

Research on the Development Countermeasure of Yiwu Hotel Industry under the Background of “the Belt and Road”

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Abstract: the Proposal of “One Belt and One Road” Has Not Only Promoted the Economic Development of the Countries Along the Border and the Surrounding Cities, But Also Brought about the Emergence, Development and Prosperity of the Related Industries in Many Cities. as a “One Belt and One Road” City Along China's Borders, Yiwu's Commerce and Economy and Tourism Economy Are Developing Rapidly, Making the Hotel Industry Highly Prosperous. However, in Recent Years, There Are Many Problems in the Development of Yiwu Hotel Industry. Based on This, This Paper Analyzes the Development Mode and Current Situation of Yiwu's Hotel Industry Relying on the “One Belt and One Way” Economic Belt, and Puts Forward the Development Countermeasures Such as Training Network Marketing Personnel, Optimizing the Industrial Structure and Implementing the Brand Competition Strategy, Hoping to Provide Some References for the Future Development of Yiwu's Hotel Industry.

1. Research Background

1.1 Literature Review

The development of “one belt and one road” promotes the economic development of the neighboring countries along the border, and promotes the upgrading and upgrading of various industries, including the hotel industry. Liu Lianxin, Tang Jianxiong, Li Zhiwen and others take “one belt and one road” as the background, exemplified 18 cities along the way as research projects. From the time and space dimensions of the hotel industry, we use the nearest neighbor index method to analyze 18 Urban Inn, and analyze the development of the hotel industry under the premise of “one belt and one road”. The results show that the overall development of China's hotel industry is different due to different stages, but also presents problems in the industrial development structure, the relationship between hotels and other aspects, and finally realizes the space-time linkage development of the hotel industry(Liu et al,2018).Wu Qingyan analyzes the current situation of hotel network marketing, and realizes that network marketing is an important way for the hotel industry to compete for the customer market in the future, and also becomes a new content of competition among the current hotel industry. Through the analysis of the problems existing in the network marketing of Yiwu Hotel, this paper puts forward the corresponding solutions to provide reference for the development of Yiwu Hotel and the future hotel industry(Wu,2012).From the perspective of the current development of the hotel industry, according to the central economic concept, Qin Yanmei put forward that there are a series of problems in the development of the hotel relying on the “Internet + era” and compared with some successful experiences, so as to provide some reference for the development of other Urban Inn industries(Qin,2016).Xu Ying believes that with the introduction of various regulations and prohibitions, as well as the high investment and low production mode of the hotel industry, the hotel industry has shown a low trend in the operation process. In this regard, the government launched supply side reform. After Xu Ying's analysis, he pointed out that the hotel industry has problems in terms of supply level and mismatch in this context. Therefore, the hotel industry must actively meet the reform. The government should strengthen the support to the hotel industry and improve the overall strength of the hotel industry(Xu,2016).

1.2 Research Purposes

“One belt and one road” not only promotes the economic development of cities along China's borders, but also helps many foreign countries to increase investment in Chinese enterprises and promote the economic development of China's tourism industry. Under the background of “one belt and one road”, the economic development of the tourism industry is showing an upward trend, leading to the development and improvement of the hotel industry(Tong,2013).As one of the cities along the “one belt and one road”, Yiwu's economic growth has continued to accelerate, and the development of various industries has been continuously improving, attracting a large number of business travelers. Merchants' investment and tourists' Tourism promote the vigorous development of Yiwu hotel industry to some extent. By summarizing the geographical location, history and the current situation of the hotel industry in Yiwu, this paper finds that in the development process of Yiwu hotel industry, problems such as low awareness of Internet marketing, lack of personalized service and poor brand building ability gradually appear, hindering the upgrading and transformation of Yiwu hotel industry, leading to the current weak development of the hotel industry and affecting the economic reality of Yiwu City. Based on the background of “one belt and one road”, we put forward the future development countermeasures of Yiwu hotel industry in order to provide reference for the future development of Yiwu's hotel industry and the development of other Urban Inn industries.

2. Development Status of Yiwu Hotel Industry

Yiwu belongs to Jinhua City, Zhejiang Province, China. It was called “Wushang” in ancient times. Yiwu, as one of the four regional central cities in Zhejiang Province, has superior geographical location and profound history and culture. Yiwu is also China's first county-level comprehensive reform pilot, and has been awarded various honorary titles. Yiwu International Trade City is also China's first 4A level shopping and tourism area, attracting business people and tourists from all over the world. Yiwu's tertiary industry has a strong development strength, driving the local economic development. As a result, Yiwu's per capita income level and luxury car density rank first in mainland China, and it is also one of the richest cities, and it is listed in Forbes' ranking in China. Yiwu, as a city with relatively developed economy, politics and culture, has attracted many investors and tourists. Therefore, Yiwu received nearly 22 million tourists in 2018, achieving a total tourism revenue of 27 billion yuan.

Yiwu's overall economic strength is strong, driving the economic development of all walks of life. As an important industry in the development of Yiwu's tertiary industry, tourism not only promotes the economic strength of Yiwu, but also promotes the development and prosperity of local tourism.Yiwu has a complete transportation infrastructure, many historical and cultural landscapes, and prosperous streets, providing tourists with a good experience of viewing and shopping. Therefore, the development of Yiwu's commerce and trade industry directly drives the vigorous development of Yiwu's hotel industry. The characteristic development road of Yiwu leads to the sustainable development of Yiwu economy. With the development of economy, there are more five-star hotels, and even higher-level hotels are located in Yiwu. For example, Yiwu Tianheng international hotel. In addition, Yiwu's economic development is very fast, and medium and high-end hotels attract many business travelers. Therefore, the occupancy rate of Yiwu hotel is often as high as 100%, even in the off-season. The development of Yiwu hotel industry is also inseparable from the support and investment of government and private capital. The tourism industry has a lot of profits, attracting private industries to take the hotel industry as the main direction of investment. At present, according to incomplete statistics, Yiwu hotels gather more than 1500 low, medium and high-end hotels, providing a strong driving force for the economic development of Yiwu. However, the development of Yiwu hotel industry, although the current overall prosperity trend, but also can be found that in recent years, the economy appears weak. The frequent problems and weak reform of Yiwu hotel industry have led to the decline of Yiwu hotel industry and false prosperity(Sun,2008).

3. Problems in Yiwu Hotel Industry

3.1 Insufficient Attention to Network Marketing

Hotels play an important role in the development of tourism. As of 2019, there are nearly 1500 medium, high and low-end hotels in Yiwu. However, among many hotels, few hotels participate in online marketing. Especially in the low-end hotels, most of them rely on acquaintances for profits. Tourism has gradually become one of the main ways to improve people's spiritual enjoyment, but most hotels in Yiwu City have not carried out online marketing to reduce the number of hotel visitors. The lack of attention to network marketing leads to the dissatisfaction of some old customers' personalized needs and the decline of hotel profits. In addition, the hotel's lack of participation in online marketing will also lead to its own lack of innovation power, unable to meet the diversified requirements of more tourists. And if the price is not updated in time, some fixed consumers will be lost. Some hotels that set up network marketing don't pay attention to their own website construction, which makes tourists lose interest in the choice of related hotels. Including the hotel only provides the reservation telephone, or does not have the online customer service, and only provides the room source picture and so on, will cause the hotel to lose the guest source.

3.2 Lack of Personalized and Basic Services

The number and scale of hotels are expanding, and the service capacity is declining. Yiwu hotel is very similar, business travelers will lose the choice of the same type of hotel, reduce the hotel profit, and affect the economic contribution of the hotel industry to the tertiary industry. With the improvement of spiritual and material pursuit, business travelers will choose the room type that meets their own needs according to their hobbies when choosing hotels. The homogenization of Yiwu hotels and the lack of individuality make business travelers reduce their choice of local hotels, thus reducing their investment in various aspects such as economic tourism in Yiwu. Some hotels still have inadequate basic services and poor user stickiness. For example, some hotels do not offer breakfast.

3.3 Poor Brand Effect

Yiwu hotel's overall development process is fast, and its economic income has increased, but it has not brought the agglomeration of brand effect. Moreover, the competition among the hotel industry is mostly in price, quality and other aspects, rarely concentrated on word-of-mouth and brand. Yiwu hotel industry attaches great importance to profit growth, ignoring the construction of brand awareness and brand building and development. First of all, the positioning of the hotel industry is not accurate, lack of distinct personality and hotel image. Secondly, Yiwu hotel brand quality is poor, unable to establish a deep impression. Third, the core values of most hotels are not clear and there is no competitive advantage.

3.4 Neglect of Hotel Infrastructure Maintenance

Yiwu hotel industry started earlier, the overall facilities and equipment seems unable to match the current national standards. With the increasing number of tourists, the hotel facilities and equipment are greatly damaged. The same lack of professional maintenance, but also lead to the old internal facilities of the hotel, reduce the safety factor of the hotel. As well as the management personnel and the service personnel thought idea backwardness, has not grasped the scientific reasonable operation procedure and the facility maintenance skill. In the process of investment in facilities, manpower and other costs, the hotel industry will generally reduce unnecessary consumption expenses, resulting in the lack of upgrading of internal equipment and manpower of the whole hotel.

4. Research on the Development Countermeasure of Yiwu Hotel Industry under the Background of “the Belt and Road”

4.1 Training Professional Network Marketing Talents

Network marketing plays a great role in the promotion and development of hotels. The biggest advantage of the information age is that information can be told and transmitted, and can be used by anyone. One of the reasons why the development of Yiwu hotel industry shows a downward trend is that the Internet marketing means is not perfect. Network marketing requires professionals to build and optimize the content of their own website, enhance the relationship between each section and the content of the hotel, and ensure the hotel to get better and faster publicity. Therefore, the hotel has to speed up the training of talents in network marketing and introduce professional hotel knowledge management talents. In addition, the hotel staff should also establish the concept of network marketing, pay attention to the individual needs of guests, and then serve every future consumer. Through the network marketing, after understanding the consumer psychology and demand, establish different reception modes and special care to achieve a virtuous circle.

4.2 Innovative Industrial Development Structure

The bearing capacity of the hotel is linked with the local consumption capacity. Yiwu has strong economic strength and developed tourism industry, which promotes the vigorous development of the hotel industry. Yiwu hotel should customize the service content reasonably according to the tourism development and market demand. Hotel development should pay more attention to the personalized needs of consumers, through the user needs and network information reasonable customized service mode. Especially for the middle and low-end hotels, the development potential and space are larger, and the transformation and industrial structure optimization and upgrading can be carried out according to the market demand. Therefore, hotels can choose different levels to build their own development mode and choose their own development direction. Yiwu hotel industry structure optimization and personalized service promotion will balance consumer demand and increase user stickiness.

4.3 Build Brand Competitive Strategy

Most of the world-famous hotels are well-known and trusted by all, which lies in the shaping of brand ability. For example, domestic well-known hotels, such as home, 7 days, etc., are large-scale chain hotels, which are favored and remembered by consumers. The values and brand spirit created by Home Inns lie in the trustworthy “home” in work and travel. As a result, countless business travelers will choose home as their only choice to rest and settle down. Similarly, there are international famous hotels, Hilton and other luxury hotels. The biggest characteristic of well-known hotels lies in the construction of their own brand and service quality. Yiwu hotel industry can learn from the famous hotel brand building mode at home and abroad, establish its own brand effect, and improve its own brand competitiveness.

4.4 Collaborative Innovation between Government and Industry

The improvement, innovation and promotion of Yiwu hotel service quality is the driving force for the sustainable development of Yiwu hotel industry and the cornerstone for the development of Yiwu tourism industry. Therefore, the Yiwu government should actively encourage the hotel industry to establish associations and formulate quality service plans for the whole industry. The hotel industry association can promote the hotel to improve its own strength, accelerate the improvement of various services within the hotel, and optimize its own service concept. At the same time, Yiwu Municipal government should strengthen the support to the hotel industry to ensure the quality improvement and quality improvement of the hotel industry. In addition, we will increase the supervision of the hotel industry's non-standard quality and improve the quality of most hotels as a whole.

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