

Study on the Application of Etiquette and the Improvement of Service Efficiency in Tourist Hotels

Shuoyan Ma

School of Culture and Tourism, Sichuan Vocational College of Cultural Industries, Chengdu, Sichuan, 610213, China

wsxilingxue@163.com

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Abstract: Etiquette service is widely used in the third industry, service industry, among which the most typical is tourism and hotel management. With the achievement of the grand goal of "building a well-off society in an all-round way" in 2020, the economically surplus people began to pay more attention to the spiritual "recharge ", and the tourism and hotel industry flourished rapidly with an momentum. Tourism hotel industry everywhere blooming, peer competition intensified. In order to stand out, the fundamental element of etiquette service is extremely rigorous.

1. Overview of Service Etiquette

Everyone knows the rites, and the more they stand, the more they care whether the rites are in place. Therefore, China is known as a state of etiquette. This also represents that in China, in the service industry, there are strict requirements for the application of etiquette. Appearance and appearance, meticulous service can promote the success rate of business, want to improve service efficiency, good first impression is very important. Perfect service attitude is essential.

Service etiquette has its own definition, it refers to the staff with a correct sense of service and good service quality in the process of work to show respect and closeness to customers an inherent way of expression. It has fixed criteria. divided into internal and external two major aspects. is not limited to the expression of action speech. The appearance is appropriate, the appearance Zhou Zheng, the appearance is dignified, the instrument stops elegant. Dress, makeup, behavior, mental outlook all belong to the compliance category of etiquette.

2. Service Etiquette in Tourism and Hotel Management

2.1. Correct Corporate Image

A tourist hotel business (Figure 1-1) needs a good corporate image first if it wants to grow rapidly and become visible. And for the service industry, the display of corporate image is nothing more convincing than perfect etiquette service. It is no exaggeration to say that the reception service staff of the hotel in the whole process of customer service is a service etiquette standard presentation process. this process will set up a corresponding image for the hotel in the customer's heart, the more the etiquette service makes the customer satisfied, the bigger the hotel image is, which also represents the higher grade [1] the hotel.



Figure 1 Tourism and hotel management

2.2. Effective Consumer Promotion

Guests choose a tourist hotel for a beautiful enjoyment. And etiquette service is not only a show of tourism hotel image, but also a business means to carry out business and stimulate customer consumption. The service etiquette of the service personnel is in place, the guest is satisfied, the trust degree to the product and service recommended by the service personnel is high, the trust degree has, naturally is more willing to pay the bill, the business efficiency and the quality enhancement naturally.

3. Hidden Problems of Service Etiquette in Tourism and Hotel Management

3.1. The Staff is Inexperienced and the Profession Should be Strengthened

The turnover of personnel in the service industry is relatively large, most tourist hotels are in a long-term recruitment, often changing the state of staff, which leads to the lack of experience, ability, professional quality, and other old staff tacit understanding is not enough, rigid coordination. However, some enterprises have not yet formed a perfect training and education mechanism, and the comprehensive quality of employees can not be improved in time and quickly, which is a great obstacle to the development of tourist hotel enterprises.

3.2. Employees are Not Enthusiastic Enough to Take the Initiative

In hotels, it is common for guests to chase service personnel to explain their needs, but rarely see service personnel actively ask customers, actively help customers find and solve problems. Service staff do their own things, did not put the customer first, did not focus on finding and analyzing the problems that guests may encounter, service etiquette is more like completing a task that has to be completed, step by step to carry out the inherent procedures, but not to pay attention to the needs of the customer itself. Employees lack initiative, always have a sense of strangeness to customers, the corresponding customers will also be quite alienated from the service staff, the distance makes it difficult for customers to produce good feelings, let alone in the basic services to expand the business, stimulate customers to consume [3]. This perfunctory surface kung fu to a large extent cut off the possibility of customer secondary consumption, if not paid attention to at present, from a long-term development perspective will find that when customers have a second tourist hotel demand, will no longer give priority to this one, and the increase of one-time customers, the sustainable development of enterprises is quite adverse.

3.3. The Working Atmosphere is Bad, Must Harmonious Environment

As the saying goes, one side of the soil and water conservation side of people, this is about the impact of the environment on people. In 3.1, I have said that because of the staff mobility caused by the lack of familiarity, comprehensive quality is not uniform, tacit understanding is not enough,

which is also a factor affecting the working environment of tourist hotel staff. The rising time of tourism hotel industry is too fast, which also leads many hotels to only pay attention to the professional quality and business ability of hotel staff, but ignore the cultivation of good working environment and harmonious working atmosphere of employees to maintain. Hotel management considers business, lack of cooperation between colleagues, work environment (Figure 1-2) cold and depressed, and long in this stiff environment, the best employees will be biased, and how can there be a good mental outlook to actively treat the work? And how to bring more benefits to the enterprise?



Figure 2 Tourism and hotel management

4. Service Etiquette in Tourism Hotel Management

The image of the tourist hotel service personnel is the first impression of the guest to the tourist hotel, and the service quality of the service personnel represents the overall image of the tourist hotel. The degree of service will determine the level of the hotel; the level of the hotel determines the reputation and popularity of the hotel; popularity and reputation will determine the efficiency and interests of the hotel. And these are all maintained in the tourist hotel etiquette service personnel body. The current tourism hotel industry is in a period of vigorous development, there are many problems or have not been found. But at present, for the high-quality tourist hotel service staff to find and cultivate problems is the most critical.

4.1. Strengthening Professional Training and Improving Staff Service Quality

The image of the tourist hotel service personnel (Figure 1-3) is the first impression of the guest to the tourist hotel, and the service quality of the service personnel represents the overall image of the tourist hotel. Therefore, the service etiquette personnel to the customer's first impression must be positive energy. The first impression of the customer often comes from the appearance of the service personnel. The first impression of a good service provider should be clean and comfortable. Can let the customer relax mood, such as a spring breeze, give the customer a beautiful feeling [4]. The first time to pull up the hotel in the customer's mind impression points, close the distance between customers and employees. In order to facilitate in the next service, can more smoothly recommend other consumption items to customers, give customers better sensory enjoyment, but also to the hotel to create more revenue. As a result, the staff with excellent professional skills is a valuable resource that the tourism hotel industry can not miss.



Figure 3 Tourism and hotel management

4.2. Pay Attention to the Details of the Service And Mobilize the Enthusiasm of the Staff

Details determine success or failure, tourism hotel industry competition is very fierce, a lax, it is possible to make an enterprise into the end. If you want to stand in an invincible position and stand out in the competitive industry, you must make different achievements. But in the service industry, the etiquette service already has a set of standard execution way, only from the detail highlights the difference, uses the carefulness and the thoughtfulness to give the customer a different etiquette service experience, can make the enterprise development steady promotion. And such a high-quality etiquette service needs an understanding of the heart and a pair of eyes good at discovery, can understand the needs of customers in time, do not need customers to open their mouth, then take the initiative to provide appropriate treatment. make customers feel at home. increase the customer return rate.

4.3. Pay Attention to the Transmission of Emotion and Cultivate the Sense of Service

Smiling children aren't too lucky. Emotion can be infected, smile can be transmitted, in the process of etiquette service personnel work, sincere smile will convey a relaxed and pleasant affinity to customers. This is not only the basic respect for customers, but also the silent emotional communication with customers. When customers are dusty, tired and sleepy, emotional transmission is often more than too much behavior can make customers feel intimate. However, in the real etiquette service work, the service staff is more formal "considerate" customers, ignoring emotional care, so that the high-quality service has some defects, so that customers are not satisfied. Therefore, the tourism hotel industry should pay attention to the emotional transmission training of employees and customers. further improve the quality of service. Improve the quality of tourist hotels.

4.4. Maintain an Atmosphere of Work and Promote Staff Behaviour

Most people have a herd mentality, and the first thing we are born to learn is imitation. If most service workers in a hotel are in a negative atmosphere of coping, perfunctory and muddling along, this bad working environment will affect the employee [5] of the whole enterprise. On the contrary, if a tourist hotel has a healthy and positive service atmosphere, under the long-term infection, all employees of the hotel will unconsciously cultivate a good sense of service, this awareness is not only reflected in the service process to customers, but also gradually form a good daily behavior norms in peacetime. Driven by this practice, the hotel's working environment, service atmosphere, staff's comprehensive quality will have a continuous improvement, forming a virtuous circle, endless.

5. Summary

The development of service industry can not be separated from the contribution of talents, the competition of tourism hotel industry is also the competition of outstanding talents, the continuous improvement of living conditions, in order to seek longer-term sustainable development, tourism

hotel industry also pays more attention to the quality of etiquette service. And the quality of the promotion, the hotel needs to pour more effort in personnel training, irregular training, construction of a benign atmosphere, often communicate with the staff. Through the multi-scientific, in line with the current etiquette service development requirements to promote the overall quality of etiquette services.

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