

CHAPTER II

GENERAL DESCRIPTION

3.1 Hotel's Profile



3.1.1 History

Rosewood The Rosewood brand began in 1979 in Dallas, Texas, when a historic mansion was transformed into a luxury hotel called The Mansion on Turtle Creek. This started the brand's famous philosophy, "A Sense of Place," which means every hotel should reflect the culture and history of its location.

In 2011, the brand was acquired by the Hong Kong-based New World Development. Under the new leadership of Sonia Cheng, Rosewood shifted its focus toward "ultra-luxury" hospitality, aiming to make guests feel like they are in a private home rather than a traditional hotel. This global expansion eventually led to the creation of its most iconic property in Asia. Rosewood Hong Kong opened in March 2019 as the brand's flagship hotel in Asia. It is located at Victoria Dockside in Tsim Sha Tsui, a site that has a deep history for the owning family. The hotel's design is a mix of modern architecture and classic luxury, offering 65 floors of sophisticated rooms and suites with stunning views of Victoria Harbour.

Since its opening, Rosewood Hong Kong has set new records for excellence. It is currently recognized as the No. 1 Hotel in the World, proving that it has successfully combined its American heritage with a modern Asian vision. Today, the hotel is a global leader in luxury, known for its personalized service. Facilities

3.1.1.1 Room Types

Table 3.1 Room Types

Figure	Description
 <p data-bbox="325 891 818 954">Source: (https://www.rosewoodhotels.com) Figure 3.1 Kowloon Peak View Room</p>	<p data-bbox="847 573 1362 864">The Kowloon Peak View Rooms face North, with views of the glimmering Kowloon cityscape, the Lion's Rock and Sha Tin mountains in the distance. These spacious, ultra-residential rooms feature 53-square-metres of curated objects, a marble bathroom with freestanding bath and twin sinks, twin showers, and an ample walk-in closet.</p>
 <p data-bbox="328 1290 815 1368">Source: (https://www.rosewoodhotels.com) Figure 3.2 Harbour View Room</p>	<p data-bbox="847 987 1362 1245">The Harbour View Rooms boast expansive water views, spanning Causeway Bay to East Tsim Sha Tsui. Ultra-residential interiors reveal eclectic luxury in curated objets d'art, thoughtful amenities, the generous marble bathroom with freestanding bath, twin sinks and twin showers, and the spacious walk-in closet.</p>
 <p data-bbox="325 1749 812 1812">Source: (https://www.rosewoodhotels.com) Figure 3.3 Premier Harbour View Room</p>	<p data-bbox="847 1431 1362 1787">Premier Harbour View Rooms with 53 square metre (570-square-foot) boast peerless, glittering harbour views overlooking the scenery of the west harbour. Livable residential luxury is revealed in the eclectic objets d'art and curated interior details, thoughtful amenities, and the generous marble bathroom with a freestanding bathtub, twin sinks and twin showers, and a spacious walk-in wardrobe.</p>

 <p>Source: (https://www.rosewoodhotels.com) Figure 3.4 Grand Harbour View Room</p>	<p>Grand Harbour View Rooms with The 53 square metre (570-square-foot) boast peerless, glittering harbour views overlooking the scenery of Wan Chai in the south, perfectly positioned for enjoying the city's dazzling fireworks displays. Livable residential luxury is revealed in the eclectic objets d'art and curated interior details, thoughtful amenities, and the generous marble bathroom with a freestanding soaking bathtub.</p>
 <p>Source: (https://www.rosewoodhotels.com) Figure 3.5 Club Premier Harbour View Room</p>	<p>Club Premier Harbour View Rooms uncover the essence of Hong Kong with panoramic west harbour views. Warm, residential charm is revealed in the eclectic objets d'art and curated details, with a marble bathroom and freestanding soaking bathtub, twin sinks and twin showers, and spacious walk-in wardrobe. This room stay includes Manor Club access.</p>
 <p>Source: (https://www.rosewoodhotels.com) Figure 3.6 Club Grand Harbour View Room</p>	<p>Club Grand Harbour View Room with 53 square metre (570 square foot) highlights panoramic Wai Chai harbour views, providing an unparalleled vantage point for the city's much-loved fireworks displays. Hong Kong's distinctive flair is revealed in eclectic objets d'art and curated details, with a marble bathroom and freestanding soaking bathtub, twin sinks and twin showers, and spacious walk-in wardrobe. This refined room stay includes Manor Club access.</p>



3.1.1.2 Restaurants

Rosewood Hong Kong offers various dining options that provide a premium culinary experience. Each restaurant has a unique concept and elegant atmosphere, with menus created by professional chefs using high quality ingredients. These restaurants aim to give guests a memorable and luxurious dining experience. Here are some of the dining outlet available at this hotel.

Table 3.2 Restaurants

Figure	Description
 <p>Source: (https://www.rosewoodhotels.com) <i>Figure 3.8 Marmo Bistro</i></p>	<p>Marmo Bistro is an Italian-style restaurant that focuses on classic Italian comfort food with a modern presentation. The outlet has a warm and elegant bistro atmosphere, making it suitable for casual dining, family meals, and social gatherings. It offers a relaxed dining experience while maintaining high service standards.</p>
 <p>Source: (https://www.rosewoodhotels.com) <i>Figure 3.9 BluHouse</i></p>	<p>BluHouse is an Italian restaurant inspired by the Amalfi Coast and Mediterranean lifestyle. It serves authentic Italian dishes made with fresh ingredients in a bright and comfortable setting. BluHouse is popular for both lunch and dinner, especially for guests who enjoy sharing food in a lively atmosphere.</p>

 <p>Source: (https://www.rosewoodhotels.com) Figure 3.10 The Legacy House</p>	<p>The Legacy House is a fine dining Chinese restaurant that specializes in traditional Cantonese cuisine. The restaurant focuses on heritage recipes, refined flavors, and elegant presentation. It provides a calm and luxurious dining environment, suitable for business meals and special occasions.</p>
 <p>Source: (https://www.rosewoodhotels.com) Figure 3.11 Holt's Café</p>	<p>Holt's Café is an all-day dining restaurant that offers a mix of international and local comfort food. The café has a classic design inspired by traditional cafés, creating a welcoming and relaxed atmosphere. It is a popular choice for breakfast, casual meals, and informal meetings.</p>
 <p>Source: (https://www.rosewoodhotels.com) Figure 3.12 CHAAT</p>	<p>CHAAT is an Indian restaurant that brings traditional Indian street food and regional dishes into a modern fine dining concept. The restaurant is known for its bold flavors, creative presentation, and vibrant atmosphere. It offers a unique dining experience that combines culture, taste, and innovation.</p>

 <p>Source: (https://www.rosewoodhotels.com) Figure 3.13 The Butterfly Room</p>	<p>The Butterfly Room is an elegant lounge that serves afternoon tea, light meals, desserts, and beverages. It has a stylish and calm atmosphere, making it a popular place for social gatherings and relaxation. The outlet is especially known for its refined afternoon tea service.</p>
 <p>Source: (https://www.rosewoodhotels.com) Figure 3.14 Bayfare Social</p>	<p>Bayfare Social is a casual dining venue designed for social interaction and relaxed dining. It offers a variety of international dishes and sharing menus in a comfortable environment. This outlet is suitable for group dining, informal meetings, and social events.</p>
 <p>Source: (https://www.rosewoodhotels.com) Figure 3.15 HENRY</p>	<p>HENRY is a modern American steakhouse that focuses on premium meat cuts and classic American cuisine. The restaurant has a bold and sophisticated interior, creating an energetic dining atmosphere. HENRY is popular for dinner and social dining experiences.</p>

	<p>DarkSide is a luxury cocktail bar inspired by classic jazz culture. It is well known for its handcrafted cocktails, rare spirits, and live jazz performances. The bar offers an intimate and elegant atmosphere, ideal for evening relaxation and socializing</p>
<p>Source: (https://www.rosewoodhotels.com) Figure 3.16 DarkSide</p>	
	<p>XX Bar is an exclusive private lounge designed for intimate gatherings and special occasions. The space offers premium beverages, personalized service, and a high level of privacy. It is suitable for VIP guests and private events.</p>
<p>Source: (https://www.rosewoodhotels.com) Figure 3.17 XX</p>	
	<p>Butterfly Patisserie is a luxury pastry boutique offering a wide selection of cakes, chocolates, pastries, and desserts. The outlet is known for its high-quality ingredients, artistic presentation, and refined taste. It is ideal for takeaway, gifts, and special celebrations.</p>
<p>Source: (https://www.rosewoodhotels.com) Figure 3.18 DarkSide</p>	

3.1.1.3 Fitness and Wellness

Besides providing comfort in staying and dining, Rosewood Hong Kong also has complete fitness and wellness facilities. These facilities are designed to maintain the guests' health and relaxation during their stay.

Table 3.3 Fitness and Wellness

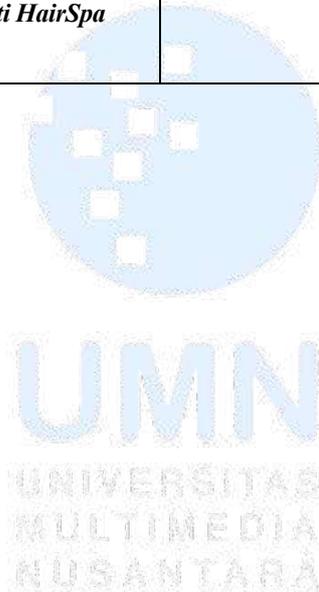
Figure	Description
 <p>Source: (https://www.rosewoodhotels.com) Figure 3.19 Asaya Fitness Centre</p>	<p>The fitness centre at Rosewood Hong Kong is equipped with modern exercise machines and training equipment. It is suitable for guests who want to maintain their fitness routine during their stay. Open 24 Hours and Personal training sessions are also available upon request.</p>
 <p>Source: (https://www.rosewoodhotels.com) Figure 3.20 Asaya Swimming Pool</p>	<p>A luxurious 25 metre outdoor infinity pool overlooking Victoria Harbour. The pool is surrounded by a landscaped deck and offers a calm and relaxing atmosphere. Open daily from 7:00 a.m. to 6:30 p.m., the pool provides attentive poolside service and is ideal for morning swimming or relaxing while enjoying the harbour view.</p>
 <p>Source: (https://www.rosewoodhotels.com) Figure 3.21 Asaya Spa by Guerlain</p>	<p>Asaya Spa by Guerlain is a luxury wellness spa and retreat located on the sixth floor of Rosewood Hong Kong. It combines French skincare expertise from Guerlain with refined Asian wellness traditions to offer guests a truly bespoke and holistic spa experience. The spa is designed as a peaceful sanctuary where beauty, balance, and well-being come together in perfect harmony, allowing guests to rejuvenate both body and mind.</p>



Rossano Ferretti HairSpa is a luxury hair salon and wellness studio located within the Asaya wellness retreat at Rosewood Hong Kong. This exclusive hair spa brings world-renowned Italian haircare artistry to Asia's premier luxury hotel. It combines personalised hair treatment services with a relaxing and elegant atmosphere, creating a serene space where guests can enjoy both beauty and well-being.

Source: (<https://www.rosewoodhotels.com>)

Figure 3.22 Rossano Ferretti HairSpa



3.1.1.4 Meetings and Events

Rosewood Hong Kong also offers various meeting and event rooms that are elegant. These facilities are designed to support the guests' needs in organizing business meetings, conferences, or other social events.

Table 3.4 Meetings and Events

Figure	Description
 <p>Source: (https://www.rosewoodhotels.com) Figure 3.23 Grand Ballroom</p>	<p>The Grand Ballroom at Rosewood Hong Kong is a luxurious venue designed for large-scale events such as weddings, gala dinners, and conferences, with elegant interiors and modern facilities, accommodating up to 1,000 guests (theatre style) or 600 guests (banquet style).</p>
 <p>Source: (https://www.rosewoodhotels.com) Figure 3.24 The Gallery</p>	<p>The Gallery is a stylish and sophisticated venue suitable for exhibitions, cocktail receptions, and private events, featuring artistic interiors and an elegant atmosphere, with a capacity of up to 150 guests (cocktail style).</p>
 <p>Source: (https://www.rosewoodhotels.com) Figure 3.25 Pavilion Hall</p>	<p>Pavilion Hall is a versatile event space ideal for meetings, exhibitions, and social events, featuring flexible layouts and professional event support, with a capacity of up to 300 guests.</p>

 <p>Source: (https://www.rosewoodhotels.com) Figure 3.26 Salons</p>	<p>The Salons are elegant meeting rooms designed for business meetings, workshops, and seminars, equipped with modern technology and a professional setting, accommodating approximately 30 to 120 guests, depending on the setup.</p>
 <p>Source: (https://www.rosewoodhotels.com) Figure 3.27 The Intimate Venues</p>	<p>The Intimate Venues offer private and elegant spaces suitable for small meetings, VIP dinners, and exclusive gatherings, providing a personalized atmosphere for 10 to 50 guests.</p>
 <p>(Source: https://www.stregisjakarta.co.id/) Figure 3.28 The Botanical Garden</p>	<p>The Botanical Garden at Rosewood Hong Kong is a beautifully landscaped outdoor space with lush greenery and tranquil pathways, offering a serene environment for relaxation, walking, or casual gatherings. It can accommodate up to 100 guests for small events or outdoor activities.</p>

3.2 Organizational Structure

The organizational structure of Rosewood Hong Kong is arranged to ensure the hotel's operations run smoothly and efficiently. Each section has specific responsibilities, but they all work together to provide the best service to the guests.

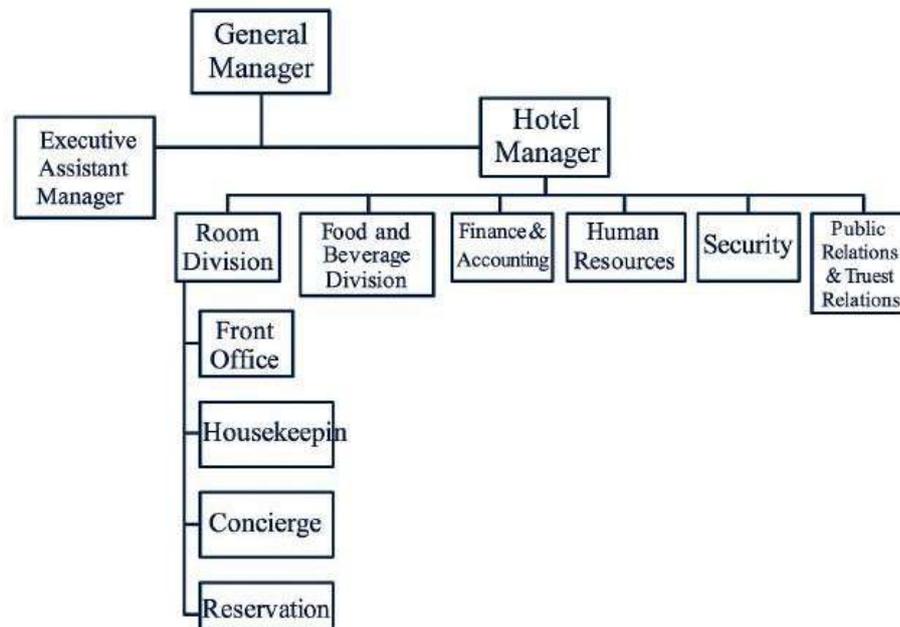


Figure 3.29 St. Rosewood Hong Kong Organizational Structure

In In a hotel's organizational structure, every role contributes to smooth operations and excellent guest service. At the top is the General Manager, who oversees the entire hotel and ensures all departments function efficiently. Supporting the General Manager is the Executive Assistant Manager, coordinating tasks and responsibilities across the hotel.

One of the most important divisions is the Food and Beverage (F&B) Division, which manages all dining and beverage experiences within the hotel. The F&B Service team plays a central role in delivering high-quality service to guests in restaurants, bars, lounges, and in-room dining. This department works closely with the Kitchen, Banquet, and Event teams to ensure meals are

prepared and served with efficiency, professionalism, and personalized attention.

Meanwhile, other departments support different aspects of hotel operations. The Front Office handles guest check-ins, check-outs, and inquiries, while Housekeeping maintains cleanliness and comfort in guest rooms. Sales and Marketing promote the hotel and boost bookings, Finance & Accounting manage budgets and finances, and Human Resources oversees staff recruitment and training. Engineering & Maintenance maintain facilities, Security ensures safety, and Spa & Wellness provides relaxation and fitness services.

Within this structure, the F&B Service department is key to shaping the guest dining experience, enhancing overall satisfaction, and maintaining the hotel's reputation for quality and luxury service. Its staff interact directly with guests, anticipate needs, and create memorable culinary experiences that complement the hotel's brand and standards.

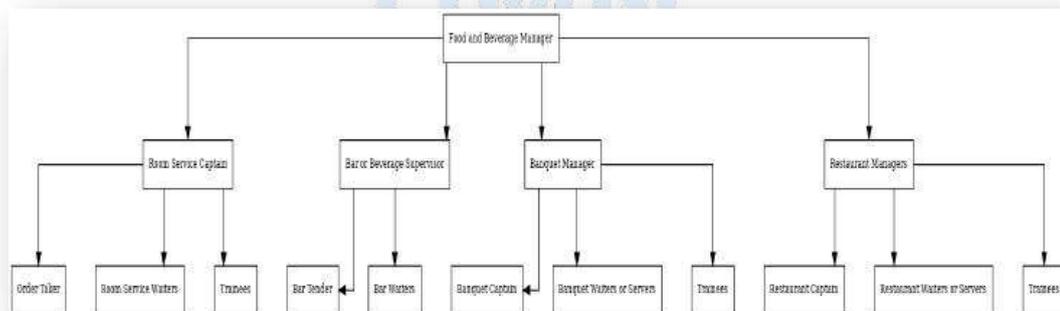


Figure 3.30 Rosewood Hong Kong Food and Beverage Service Department Organizational Structure

At Rosewood Hong Kong, the Food and Beverage (F&B) Department is essential to the hotel's reputation for providing ultra-luxury hospitality. The department is led by the Food and Beverage Manager, who is responsible for overseeing all culinary operations. The F&B Manager ensures that every outlet

delivers exceptional service while maintaining high standards and profitability. This involves supervising department heads, managing budgets, and implementing the "A Sense of Place" philosophy to ensure every guest has a memorable experience.

To maintain efficiency, the F&B Department is organized into four main divisions. The Room Service division, led by a Captain, focuses on private dining. The Bar and Beverage section, managed by a Supervisor, handles the craft cocktail and lounge programs. The Banquet division manages large-scale events and weddings under the guidance of a Banquet Manager. Finally, the Restaurant division manages the daily operations of the hotel's various dining rooms. This structured hierarchy allows the Food and Beverage Manager to monitor all areas while ensuring that specialized teams can focus on their specific service goals.

Captain coordinates the floor flow, while the Manager ensures that the overall service aligns with the hotel's luxury standards.

