

# **An Analysis on the Upgrading of the Management Strategy of Star Hotels in the Background of Low Carbon Tourism**

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**Abstract:** In recent years, with the rapid development of economy, people's quality of life has been continuously improved, promoting the scale of tourism development has gradually expanded, in order to promote the sustainable development of tourism resources, the party Central Committee and the state government departments actively promote the concept of low-carbon tourism. In this context, star hotels are also facing broad development opportunities and management challenges. In order to fully cater to the low-carbon tourism put forward a series of ideas such as energy conservation and environmental protection, star hotels need to upgrade the operation management strategy to improve the service level. Therefore, this paper analyzes the importance of upgrading the star hotel operation management strategy under the low-carbon tourism background, expounds the problems existing in the current hotel management, and puts forward the improvement countermeasures, hoping to provide reference and reference for the relevant people, so as to promote the stable development of star hotels to lay a good foundation.

## **1. Introduction**

The operation and management of star hotels under the background of low-carbon tourism need to be analyzed in combination with the concept of energy saving and environmental protection to meet the needs of customers by selling guest rooms, catering and other services, so as to improve their own economic benefits. It can be seen that the service quality of star hotels can directly affect the use of hotel management and long-term development goals [1]. Therefore, in order to improve the efficiency of star hotel management under the background of low-carbon tourism, we need to analyze the existing problems and adjust the management mode appropriately, at the same time, we should pay more attention to the professional ability and comprehensive quality of the staff to promote the development of the hotel to achieve the goal of sustainable development.

## **2. The Concept of Low Carbon Tourism**

Low carbon tourism needs to be analyzed from two aspects, one is low carbon, the other is tourism. The so-called low carbon means that with the continuous development of economy, the environmental problems in the international scope are becoming more and more prominent, which restricts the stable development of various countries in various aspects. China has put forward the concept of energy saving and environmental protection development, and fully integrated into various industries, with the continuous deepening of the concept of low carbon, effectively reduce the phenomenon of waste of resources, while alleviating the ecological deterioration. shown in figures 1 and 2. And tourism, with the improvement of people's living standards and the increasing consumption capacity, promotes our country to enter the era of national tourism, which is conducive to improving social and economic benefits [2]. In order to ensure the sustainable development of tourism industry and promote the rational development and utilization of tourism resources, the Party Central Committee and government departments of our country strongly call for low-carbon tourism, that is, it is necessary to run through three concepts in tourism, namely, the concept of low-carbon in scenic spots, the concept of low-carbon in hotel management, and the concept of low-

carbon in travelers. This paper focuses on the low-carbon concept of hotel operation and management. Figure 3 shows the dining environment of a star-rated hotel in China [3].



Figure 1 Low-carbon tourism



Figure 2 Low-carbon tourism



Figure 3 Dining environment of a star hotel in China

### **3. Problems Existing in the Operation and Management of Star Hotels in the Context of Low-carbon Tourism**

Although in recent years, star hotels pay more and more attention to low-carbon environmental protection in the process of operation and management, there are still some problems to be solved in the process of practical implementation, which can be analyzed from the following aspects:

#### **3.1. Low Carbon Management is not in Line with the Actual Situation**

Star hotels in the process of operation and management, in order to achieve the goal of keeping pace with the times, need to fully cater to the concept of low-carbon tourism development, combined with their own actual development situation, appropriate adjustment and optimization of management mode [4]. However, combined with the actual situation of star hotel operation and management in China, it can be seen that low carbon management is generally not in line with the actual development of the hotel. resulting in hotel management cannot fully meet the concept of sustainable development. embodied in, the hotel in the actual management process, the management concept has no overall ecological, economic and other content [5]. And in the process of optimizing

and perfecting the management mode, some star hotels fail to fully realize the importance of low-carbon environmental protection to the future development of the hotel, only focus on the immediate economic benefits, and do not coordinate the relationship between economy and environment, which leads to the lack of scientific and rationality of the management mode, which seriously affects the enthusiasm of the staff in the long run, and will lead to the continuous decline of the core competitiveness of star hotels, which is not conducive to the future development of the hotel.

### **3.2. Low Carbon Service Level in Star Hotels**

Star hotels are mainly buildings as a carrier to provide comprehensive services for tourists accommodation, catering and other places, its service effect cannot only affect tourists'personal feelings, but also with their own long-term development and enhance social influence has important significance. However, combined with the current status of low-carbon operation and management of star hotels in China, it can be seen that because of the low level of service, it cannot fully meet the needs of tourists, resulting in a poor sense of experience for tourists. At the same time, in recent years, our country has entered the era of national tourism in an all-round way, the number of tourists has increased dramatically, which has brought great work pressure to the hotel staff, and then led to the lower and lower service level [6].

### **3.3. Star Hotels have Low Quality Staff in Low-Carbon Management**

However, in recent years, the number of tourists in our country has been increasing year by year, and the shortage of staff in hotel operation. At the same time, because the staff did not fully realize the importance of low-carbon environmental protection to the long-term development of the hotel, the concept of low-carbon environmental protection is not comprehensive enough, which leads to a lack of responsibility consciousness in the actual work, so the service quality is becoming lower and lower. In addition, because the star hotel in the process of low-carbon operation and management, lack of sound management system, lack of staff to carry out low-carbon service norms, resulting in low-carbon environmental protection concept cannot be fully conveyed to tourists, seriously hindered the stable development of star hotel.

## **4. Operation Management Strategy Upgrading Strategy of Star Hotels in Low Carbon Tourism**

### **4.1. Training of the Integrated Quality of Club Managers**

As mentioned above, the professional ability and comprehensive quality of star hotels can directly affect the development of star hotels, therefore, in the context of low-carbon tourism, in order to effectively improve the efficiency of the management of star hotels, while improving the core competitiveness of star hotels, it is necessary to strengthen efforts to cultivate the staff's comprehensive quality and management level, star hotels need to organize regular financial personnel to participate in relevant management knowledge lectures, through publicity and training to enhance the management staff's sense of responsibility, fully aware of the importance of their own comprehensive ability and star hotel development, in addition, to strengthen the communication between management staff, so as to improve their technical level and management efficiency, and read a large number of hotel management books, enrich their own professional knowledge, but also to establish a good sense of responsibility in the hotel management, so as to enhance the positive value and promote the development of star hotels. At the same time, under the background of low-carbon tourism, managers need to abandon the traditional management mode, make full use of high-tech technology, construct scientific and reasonable information platform through the support of information technology and network technology, dig deep into the data and information of low-carbon tourism through the platform, and combine the advantages and characteristics of low-carbon tourism, innovate the hotel management mode, so as to have a good grasp of the capital of star-rated hotels, which is conducive to improving the efficiency of star-rated

hotel managers and the core competitiveness of star-rated hotels.

#### **4.2. Integrate Low-Carbon Tourism into Hotel Management**

As mentioned above, the service quality of star hotels is closely related to the future development of the hotel. In order to improve the service quality of star hotels, we should combine the concept of low-carbon tourism to improve the service quality, and combine with the actual situation of the current star hotel management, formulate the management mode suitable for the long-term development of the hotel, and fully meet the needs of tourists, so as to improve the service quality of the hotel.

#### **4.3. Improve the Star Hotel Management System**

In order to effectively improve the efficiency of star hotel management, it is necessary to combine the actual situation of star hotel reform, and formulate a sound hotel management related rules and regulations, through the rules and regulations to effectively restrain the staff's work behavior, in addition, in the management of low-carbon environmental protection concept, only the star hotel management system and adhere to the implementation of the actual work, can improve the overall quality of service of star hotel. In addition, in order to be able to mobilize the enthusiasm of the staff, it is necessary to establish a sound assessment mechanism and evaluation mechanism, so as to make the staff aware of their own responsibilities and obligations. It is also necessary to divide the work tasks of the staff so that the staff can complete the work tasks in an orderly manner and provide high-quality services for tourists, which is not only conducive to promoting the stable development of star hotels, but also to expand the influence of hotels in the market.

#### **4.4. Establishment of a Management Information Platform using Advanced Science and Technology**

In order to effectively improve the star hotel management, we need to take the accurate low carbon environmental protection concept as the basis and foundation, so as to promote the reform of star hotel management. Therefore, it is urgent to establish a management platform to realize information sharing, on the one hand, it can improve its core competitiveness; on the other hand, it can achieve the goal of staff communication and learning through the established management platform, so as to improve the professional level and service quality of the staff in an all-round way, and through the management platform, it can make the management staff find the shortcomings in the work, and improve the management method suitable for the sustainable development of star hotels, so as to make the star hotel management work keep pace with the times.

### **5. Conclusions**

To sum up, star hotels want to fully cater to a series of ideas such as energy saving and environmental protection put forward by low-carbon tourism, and need to upgrade operation management strategy to improve service level, so as to improve their own economic benefits. Therefore, this paper analyzes the importance of upgrading the strategy of star hotel operation and management under the background of low-carbon tourism, expounds the problems existing in the current hotel management, and puts forward the improvement countermeasures, hoping to provide reference and reference for the relevant people, so as to promote the stable development of star hotels to lay a good foundation.

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