestionably one of the unrivalled success stories. When it comes to income and market dominance, Rosewood Beijing is among the organisations that have thrived in the sector. Established in the early 1990s, Rosewood Beijing is one of the biggest international hotels in Asia and the globe. This article examines the hospitality sector from every angle, critiquing both the positive and negative ways in which it has impacted the institution. Factors in the firm's external environment, such as those in the realms of politics, economics, the environment, society, and the law, have also been required by the research. In order to keep a competitive edge, the article also offers a critical study of the significance of a good selection and recruiting process.

Introduction

In the middle of Central Business China in Beijing, China, you'll find the five-star Rosewood Beijing. Famous for its unparalleled luxury experience and high-class services, this international hotel is located in a prime Beijing neighbourhood (Lew & Wong, 2002). At the Rosewood Beijing, guests may experience the perfect blend of old-world charm and cutting-edge technology in an architectural style that is sure to amaze and satisfy (Zhao, 2018). From its humble beginnings as a medium-sized restaurant in the early 1990s, the hotel has grown into one of China's largest hotels. The exciting getaways and culinary experiences capture and enchant style and authenticity. Visitors to the country for both business gatherings and leisurely vacations tend to congregate at the hotel. China, as a member of both the Asian-Pacific Trade Agreement (APTA) and the Asian-Pacific Economic Cooperation (APEC), is well-known for its trade blocs with both neighbouring and overseas states (Yuyan & Nedelea, 2019). Rosewood Beijing is benefiting from stronger global alliances and confederacy as it is becoming more popular as an international hotel that is suitable for hosting conferences and providing lodging.

SWOT Analysis

Here is Rosewood Beijing's SWOT analysis.

Strengths

The hotel enjoys a good standing in both the local and international markets. According to Lam, Ho, and Law (2015), Rosewood Beijing is one of the few international hotels with a substantial local market presence in China and beyond. This strength will help the corporation solidify its position as the industry leader, especially considering the intense competition it is facing from new entrants.

Comprehensive study and improvement. The organisation has a large client base and a large market share thanks to its ongoing research into consumer preferences and market demands.

Increasing income. According to Rein (2014), Rosewood Beijing has seen an upward trend in operational income and revenue over the last ten years. Improved customer service is the driving force behind the company's recent and ongoing revenue growth.

Weaknesses

According to Pine and Phillips (2005), the company's marketing approach is far from satisfactory. Despite the fact that marketing is a tool that many firms use to raise product and service awareness, it may have disastrous results for the company if not carried out correctly (Cai, 2004). Employment concerns. The majority of Rosewood Beijing's employees are union members, which causes frequent work stoppages and has a negative impact on the company's productivity and service delivery.

Opportunities

Commercial reservations are appropriate (Mak, 2009). Commercial reservations and lodging are in high demand because of the ever-increasing number of travellers driven by the urge to connect and the effects of globalisation.

Expansion strategy. Rosewood Beijing has a great chance to grow into markets where many developing nations lack access to five-star hotels and secure long-term contracts (Li, Wong, & Luk, 2006).

Threats

Rising levels of rivalry. A major challenge to the firm's growth is the influx of new competitors, brought about by improvements in both technology and understanding of the industry.

Contracts with fixed pricing. Contracts with other companies in the same field and beyond, at set prices, are the main source of income for Rosewood Beijing (Chan & Wong, 2007). There has been an improvement in efficiency and a decrease in expenses, but the business runs the risk of seeing smaller margins, which might hurt their finances in the long run.

Coronavirus pandemic. The hotel industry is among those that have suffered from the economic catastrophe that COVID-19 has brought about. Government agencies and private firms, such as Rosewood Beijing, are now bearing the brunt of these astronomical prices and other expenditures, and nobody knows how much they will rise in response to this enormous danger.

PESTEL Analysis

Political

There has been a clear communist party in China for almost 50 years, and important decisions have been made without debate or discussion (Blackburne & Buckley, 2019). While it's true that some of these have helped advance the hospitality industry, there are still other areas, like taxes, that need attention. There has been ongoing animosity among China and its allies due to the country's ties with its neighbours, including Japan, Vietnam, and the Philippines (Fang & Nematshahi, 2017). Trade restrictions, labour regulations, environmental laws, and trade policies are among the political variables that have an immediate effect on Rosewood Beijing.

Economic

The state's economy has greatly benefited from the last five years' worth of increased private consumption and massive intensification of gross capital creation. A large part of the credit for the continued success of the hotel and tourist industries goes to the government (Jayaraman, 2010). The government's decision to incentivize all dealers in the hotel industry has had a positive impact on the organization. We expect businesses in the area and the Chinese economy as a whole to experience the effects of COVID-19. MBI Research (2020) predicts that as the number of COVID-19 cases persists across various continents, the effects on various economies will intensify. As a result of individuals cutting down on spending to scrape by, domestic demand is projected to fall sharply across most continents.

Social

The ageing population of China has been a long-standing obstacle to the country's economic progress, according to Qu and Green (2018). Many would-be investors have been hesitant to put money into projects in the last decade due to rising crime rates, violent crimes, and human

trafficking (Rahman, 2017). The societal difficulties in the country have also led to the departure of many foreign investors.

Technological factors

In today's fast-paced world, both companies and technology components are constantly evolving. Companies based in nations with more sophisticated technology often outperform their less developed counterparts in terms of performance and competitiveness (Shi, Wall, & Pain, 2019). This is due to the fact that technological advancements impact companies in three distinct ways: product production, distribution, and customer communication (Zheng, 2019). The World Bank listed China as one of the top five countries in terms of technical innovation and adoption internationally, according to their study.

Environmental

Important environmental considerations include raw material availability, corporate ethics, long-term viability, pollution goals, and energy (Hou, Cao, & Liu, 2018). The Chinese government's stringent regulations on corporate ethics guarantee fair competition and access to raw resources (Dudovskiy, 2012). These factors increase the allure of the Chinese market for environmentally conscious international corporations like Rosewood Beijing.

Legal

Proper record execution in areas such as intellectual property, product market regulation, independent adjudication, and rights protection places China among the top Asian countries (Grünig & Morschett, 2017). According to Ervik (2020), this is a big draw for new companies looking to enter the market and maybe save some of the country's flagging sectors. Rosewood Beijing stands to benefit significantly from Brexit's anticipated opening of the British market to international trade.

Recruitment and selection procedures are crucial

The majority of companies want to have a solid team they can rely on to complete tasks, but it may be difficult to assemble a professional team if the hiring process is not executed flawlessly. One of the many reasons why a well-executed selection and recruitment process is critical is that it helps to locate qualified individuals (Djabatey, 2012). Many organizations in the hotel sector have the goal of having the right people in the right jobs. An organisation's ability to determine whether new hires need further training depends on its ability to accurately catalogue all of the roles and responsibilities inside the company. During the hiring process, a hotel may determine whether an international chef requires more training, for example (Gamage, 2014). The recruiting and selection process also mitigates any potential legal repercussions. Establishing and consistently following a systematic method reduces the likelihood of a company facing legal trouble with its employees (Anderson, Born, & Cunningham-Snell, 2002). By adhering to the recruitment and selection process's specified procedures and phases without favouring any candidate, the organization may acquire the best applicant in the most efficient manner. An organisation's ability to attract and hire top talent is a reflection of its professionalism and the strength of its recruitment and selection process (Ahmad & Schroeder, 2002). An organisation may build a talent pool and maintain a competitive edge through a well-executed recruiting and selection procedure.

Equality, culture, and diversity: the key aspects

Promoting a work culture that embraces diversity and requires equality is critical to creating efficiency and productivity. A number of important elements influence cultural diversity, equality, and inclusion, including norms, fair chances, respect, and dignity (Richardson & Monro, 2012). In this context, "customs" are the deeply held religious and cultural practices, beliefs, and norms of a people. Marriage traditions, as well as other aspects of people's daily lives, are examples of how customs help to characterise a specific group's way of life. Everyone, regardless of their gender, religion, or ethnicity, should have equal access to opportunities; this is another fundamental component influencing diversity, culture, and equality.

The idea behind this approach is to ensure that men and women in the same field have an equal chance of success (Eisenberg, 2011). Dignity and respect are the other guiding principles.

Individuals must respect and value other people's ways of life, particularly their culture and beliefs. Respect recognizes behaviour, while dignity promotes humanity and civility. "Inclusion" is the final guiding concept. This implies that everyone, irrespective of their talents, health care needs, or impairments, should receive value and acceptance for their unique contributions to society (Schachner & Eckstein, 2016). A sense of community and fair opportunity for all individuals are two of the most important outcomes of an inclusive society, which is why inclusion is so critical.

Approaches to the Management of Performance

An organisation's performance management system is vital because it increases efficiency and allows for more accurate assessments of employees' abilities, weaknesses, and performance (Krautkremer & Packeteer, 2005). Some of the most important approaches to managing performance are as follows:

- a.** A goal-oriented management. This approach defines the intended organisational goals and the methods to achieve them, both at the organisational and personal levels (Islami, Mulolli, & Mustafa, 2018). The hospitality industry widely uses this strategy because it assigns a large area of responsibility with clear outcomes and contributes to the organization's overall purpose.
- b.** The 360-Degree Checklist. One way to do this is to survey those who have direct or indirect contact with the person in question, whether that be coworkers, bosses, customers, or even subordinates (Bracken & Rose, 2011). Either a questionnaire or an in-person interview can gather feedback for performance evaluation.
- c.** A behaviour-based grading scale. According to Martin-Raugh and Reese (2016), this hybrid system combines the rating with the conventional essay grading scale. Based on an analysis of their performance and behaviour, the established criteria can evaluate an employee as excellent, bad, or average.

Conclusions and recommendations

Rosewood, one of Beijing's most prosperous hotels, is also one of the city's most socially conscious businesses. The data and analysis presented above make it clear, however, that the company is lacking in many key areas that would allow it to fulfil its purpose and realise its vision. So, to ensure the company's long-term success in the industry, it must develop in a few key areas. There is a great deal of room for growth in the company's technological capabilities (Law, Leung, Au, & Lee, 2013). Rosewood Beijing will be able to take advantage of advantageous pricing tactics in the acquired markets thanks to the plethora of prospects presented by technological innovation. Technological advancements enable the hotel business to showcase its services and goods to a broader audience, indicating the industry's reliance on technology. The COVID-19 pandemic is another big problem that many companies are worried about in the long run (Norman & Rothenberger, 2014). Governments and other responsible entities should enact a range of fiscal and monetary measures in China and other nations to attempt to lessen the effect of the COVID-19 pandemic on the business sector. Fiscal policies could include guaranteed policy rates that either remain constant or decrease, tax incentives, direct payments to taxpayers, and the continuous expansion of certain unemployment benefits (Spinelli & Pellino, 2020). Additionally, businesses in the hospitality industry should have solid hiring practices to lessen the likelihood of legal trouble stemming from staff disputes.

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