

# **The Role of PM2.5 Reduction and Control in Green Management of Budget Hotels: From the Perspective of Customers**

**Lei Ma**

College of Tourism, Huangshan University, Huangshan, 245021, China

**Keywords:** PM2.5 Reduction and Control, Budget Hotels, Customer perspective

**Abstract:** Among the many means of green management in budget hotels, the means of reducing and controlling PM2.5 are included. As a hotel practitioner, we should take the main customers of budget hotels as the basic perspective, according to their basic characteristics and consumption needs, carry out the PM2.5 reduction and control work pertinently. Reduction of PM2.5 in the green management of budget hotels can not only provide healthy and hygienic accommodation environment for customers, but also bring commercial reputation to the whole economic hotel industry.

## **1. Introduction**

### **1.1 PM2.5 Reduction and Control**

The PM2.5 is an environmental concept, which refers to particles with aerodynamic equivalent diameter less than or equal to 2.5 microns in ambient air. In recent years, the problems caused by PM2.5 have become more and more troublesome. Although PM2.5 particles are small in diameter, they can stay in the air for a long time and carry toxic and harmful substances such as heavy metals and microorganisms, so they can bring bad health effects to people. The higher the concentration of PM2.5 particles in the air, the more serious the air pollution is.

From the social perspective, people have attached great importance to the pollution problems caused by PM2.5. In Germany, the government has issued short-term and long-term solutions. Short-term solutions include banning certain types of vehicles and even banning all vehicles in heavily polluted areas, as well as restricting or shutting down large boilers and industrial equipment. In the long-term measures, the emission standards of motor vehicles are limited, especially for boilers or other industrial facilities with serious pollution, and the emission ceiling is strictly limited. In China, government departments continue to promote the construction of monitoring sites for fine particulate matter (PM2.5) in key and model environmentally friendly cities. As early as 2013, the first batch of 496 monitoring sites in 74 cities released PM2.5 monitoring data in real time. At the same time, 116 cities in the second batch completed the construction of PM2.5 and other pollutant monitoring sites, and began to release monitoring data in real time.

### **1.2 Green Management Concept of Economical Hotel**

At the end of 1990s, as a new business model, budget hotels developed rapidly in the domestic hotel market. The number of hotels grew very fast, such as Home Chain Hotels, Motai 168, 7 days, Hanting and so on. With the stable existence and development of Budget Hotels in the market, the research on what is Budget Hotels, operation and management mode, marketing activities and development strategy has been paid attention to, and preliminary results have been achieved. Among them, it includes the important hotel management concept of "green management". Today, green Budget Hotels and green management is not only a trend, but also a strategy. It is an important way for hotels to win customers, occupy the market, gain competitive advantage and achieve sustainable development strategy.

## 2. PM2.5 Green Management and Customer Groups in Budget Hotels

If we want to prove the role of PM2.5 reduction in green management of budget hotels, we need to analyze how to make PM2.5 reduction play a role in green management of hotels. In addition, it is more important to analyze customers' needs in choosing budget hotels Based on the perspective of customers.

### 2.1 PM2.5 Green Management of Budget Hotels

Nowadays, the green management system of budget hotels involves many aspects of body management. From the ideological concept to specific action, there are relevant programs, and they can play a certain role. For the green management of PM2.5 reduction, we can also refer to the system of green management.

Firstly, the concept of PM2.5 reduction and control should be established from the concept of green management. At present, many budget hotels still lack the understanding of environmental protection and green management. Some even advertise "green", but can not do "green" action. The fundamental reason lies in the deficiencies of hotel management in understanding the concept of green management. We say that to change a person, it is better to start with changing his mind. National education for a generation also begins with basic ideological work. Therefore, if we want to reduce the related work of PM2.5 to play a corresponding role in budget hotels, we need to start with the basic system of green ideas.

Secondly, PM2.5 reduction should be permeated into the green management of hotels. In terms of system design, budget hotels can carry out green action to reduce PM2.5, reduce solid waste pollution and reduce waste of resources. For example, Hotel occupants are encouraged to travel green. If they can provide records of bus, subway and even bicycle lights when checking in, they can get preferential strength matching the mileage of green travel. In the hotel interior, only low or even non-particulate pollution hazards of daily necessities are used. For example, slippers, bedding, shampoos and other products prepared for guests should adopt less PM2.5 pollution products to support the action of PM2.5 reduction and control.

### 2.2 Analysis of Customer Groups in Budget Hotels

#### 2.2.1 Customer Groups of Budget Hotels

From the perspective of customers' gender, the main source of budget hotels is male. The main reason is that our business personnel are mainly male-related. According to statistics, 34% of the guests staying in budget hotels are for business purposes. In addition, for tourism purposes, it also accounts for 30%, accounting for 64% of the total number of people. As far as the age structure of customers is concerned, the age distribution of accommodation clients is mainly between 20 and 40 years old, accounting for 67% of the total. The statistical data of these consumer groups have important reference value for how to help decision-making hotel management direction and marketing mode from the perspective of green management.

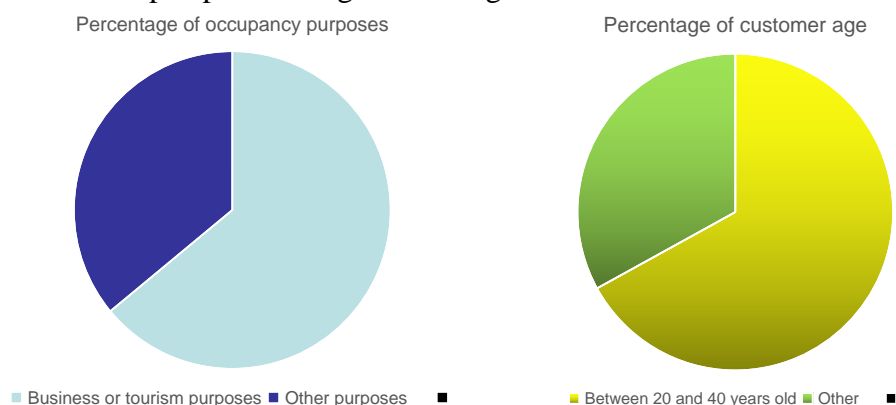


Fig.1. Examples of traditional cultural patterns

### **2.2.2 Requirements of Budget Hotels Customers**

According to the above data, we have learned that the main customer groups of budget hotels are young men with knowledge. Then according to the consumption needs of these customers, we can reasonably analyze their consumption psychology, so as to better guide the budget hotels in PM2.5 reduction and control action to achieve better results. For business men, when choosing hotels to stay, it is important to be convenient, hygienic and safe in order to solve the problem of temporary accommodation when they travel. Of course, because these young people are often educated to a certain extent, they generally have high quality, such as paying attention to public health, saving electricity, and even being able to call and publicize the corresponding countries and societies on energy conservation and emission reduction, PM2.5 reduction and control, in order to realize the personal ideal and social feelings of "caring for the environment, starting from me". These customer psychological needs are important indicators for us to explore the role of PM2.5 in green management of budget hotels.

## **3. The Specific Role of PM2.5 Reduction and Control in Green Hotel Management**

### **3.1 Enhance customer satisfaction**

Reduction of PM2.5 in green management of Budget Hotels can improve customer satisfaction. The above-mentioned article has already analyzed that most of the budget hotels are business customers. Their requirements for the hotel environment are relatively simple and clear, that is, to meet the convenience, hygiene and safety, without requiring more luxurious supporting facilities. Therefore, in view of their relatively clear consumer demand, budget hotels in green management if they can respond effectively, in order to obtain customer praise, will achieve greater success. We know that if there are too many PM2.5 particles in the air, it may form a toxic and harmful air environment, which is a huge health hazard for the residents living in it. In budget hotels, if the hotel management can reduce PM2.5 content in the air through some specific equipment, such as air purification equipment, effectively improve the air quality, and provide a sanitary and safe environment for the occupied customers, the young customers based on simple sanitation and safety will feel very satisfied. Especially in some heavily polluted areas, business customers come from afar on business trips in the hope of completing their work smoothly and ensuring their health. If the living environment is cleaner and healthier than that outside the hotel, it will be an important guarantee for their health, and the status of budget hotels in their hearts will be greatly improved.

### **3.2 Promoting the Social Evaluation of Budget Hotels**

The consumption level of budget hotels in the hotel industry belongs to the general consumption type, most of the customers are middle-income people. Among these customers, because most of them are cultural intellectuals, they often choose consumers based on "emotional recognition". That is to say, if the Budget Hotels actively promotes the health system of PM2.5 reduction and control in green management, it will not only provide a healthy and healthy accommodation environment for the already-occupied consumers, but also improve the business reputation of the Budget Hotels industry in the minds of intellectuals. Because these customers understand that the hotel is actively implementing PM2.5 policy, they also understand that the industry from the perspective of environmental protection will have a positive role. This is an environmental protection project which is beneficial to the sustainable development of customers and environment. In this case, these customers will be able to endorse the Budget Hotels from the heart, emotionally, and their management philosophy. They will also be more willing to choose the Budget Hotels when choosing to stay in the hotel. So, not only can customers who have stayed in this type of hotel enjoy a real healthy, hygienic and comfortable accommodation atmosphere, increase their choice of consumption probability again, but also can drive their friends to consume through their personal publicity. These factors are undoubtedly successful for the whole Budget Hotels industry, and more successful for the green management of Budget Hotels.

#### **4. Conclusion**

Reduction and control of PM2.5 plays an important role in the green management of budget hotels. It is not only an important guarantor of customers' health and hygiene, but also a bearer of the reputation of the whole economic hotel industry. As the industry practitioners and managers of budget hotels, we should put the work of reducing and controlling PM2.5 in an important position, vigorously publicize and promote the activities of reducing and controlling PM2.5 from the ideological and educational level, so that all participants in the industry can recognize and accept it from their hearts. At the same time, the corresponding work of PM2.5 reduction and control should also be implemented, so that the hotel environment is in a good state, to provide customers with a genuine good feeling. If so, reducing PM2.5 can not only guarantee the health of customers, but also bring more dimensions to the green management of budget hotels. It can also bring valuable commercial reputation to the whole economic hotel industry.

#### **References**

- [1] Ren L, Qiu H, Wang P, et al. Exploring customer experience with budget hotels: Dimensionality and satisfaction [J]. *International Journal of Hospitality Management*, 2016, 52:13-23.
- [2] Xing H. Green Management Pattern of Hotels in the Perspective of Circular Economy [J]. *Business Economy*, 2015.
- [3] Zou L J. Development of Economical Hotel in Yunnan Province [J]. *Journal of Baoshan Teachers College*, 2007.
- [4] Aimkij N, Mujtaba B G, Kaweevisultrakul T. Green Management Sustainability and its Economic Impact[J]. *Journal of Economics & Sustainable Development*, 2013.
- [5] Wang,Xiu Teng, Zhang,Ya Jing, Xu,Ling, et al. Economic Analysis of Residents' Health Potential Benefits from PM2.5 Reduction Caused by New Ambient Air Quality Standard in Beijing[J]. *Advanced Materials Research*, 2012, 524-527:3371-3375.