

BOOK LAUNCH:
PROJECT MANAGEMENT OF HOTEL OPENING PROCESSES

The Chinese hotel industry is exploding. Its existing two million hotel rooms are projected to expand to a total of six million by 2025 and nine million by 2039 (Washington Post, 2011). Development on this scale and timeline is going to require a new approach because the traditional way of opening hotels, which causes costly delays, will result in a logistical and economical logjam. Gert Noordzij, a seasoned hotelier with thirty hotel openings and more than twenty years' industry experience under his belt, is proposing that employing a project management approach to hotel opening processes will greatly improve the efficiency and effectiveness of hotel opening processes for this booming industry in China.

Since 1998, Noordzij has witnessed the industry's acceptance of opening delays as part of the landscape, so he set out to uncover what is causing these delays. What he discovered is that what the hospitality industry perceives to be causing delays are actually symptoms of more deep-seated, systemic problems. The root causes actually lie in a lack of project management culture in the hotel industry and the modus operandi of hotel management companies. Noordzij's book examines these issues and explains how they can be solved.

More than eighty-five occupations, across a wide variety of functions and industries, use project management to plan and execute projects efficiently and effectively. Hospitality is not one of these industries, despite high growth on a global scale. In view of the exponential growth, now is the time to help the hotel industry transform itself and embrace project management as a strategic competence.



Project Management of Hotel Opening Processes is for those who manage hotel opening projects, including hotel project developers, hotel management company CEOs, hotel owners and asset managers, hotel vendors, all the way to hotel educational institutions. It explains that the traditional approaches to opening new hotels do not work efficiently, cause delay after delay, and cannot be scaled, thus new, more effective strategies are required.

The Chinese hotel industry is experiencing unprecedented growth. Without a project management approach, the anticipated expansion will not be possible. In this book, author Gert Noordzij considers the published plans for future hotel openings in China, illustrates the scale of the problem, analyzes why traditional approaches will not be able to facilitate China's goals, and why project management methodologies are the best way forward. He guides readers through an examination of modern project management concepts to determine the feasibility of reorganizing a hotel management company, developing a new hotel opening how-

Expert Talking

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to guide, and using project management to effectively and efficiently open new hotels on a large scale.

Project Management of Hotel Opening Processes will help you build a foundation for success in meeting deadlines for the hospitality industry, both in China and around the world.

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CONTACT:

Gert Noordzij

E-mail: hotelopeningprocesses@hotmail.com

Website: www.hotelopeningprocesses.com