The experience of Meliá Hotels International in China: 
A case of internationalisation of a Spanish hotel group

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Abstract

The aim of this work is to identify the key success factors of a Spanish investment in a country with such profound cultural differences, as it is China, through the experience of Meliá Hotels International Group, one of the biggest hotel chains in the Spanish and international tourism
sector. Two interviews were held with the group’s Vice-president of Development. The first was after the opening of the group’s first hotel in China in 2012, and the second two years later, because of the changes that the group had experienced in China. As a result, nine success factors and three entry barriers were identified.

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