

Analysis of Hotel Management Mode and Strategy Based on Promoting Low-carbon Development of Tourism Industry

Xueqin Cui

Qingdao Vocational Technical College of Hotel Management, Qingdao, 26100, China

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Abstract. According to current situations, combination of hotel management and low-carbon tourism is of very positive significance. This paper mainly analyzes current situations of low-carbon tourism and problems existing in hotel management under low-carbon tourism standard, and proposes corresponding countermeasures in allusion to these problems.

I. Overview of low-carbon tourism and hotel management

The concept of low-carbon tourism originated from 1990s. This concept was proposed under the background of global climate warming. This concept is not just an economic development mode, but also an economic development idea. In 2009, this concept was first put forward in Copenhagen Conference and started to be known by people in the world. In the same year, concept of low-carbon tourism was put forward in World Economy Forum report. The concept of “low-carbon” started to go into people’s view. All these directly indicate the main direction of future tourism development in the world.

The hotel is a necessary facility in tourist attractions and also the place for tourist to have a rest. Hardware level and software level of hotels in scenic spots are directly related to star-level standards of hotels. Both hardware level and software level can reflect service level of a hotel. In recent years, low-carbon tourism has developed continuously. In such situation, hotels must adjust and improve their management mode.

II. Status analysis of low-carbon tourism

Actually, low-carbon tourism is a travelling mode with low carbon emission. Such tourism mainly advocates green, low consumption and low emission. The essence of low-carbon tourism is a life style under low-carbon background. Similarly, such style will become an important strategy for sustainable economic development of Chinese service industry. This strategy is mainly reflected in the following aspects: advocate green travelling fashion; advocate thrift; enhance travelling intelligence; establish circular economy pattern for travelling.

In fact, low-carbon tourism development just starts in China. Jiuzhaigou Valley started to stop external vehicles from entering in 1999 and required green and environmentally-friendly sightseeing measures. The implementation of this measure to some extent controls vehicle emissions, and air quality of Jiuzhaigou Valley gains corresponding guarantee. Also in 1999, Jiuzhaigou Valley Administration launched the project of returning farmland to forests or grassland and has gained certain achievements. Jiuzhaigou Valley can still keep clear water till now, which is closely related to implementation of low-carbon and environmentally-friendly tourism pattern.

III. Implication of hotel management in scenic spots under low-carbon perspective

Hotel management should be regarded as a special enterprise management mode. From the perspective of service industry, hotels in scenic spots mainly provide services for tourists. Generally, the service aim of hotel management is customer first and service first. Such management mode guides hotel operation and development. But, since low-carbon concept was proposed, the implication of hotels in scenic spots should change correspondingly. The service aim of hotels in scenic spots should be based on “customer first, service first and people first”. Hotels should

provide the best services for tourists through low-pollution and low-consumption green services.

Meanwhile, after the concept of low-carbon tourism was put forward, hotels in scenic spots are faced with new challenges. Firstly, hotels should create environmentally-friendly, safe and green environment for tourists and well coordinate the relationship among environmental protection, hotel management and social development. Secondly, hotels should pay sufficient attention to hotel image promotion and attach importance to final realization of economic benefit. Thirdly, hotels should guide green services through the concept of green and environmental protection and establish an image of green and environmental protection. Finally, production design and raw material selection should be improved, and the damage between human and environment should be reduced to the minimum. Besides, ecological protection should be stressed.

IV. Difficulties existing in hotel management under the influence of low-carbon concept

(I) Software facilities remain improvement

In current stage, hardware facilities of an overwhelming majority of scenic spots in China have been higher than those of international hotels in the same grade, but these hotels have shortcomings in application of software facilities such as high-tech services. Take indoor temperature control for example. Different people have fine distinction for feeling indoor temperature. This cannot be solved through installing a central air-conditioner. Hotel service items should not just comply with actual demands of tourists, but also improve from many aspects such as environmental protection, science and technology. Meanwhile, hotel products are services, so the service level is directly related to smooth development of the hotels. Currently, service capacity and level, of many hotels in scenic spots cannot accord with hardware facilities in scenic spots. On the whole, most five-star hotels in scenic spots in China are rated on the basis of hardware facilities. The soft power such as the service level and service facilities fail to reach five-star standard.

(II) Internationalization level remains promotion

At present, China has joined WTO. This is sufficient to prove China's economic development has stepped on a new step. After entering WTO, China started to be known by western people. But, many hotel managers fail to make sufficient preparations to welcome internationalization, such as language barrier. If language barrier of hotel managers cannot be solved as soon as possible, it is very hard to reach real internationalization. Meanwhile, many scenic spots in China are accepted and known by foreigners. However, insufficient foreign language ability of hotels in scenic spots will directly cause foreign tourists reduce evaluation of local travelling conditions and give rise to some negative effects to scenic spots.

(III) Employees' quality remains improvement

Hotel management needs talents. Meanwhile hotel services also need talents. Under the influence of low-carbon concept, daily maintenance of hotels also needs special talents. But, through a general survey of hotel industry development, it started to develop in 1980s. Due to constraints of Chinese feudal thought, a few people regarded hotel management as an industry. No regarded it as a career. Besides, attraction of hotels is also inferior to other industries. At present, most hotel employees in many scenic spots are middle-aged people. Their educational background and quality are not high, let alone well master advanced science, technology and facilities. This directly leads to the drop of overall hotel service level. What's more, many scenic spots are in remote areas in middle and western China. Traffic in these areas is inconvenient and economic level lags behind. Of course, living conditions cannot reach corresponding requirements. Under such conditions, attraction of hotels in scenic spots greatly declines. Moreover, many colleges in China do not set hotel management major. So, the talents in hotel management are scarce. There is badly short of professional hotel management talents.

(IV) Hotel culture construction does not comply with the concept of low-carbon tourism

At present, the key of Chinese hotel development lies in culture construction and cultivation of core values. Hotel culture refers to a value orientation established by hotels in combination of hotel features in order to reach certain height. Many hotel managers pay no attention to hotel culture construction. In their opinions, culture construction is an indifferent thing. Although some hotels

own their own culture and values, they fail to fully consider employees' interest in actual operation management. Under such condition, employees cannot approve hotel culture and have no sense of belonging. In addition, some hotels often pay attention to their economic benefit during establishing value orientation and fail to fully take into account of environmental protection and social responsibility. These are very disadvantageous to promoting the concept of low-carbon tourism.

V. Improvement of hotel management mode under influence of low-carbon tourism

(I) To confirm clear quality standard

In recent years, some low-carbon standards have been proposed and implemented as the concept of low-carbon tourism was put forward. Under the circumstances, hotels should take positive measures in service quality management, such as formulating corresponding quality standards. Quality standards must be clear and be combined with low-carbon standards. Hotel products are the products combining tangible products and intangible products, so corresponding standards should also be formulated for intangible products. On in this way, tourists' satisfaction will improve correspondingly. What deserves mentioning is that the standards are not always clear and stable standards.

Firstly, standard formulation should be combined with hotel service capacity, environment, facilities and team. On this basis, a standardized quality management system should be worked out. Secondly, it is required to confirm basic requirements and detailed requirements of quality management in combination of quality management system. Thirdly, hotel service links and service procedure should be analyzed. The scope of quality suppression and management should be confirmed in combination of related links and procedures as important basis for future supervision and inspection. Meanwhile, this is also important basis for personnel appraisal and business performance. Fourthly, corresponding organization should be set to ensure execution of quality management system. In such case, organizational design and management should be carried out to confirm hierarchical and interactive organizational system to avoid collusion between supervisory personnel and employees. Fifthly, it is necessary to learn advanced general mode and work out contents and methods about quality supervision and management. Quality inspection system is an effective means to supervise and inspect hotel quality in hotel management. Hotel quality standard can be ensured only through very strict quality inspection system. In this way, hotel product quality can improve.

(II) To promote improvement of employees' service awareness

The concept of service quality is comprehensive and mainly means hotels provide services with certain quality for customers and meet customers' needs in terms of use value. In a sense, service quality has direct relationship with hotel product marketing. Hotel belongs to a service-based enterprise, and the commodities a hotel provides are services. In this sense, the relationship between hotel staff and customers is very close. So, the aim of "customer first" must be reflected in hotel service to provide the most superior services for customers and make them feel at home.

(III) To build a professional talent team

Seeing from development situation of hotels in scenic spots, talents are the focus of hotel competitions. The urgent need of talents is very obvious. To retain talents, hotels should consider the following. Firstly, salary system should be rational. Hotels should bring various services and work in performance evaluation system, carry out the salary system based on daily wage in daily management and increase the weight of customer satisfaction in the system. Secondly, the value of talents is mainly reflected in actual work. Hotel management needs vitality and vigor. Hotels should make employees feel they have good development prospect. Thirdly, many people attach importance to work environment and the relationship with colleagues, so hotels should start from employees' perspective to carry out humanization design of work environment and construct harmonious working environment.

(IV) To establish core value

Hotel culture needs to develop for a long term. It mainly refers to a kind of moral codes and customs with values as the core. Hotel culture will not influence hotel organization structure, but

also is an important factor to help hotels attract talents. Under the concept of low-carbon tourism, hotels should cultivate values and hotel culture which comply with their features, reflect the concept of low carbon and environmental protection and finally realize economic benefit and social benefit.

VI. Conclusions

In conclusion, as a main development direction of future hotel management, under the background of low-carbon tourism, hotel management should advocate low-carbon and pollution-free travelling mode to facilitate healthy development of hotel management. This paper mainly makes a simple analysis of current hotel management status, discusses the improvement of hotel management mode in combination of the concept of low-carbon tourism and finally proposes relevant suggestions on future hotel management construction.

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