Many American brands have established their hotels in China. For example, Hilton worldwide has opened many hotels. That may cause some issues of the society, economy of China and the policy.

In the report, three issues are found in the case. The issues are cultural clashes, enlargement of foreign labour force and issue related to free market policy in China. The issue will be introduced in the report. Moreover, the solutions of the issues will be provided in the report.

**Keywords:** Cultural Clashes, Foreign Labour, China’s Free Market Policy, Hospitality & Tourism Industry, Hotels, Issues in China

### INTRODUCTION

The report is about Hilton Worldwide establishing their 50th Property, Hilton Changzhou in Greater China. Hilton Worldwide is not only an international flagship brand in hospitality but also the first global brand invested money to operate hotels in China. They will open their first Hilton Hotels & Resorts in Changzhou. Hilton Changzhou is their fifty hotels in China. The development of hospitality is still growing in China so Hilton hospitality will put more resources in this important market. Hilton Worldwide will continue to deepen their presence in Greater China and strengthen their brand portfolio of world class. They look forward to open more new property in China in future. Hilton focuses to provide exceptional guest experiences to their customers. The location of Hilton Changzhou is great. They will provide excellent guest experience to their customers.

Many American brands create their hotels and spread their Asian business in China. It may affect the people in China. Also, it may influence the culture, economy and environment. There are some issues caused by many U.S. brands open their hotels in China, such as cultural clashes, enlargement of labor force as well as issue related to free market policy in China.

### Issue 1: Cultural clashes

Cultural clashes exist when two or more parties from different cultural background make misunderstandings and disagreements between various cultures. There are cultural clashes in China because the U.S hotel brands import many foreign workers in the industry. Many foreign workers work in China. They may bring their western culture to China.

The traditional Chinese culture and western culture exist in China in the same time. Many Chinese did not receive higher education or they did not go travel before. They may not know western culture before. If they receive western culture suddenly, they may not accept it. Also, the foreign workers normally speak English in the workplace. Nevertheless, the local workers will speak mandarin or the other lingo of China. The
local staffs may not communicate well with the foreign employees in the workplace so there will be some misunderstandings.

The foreign workers and the local workers may argue with each other. They may not cooperate harmoniously with the others. Therefore, the team spirit of the workers may reduce in the industry due to the cultural clashes. Besides, the social networking sites and some websites are not allowed in China since the Chinese government do not want the citizens interact with the foreigners too much. Chinese are not free to surf on the internet in China (Jackson and Wang, 2013). The foreigners such as American, they are concerned about the freedom and human right. They cannot understand the china government controls people’s right of surfing on the internet.

**Possible Solution**

As a manager of the hotel, you can organize some events for the staff. It can help solve the problems of cultural clashes. Many Americans come to china to take jobs. Americans and Chinese work together in the workplace make cross-cultural partnerships.

You can organize some events for staff. For example, you can establish a sport team in the industry such as the soccer team, basketball team and dragon boat team. The staff can join the sport teams and they can know the other workers form different countries. They can make more new friends from the workplace and they also can build their cooperation skills through the participating the sport events. They can share their own culture to other staffs.

**Implementation of solution provided**

The organization of the hotels can plan to hold events such as sport events. They can set sports team for the staff. The staff can join the sport team by themselves. The hotel can hold the event after work. For example, they can arrange the timetable for the staff whose join the sport team. The hotel should book a venue for the events such as sport centre.

**Advantages of the solution**

Firstly, the team spirit of the staff will become better because of the events. If the staff can improve their cooperation skills, the managers can use the difference between the local workers and foreign employees in the workplace. The difference is the function of supply and demand. The companies can use the foreigners’ specialized knowledge from the west and the Chinese workers have a deeper understanding of the influences such as Confucianism and communism that play part in their countries’ culture and economy (Seligson, 2009).

Now, the second point is the employees can relieve their pressure when joining the sport events. The workers play an essential role in the workplace. In the hotel industry, they need to serve the customers politely and patiently. They work under stress every day. The stress of the employees also may be caused by the cultural clashes. The employees may not cooperate with the other workers from other countries harmoniously so they may be stressed in the workplace. They cannot spend time to release pressure because they are busy. As a result, if the managers can organize some entertainments for the employees, it can help solve the obstacles between the local staffs and overseas employees.

**Disadvantages of the solution**
First, the time cost of the hotels may increase since they need time to organize the event. The hotel have to spend time on the events. The staff are busy. They need to work. If the hotel organizes the events, some staffs cannot join because they need to work. So the managers have to manage the timetable of the staffs. They have to open the events separately. The foreign workers and the local workers may not gain the goals in the events. They cannot get close with other staffs.

Besides, it is not convenient to organize an event. The managers have to find a place to organize the events and also they need to plan the event. It may disturb their work.

Minimize the disadvantages of solution

The first disadvantage can minimize in this way. The managers can hold the sport events after work. If the employees who join the events, they can arrange the morning shift for them so they can participate in the events after the shift. The second disadvantage can minimize in this way. The managers can make the sport events be simple. They only need to make the gatherings be relaxing.

Issue 2: Enlargement of foreign labour force

Nowadays, many American brands open their hotels in China. Although it will provide more jobs to the locals, they also import many foreign workers from the western countries. Especially, most of the managers in the hotels of U.S. brands are foreigners. They hire many foreign workers to work in the industry in China. They would like to employ foreign workers for management work in the hotels because the foreign workers may attain higher education level and they are high-trained than the local workers.

Many foreign employees are from the developed countries such as U.S.A. and England. Otherwise, Chinese may not receive higher education. Some Chinese only studied the primary schools. Then they quit the school because they cannot afford their school fee. So they can only find a lower income jobs.

Also, the unemployment rate will increase due to the enlargement of foreign labor force. The jobs are occupied by the foreign workers. The domestic workers cannot find a better job so they will become jobless. Besides, the unemployment rate remains high in western countries. They cannot find a job in western countries. They figure out that there are lots of job opportunities in China because many American brands open the hotels in China. They come to china and find a job. They can speak English fluently but many Chinese cannot speak well.

Moreover, The US brands do not want to hire Chinese to do management work in the hotels because of racial discrimination. American think they are better than Chinese since they are white people. In addition, the foreign brands will earn profit and bring the money back to their countries. The foreign employees will also earn money and spend the money in their own countries. The job level of foreign staffs and local staffs is different. The foreigners can get higher salary. It will be a competition between the domestic people and foreign employees because of rapid expansion of human resources.

Therefore, there will be some problems which is caused by the enlargement of labour force.
Possible Solution

As a manager of the hotel, I should provide more training to the new local workers and local employees because the training can help the local staffs to raise their competitiveness in the workplace. The training can improve the staff's practical working skills and update their skills. It also can create opportunities for career development. They can get more job opportunities in the future. Employee training is essential for an organization's success because it can improve the work efficiency of the workers and it can proceed easily. The local employees can increase their knowledge and working skills in the employee training. Besides, the training course can enhance their productivity and profitability. After the training, the employee can improve their skills in workplace and get higher position afterward.

Implementation of the solution provided

The organization of the hotel should provide more training to the local employee. The managers should be the one who in charge the training. They can renew the local workers' knowledge and skills in the training. Also, the managers can provide some lessons to the local workers. For example, they can provide English courses. The local employees may not speak English fluently. If they can improve their English, it can compare with the other foreign employees. The managers should set the date for the training every week such as once a week or twice a week after work. The hotels can proceed the training in the hotel.

Advantages of the solution

If the hotels provide training to the local employees, the efficiency of the local employees will increase. Their working skills have been improved so they can work more efficiently. They can handle more work in the hotel. The productivity of the hotel will also be higher since the local workers receive the training.

Furthermore, the employment rate will be increase because more local workers can get a job. Before the poor-educated local workers will be replace by the high-trained foreign workers but now the local workers get higher skills. They can compare with the foreign workers. The unemployment rate of the domestic labours will be lower.

Disadvantages of the solution

The training need time to proceed so the time cost may be higher. It may waste the time. The managers need to arrange a time for the employees for training. It may disturb the operation of the hotel.

Moreover, the hotels may need to put more resources on human resources because they need to provide training to the local staffs. They cannot put more resources on the other development of the hotel.

Minimize the disadvantages

The first disadvantage can be minimized to arrange the training after work or day off. They can make the training become faster and shorter the time of training. The second disadvantages can be reduced to limit the expense on the training. The management can limit the resources of training.

Issue 3: Issues related to free market policy in China
Many American brands open their companies in China such as Hilton Worldwide. They can establish their brands and extend their industries in China due to the free market policy in China. The Chinese government has established the free market policy after the Chinese economic reform. The government want more foreign companies invest money in China. China had one of the world’s largest and advanced economies. The market is opening up of the country to foreign investment. The free market policy attracts many foreigners to operate a company in China. Many hotel chains extend their business in China. The local residents cannot open their own firm. The cost of opening the firm will be higher. The competition will be higher because many foreign brands in China. There will be more competition in free market. The prices of supply can easily make by the operators.

Possible solution

Chinese government plays an important role in Chinese economies. As a government, they can set the limitation of free market policy. The foreign investors have to find at least one local partner to operate the company with them. It can protect the domestic economies. Also, it can prevent the money lost in the local market. The foreigners gain the profit and bring the money back to their own country. In addition, it can make sure the locals have equal opportunity to open a firm. The foreigners will not occupy the market.

Implementation of solution provided

The Chinese government can establish a law to prohibit the foreign investors occupies the market. The local business can compare with the international brands in China. The government can inform the local businessmen and domestic companies. They can make a group to discuss this issue. They can set the limit to enforce the law. For example, they can try to implement the law one year. If the law can protect the local companies, they can enforce it permanently.

Advantages of solution

At the beginning, the legislation can ensure the foreigners cannot occupy the economy in China. Lots of American brands open their open their companies in China. If the government of china set up this law, the local businesses can survive in the competitive market.

The law can also lower the competivity in the industry. The overseas investors need to find domestic citizens to be their business partners. Some of the foreign may give up expand their business in China. The numbers of US brands in China will reduce. If the foreign competitors stop to spread their business in China, the local brands can earn more profit in the industry.

Disadvantages of solution

Firstly, the government of china needs time to set up the legislation because they need to discuss about the achievement of the law. They need to discuss every details of the legislation. Therefore, the government needs time to discuss about it. They cannot establish the law immediately. The legislation cannot prevent the foreign companies’ monopolization in economy of china.

Furthermore, the legislation may not be efficient since the foreign investors can pay money to the locals and ask them to be their business partners. So the foreigners can still invest money in Chinese economy. They can still open a
company in China. The problem will still be there. The legislation may not help the local companies.

Minimize the disadvantages of the solution

The first disadvantage can minimize in this way. The Chinese government can shorten the discussion because they need to solve the issue as soon as possible. The second disadvantage can relieve in this way. The government should monitor the brands in the market since some overseas investors may cheat the government illegally. The government can check the foreign brands before they open companies in China.

Conclusion

To sum up, although many American brands expand their business in China can bring some benefits for the Chinese economy, it also will bring some disadvantages to the society and the economy. The issues currently exist in the China. If the managers and the government follow the solutions above, it may help them to solve the problem of the issues. They have to relieve the problems before the issues become worst. They should protect the local workers in the industry.
References


Hsu, L. W. (2014), Effectiveness of English for specific purposes courses for non-English speaking students of hospitality and tourism: A latent growth curve analysis


McDonald, J. T. and Worswick, C. (2015), Handbook of the Economics of international Migration