

Analysis of Hotel Management Mode from the Perspective of Low Carbon Tourism

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Keywords: low carbon tourism; hotel management model; analysis

Abstract: With the economic construction and development of our country, people gradually realize the importance of environmental development. Low-carbon environmental protection has become an important standard everywhere in life. People also use this to measure the development of various industries. Low-carbon tourism has naturally become the inevitable development of the times. Under the perspective of low-carbon tourism, there are many problems in the hotel management model. This paper analyzes the problems existing in the hotel management model, which is mainly reflected in the low degree of internationalization of the hotel, the lack of talents and the lack of hardware equipment, the lack of its own characteristics and the lack of hotel development culture. And solve these problems, together to improve the further development of the hotel industry, to contribute to the tourism industry, but also to build a force for low carbon.

1. Introduction

Under the rapid development of the times, economic construction has accelerated and market competition pressure has increased. Enterprises want to occupy a position in the market, they have to make certain adjustments to adapt to the development of the times. As a service industry, the hotel also faces this problem. How to improve its viability, seize the opportunity and occupy its position in the market has become an important goal of hotel development.

2. The status quo of hotel management from the perspective of low carbon tourism

2.1 The hotel lacks professional competence in line with international standards

Many cities in mainland China rely on the development of tourism to become more and more prosperous. However, there are many scenic spots in the central and western regions. Due to the geographical environment, transportation equipment and other factors, the economy is relatively backward, traffic is blocked, and transportation is not convenient. Communication is difficult. Lack of certain experience to build a sound service system, of which the hotel industry performance is also more obvious. With the development of our country, the economy and culture have been loved by foreign tourists. With the attraction of traditional culture and historical sites, more and more foreign travelers come to China for sightseeing. However, in most urban development processes, the main target of hotel services is still domestic, and hotels are generally not trained. This has led to the emergence of language communication barriers, cultural communication barriers and other forms of incompatibility in the process of international tourism development, lack of sufficient experience and ability to serve international tourists. This has led to the hotel's development in the tourism industry, the degree of internationalization is low, it is easy to lose a large number of foreign tourists, the relative service targets are reduced, affecting the long-term stable development of the hotel. Without a complete service system, it may even have a negative impact on the experience of foreign tourists. In the face of unexpected situations, it is difficult to get an effective solution, affecting the reputation of the hotel, but also affecting the long-term development of China's tourism industry in the international arena. The hotel will gradually derail the market and finally fade out of the tourist attractions.

2.2 Hotel management and service personnel have low professional quality

The hotel staff is mainly divided into management staff and service staff. These two kinds of staff perform their respective roles in hotel management and play their respective important roles. No matter which link is missing, the overall management of the hotel will be negatively affected. At present, the hotels in the scenic spots in China have shown insufficient capacity among the staff. This is mainly due to the relative lack of sufficient professional knowledge and professional skills of the employees employed in the development to reduce costs, which makes the assignment work difficult to complete efficiently. It can be said that the professional quality of the staff of the general hotel is mixed, and there is a huge difference between the thoughts of each other. It is difficult to carry out effective unification, and the problems caused by the differences in thoughts are also everywhere. In addition, relatively speaking, there are relatively few professional talents in the hotel industry in China, and the talents are in a state of scarcity. It is difficult for hotels to find staff that meet the needs of the hotel. The long-term development has left many hidden dangers for the hotel, and may eventually affect the normal and stable development of the hotel.

The hotel management lacks a professional team, and the professional quality of the team is uneven. Finally, after the corresponding instructions are issued, it cannot be efficiently executed, and even various errors occur. Especially for service personnel, the hotel has relatively few requirements for the selection of service personnel. Service personnel often do not have the ability to handle things urgently. In addition, some hotel hardware equipment can not keep up with user needs, service facilities are backward, and tourists can not be satisfied.

2.3 Hotel services do not have certain characteristics

As a service industry, natural service is the first. Many hotels are similar in management and construction to other hotel architectures and service procedures are similar. The service of the hotel is unchanged and there is no unique charm, which affects the development of the hotel itself. In the face of similar services, the choice of tourists is relatively casual and difficult to meet. In the long-term construction and development of the hotel, we cannot stand out from the crowd and become mediocre. Naturally, it is difficult to attract tourists. Can only follow the public, in a state of drifting. In turn, a very obvious "polarization" is formed, that is, there is a very significant difference between the off-season and the peak season. The real off-season does not open, and the hotel is full in the peak season. However, in this case, the hotel has no innovation, single service, not novelty, and it can not satisfy the spiritual needs for tourists, but it is a dispensable hotel. It is difficult for the hotel to gain a foothold and develop. In the market, it is difficult to occupy a place and there is no competition. The hotel industry may form a unique phenomenon in this regard.

In addition, in the long-term management mode of the hotel, it is difficult to realize the problems inherent in the hotel. Problems in management are difficult to detect and have a more serious impact. The service quality of the hotel is relatively backward among the leading enterprises in the industry. The reputation of the tourists has deteriorated, and the long-term development of the hotel has become distant. At the same time, due to the impact of the tourist season, even if the hotel is full, due to the long-term impact of the usual management, it is difficult to make timely adjustments. The relative quality of service cannot be compared with the needs of tourists, and it is impossible to follow up the needs of tourists in time. It is easy to lose a large number of tourists, causing negative effects.

2.4 The culture of the hotel does not match the low carbon tourism concept

Regardless of all walks of life, companies that want to truly stand out in the industry and let people recognize it must have their own ideas and cultures, and regard this as a principle that must be observed in the development of enterprises. As a service industry, the hotel naturally cannot escape the limitation of this idea. If a hotel wants to develop, it must have a unique business philosophy and have its own development culture. Only in this way can it develop vigorously, occupy the position in the market and be recognized by users. and support. It can be said that corporate culture is an important embodiment of a company's development concept and values, and

it is the purpose and goal of the entire enterprise. The same is true for hotels. In order to ensure long-term and stable development, hotels must have their own corporate culture in the market and regard this as the principle of adherence and the foundation of the enterprise. The development culture of the hotel even determines how long a hotel can go. Therefore, the hotel culture needs to adapt to the development needs of the current society, and combine with its own situation to develop a unique culture.

However, at present, a large number of hotels in China do not fully recognize the importance of hotel development culture. Managers believe that the hotel development culture does not have practical significance and belongs to the illusory idealism. Therefore, many hotels pay more attention to economic interests in the process of actual business development, and ignoring or even neglecting the importance of corporate culture, leading to the development of the hotel, and gradually deviating from the right track. In addition, due to the weak cultural foundation of the hotel, the life of the employees is not taken seriously, the hotel staff lacks sufficient sense of belonging, and the relative work efficiency is naturally not high. Of course, the most important thing is that many hotels lack hotel culture, lack of responsibility, and social disentanglement. These naturally lead to more serious deviations in the overall development of the hotel and the concept of low-carbon tourism.

3. The demand and strengthening measures of hotel management mode from the perspective of low-carbon tourism

First of all, it is necessary to clarify that the current form of development, low-carbon environmental protection has become an important assessment standard for the pursuit of quality of life. Low-carbon life is reflected in all aspects, including tourism, and low-carbon tourism is already an important component of tourism development. As a service industry, the hotel also plays an important role in the development of the tourism industry, providing passengers with a quality living environment while ensuring quality. With the development of low-carbon tourism, the traditional hotel management model is not enough to meet people's needs. In the case of customer satisfaction, the hotel needs to integrate the low-carbon concept and use low-carbon and environmentally friendly elements to provide customers with a green, comfortable and environmentally friendly living environment. The specific hotel management model improvement measures are as follows.

3.1 Strengthen the service construction of international hotel management mode according to the concept of low-carbon tourism

To ensure that the hotel is established in the industry, we must first ensure the hotel's services. Adhering to the customer's service philosophy, the hotel should put the needs of tourists in the first place. According to the development needs of the current era, the management of hotels should be standardized in strict accordance with the relevant low-carbon requirements and regulations, and a set of service standards based on low-carbon based on the hotel's own image should be formulated. At the same time, we strictly regulate the standardization of hotel behavior and improve the level of internationalization. Hotel service personnel need to have a certain multi-language communication ability to reduce the negative impact of language barriers. It is also possible to provide appropriate translations in the hotel to facilitate timely resolution of unexpected situations in the hotel. Avoid the hotel's long-term development and progress affecting China's tourism industry. In addition, in the process of internationalization of hotel management, the service system should be improved to minimize the probability of unnecessary problems. Maximize the international visibility, contribute to the development of the tourism industry, and effectively enhance the visibility of the hotel itself.

3.2 Hire professional talents and cultivate professional teams

First of all, it is necessary to improve the employer's standards and strengthen the review of employees. Effectively improve the professional level and quality of employees, and improve the overall service. Only with a certain degree of professionalism can we ensure the efficient

completion of the task. Secondly, it is necessary to strengthen the training of employees, improve the service awareness of hotel staff, and meet the needs of customers. The improvement of service level will naturally increase the overall reputation of the hotel, enhance its influence and enhance its position in the industry. This process is to ensure the quality of the service. Once again, a professional team should be built. The demand for hotel professionals is large and is currently in short supply. The hotel wants to guarantee sufficient talents, the most important thing is the treatment problem. Raising salary is undoubtedly a better choice to improve the treatment of professionals. Implement a salary bonus system to increase the enthusiasm of employees. Leaders should assign work according to the characteristics of different employees and maximize their ability. In addition, we should also pay attention to the use of professional talents and provide them with a platform to display their talents. Improve the working environment of employees, improve the quality of work, and effectively integrate employees into the entire team. In addition, we have established a clear reward and punishment system and a responsibility system to improve employee responsibility, reduce mistakes, and truly leverage employee talent.

3.3 Combine low carbon standards to establish hotel service quality standards

The hotel should develop a set of sound scientific service quality standards and clearly define the service quality requirements in strict accordance with the national requirements for low carbon standards and their own development. It should be noted that the hotel's own service capabilities and service equipment can meet the corresponding needs, and at the same time should ensure that the service quality and the actual situation of the service team are combined; in addition, the minimum standards for hotel internal management should be determined according to the low-carbon related indicators to ensure The corresponding standards can be met. Secondly, according to the scope and capabilities of the service, the assessment criteria are adopted to assess the employees and improve the quality of service; the supervision department is established within the hotel to achieve supervision and management, and internal quality is improved; finally, the advanced management mode is actively studied. We have continuously adjusted and improved the previous management model to achieve standardized management.

3.4 In the process of management, the hotel should strengthen the emphasis on hotel culture and cultivate the hotel culture of low-carbon tourism.

In the development of the current era, low-carbon tourism has affected many cities that rely on tourism development. The industries that are more affected in these cities include the hotel service industry. As a place of choice for people to choose from during their travels, the hotel's service is undoubtedly a factor that customers consider when choosing a hotel. With the promotion of low-carbon tourism, people are pursuing a high-quality, low-carbon, energy-saving and environmentally-friendly tourism model, and hotels naturally need to make adjustments based on people's minds. Hotel culture construction should be based on the development needs of the times, according to people's needs to build a more reasonable and distinctive hotel culture. Only in the health and support of the hotel culture with certain values can the hotel develop in a longer-term and stable manner. Therefore, in order to adapt to the background of low-carbon tourism, the hotel needs to make corresponding construction of the hotel culture. Hotel management should shape the image on the basis of low-carbon tourism, set corresponding ethics and hotel service norms, and promote hotel culture to build a cultural awareness in line with the hotel's own image on a low-carbon basis. In addition, it is necessary to strengthen the training of leaders, pay attention to the low-carbon awareness training of leaders, and shape corporate culture. In the process of management, the hotel can strengthen the study of low-carbon knowledge, introduce advanced equipment and technology, and integrate the low-carbon concept into the hotel culture. The hotel staff pays attention to the development culture of the hotel, pays attention to the importance of cultural awareness, enhances the hotel's humanized energy-saving service, and provides people with better rest space. Bringing into play the importance of hotel culture and exerting unique charm in the current era, it plays an important role in the hotel industry.

4. Conclusion

The hotel management model should be based on the development needs of the times and their own circumstances, to develop a hotel management norm, improve the status of the hotel in the industry, and enhance the influence. At the same time, the hotel itself should be aware of being part of the society, actively contributing to the social construction and contributing to low-carbon development. These also require more detailed and professional research, and constantly improve, in order to truly improve the strength of the hotel to ensure long-term stable and healthy development.

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