

Analysis of Hotel Tourism Brand Construction Strategy

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Abstract: The construction of hotel tourism brand can promote the continuous development of hotel tourism, help hotel enterprises improve economic benefits, and study the current situation and Countermeasures of hotel tourism brand construction. Hotels should carry out top-level design and unified planning, reasonably allocate tourism brand resources, and promote and publicize hotel services and hotel tourism brands. Hotels can build national brands to make hotels have certain characteristics, The hotel should also train talents to provide talent support for the construction of hotel tourism brand.

Keywords: Hotel; Tourism brand; Construction strategy

1. Current situation of hotel tourism brand construction

During brand building, hotels did not define their own positioning. Many hotels did not explore their own characteristics, did not identify the main service groups, and directly imitated other excellent hotels. There are great similarities in decoration style and operation and management mode, resulting in customer aesthetic fatigue and difficult to stand out in the market competition. Such hotels will not impress consumers, and the recognition of hotels is very low, Hotel tourism brand has not been formed. Brand building needs to consider the cultural connotation of the brand. In the process of building tourism brand, some hotels lack innovation and planning, do not form a unique brand image, and have relatively low influence in the market. The operation pipeline capacity and service quality of some hotels are relatively low, so it is difficult to compete with large hotels, which is not conducive to brand construction.

2. Hotel tourism brand construction path

2.1 Strengthen top-level design

Brand building requires systematic planning. Hotels should clarify strategic objectives and determine the direction and implementation methods of brand building. Hotels should actively adjust the industrial structure and promote the transformation and development of the hotel industry. Large hotel groups can innovate the whole hotel by means of mergers and acquisitions. When building a brand, the hotel should do a good job in industrial layout, develop in the direction of chain hotels, and take brand construction as the main goal. Hotels can analyze the development mode of leading hotel groups at home and abroad, take these hotels as the goal, learn from advanced operation and management experience, eliminate their own shortcomings, and quickly occupy the domestic hotel tourism market. When determining strategic partners, hotels try to choose listed companies to increase the popularity of both sides and achieve win-win cooperation. Hotels should scientifically manage their own assets, introduce social capital, or expand the scale by means of M & A. hotels should pay attention to the return of funds from stock assets. If the fund efficiency is low, effective measures should be taken to revitalize the funds. In brand building, hotels can publicize existing brands, acquire well-known brands, innovate hotel tourism brands, analyze customers' different needs for hotel services, and use advanced technology to innovate hotel products and services ^[1].

If the strength of hotel tourism enterprises is strong, they can conduct transnational operation on the basis of building domestic brands, improve the international influence of hotel tourism brands, innovate the past hotel tourism formats, further strengthen the brand image of hotel tourism groups, and improve the service quality and economic benefits of enterprises. In the process of expanding the scale, hotel tourism groups should reasonably allocate resources, ensure the unity of brands and avoid too chaotic development. Hotel tourism brand construction needs to be market-oriented, provide diversified hotel tourism services, create brand products, adopt the way of multi brand coordinated development, firmly grasp the current market, explore and develop at the same time, and gradually enter the hotel tourism market of other provinces or other countries in China. When the new hotel obtains sufficient income, it can return the capital in time, reasonably allocate funds and resources, and maximize the benefits. The hotel can adopt the chain operation mode to publicize the hotel tourism brand, design the same hotel tourism brand logo, and the hotel architecture adopts the same style and layout to create the brand image, so as to make people have a deep impression on the hotel tourism brand ^[2].

2.2 Integrate resources and strengthen publicity

In the process of hotel tourism brand construction, there are often situations of unclear positioning, low recognition and low resource utilization. In order to solve these problems, the hotel should integrate resources, increase the recognition of hotel tourism brand, determine its own positioning according to market research, reasonably divide the grade of hotel tourism brand, consider the needs and consumption level of customers, and provide personalized services for different types of customers. Hotels should reasonably allocate brand resources, integrate the same types of hotel tourism brands, form the same logo, adopt the same operation and management system, make the allocation of brand resources more reasonable, and increase the popularity and influence of the brand through large-scale development ^[3].

In the Internet age, great changes have taken place in the standards of people choosing hotels and the way of consumption. Hotels should do a good job in publicity, make full use of the Internet and new media platform for publicity and promotion, and publicize the hotel tourism brand with the help of the network platform, reflecting the advantages of the hotel. The hotel can develop websites to publicize on wechat, microblog and other platforms, or use short videos to directly show the hotel's internal environment and high-quality services. The hotel should constantly improve the quality of service and create a good brand image. The hotel staff should pay attention to their own image and maintain a good service attitude. The hotel can properly participate in public welfare projects, maintain a good brand image and enhance the popularity of the brand in the process of expanding the scale. When the hotel tourism brand has high popularity, the loyalty of customers will continue to improve. When customers have a good check-in experience, they will give priority to the hotel if necessary. Therefore, the hotel should improve the brand influence and service quality, provide a comfortable environment, publicize its own advantages and brand characteristics, let more and more people understand the hotel tourism brand and improve the economic benefits of the hotel.

2.3 Build a national service brand

China is rich in tourism resources and people's consumption level is constantly improving. The development of tourism has driven the development of the hotel industry. If domestic hotel groups want to occupy a place in the international market, they need to improve the quality of hotel services, improve the hotel environment and connect with the international hotel tourism market. At the same time, the hotel should also create a unique hotel tourism service brand, find its own characteristics and advantages, and integrate national characteristics into the hotel tourism brand. The hotel can integrate traditional culture and national characteristics into the hotel brand and hotel architecture, lead the hotel to go abroad, and publicize China's excellent traditional culture and unique national culture, so as to make the hotel tourism brand reflect unique charm, enrich the cultural connotation of the brand and highlight the personality characteristics of the hotel tourism brand. In recent years, the development of tourism and hotel industry has been affected by the epidemic, the cost of personnel and materials continues to increase, and the rate of return on investment gradually decreases. In order to develop stably in the fierce competition, we need to take the road of branding and nationalization to build a national brand of hotel tourism. In order to support and protect national enterprises, the state can formulate national enterprise protection policies.

2.4 Cultivate high-quality talents

The hotel needs professional talents in the process of expanding scale, making decisions, building brand and management. The hotel should introduce talents, tap talents and cultivate talents. The hotel belongs to the service industry. The service attitude and coordination and communication ability of hotel staff will have an impact on the brand image of the hotel, and the decision-making and management of managers will directly affect the development level of the hotel, Talents can become a great help to the construction of hotel tourism brand. Hotels should cultivate talents in key positions, establish a scientific talent selection mechanism, constantly improve the ability and quality of talents, provide good welfare treatment for high-quality talents and avoid a large number of brain drain. The hotel group should train the staff of each chain hotel, improve the welfare of staff, retain a large number of talents, and build a hotel tourism brand with the efforts of talents. The hotel group should develop in the direction of standardization, so that the staff within the hotel can communicate and improve the professional skills, service quality and management ability of the staff.

Conclusion: The construction of hotel tourism brand needs to adapt to the strategic development objectives of the hotel, meet the needs of different types of customers, make their own market positioning, build and develop the hotel tourism brand, adopt the same logo, increase the recognition and influence of the hotel tourism brand, integrate the brand resources, cooperate with other excellent enterprises, and consolidate the domestic brand market, Open up the international market and make the domestic hotel tourism brand go to the world.

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Fenglian Dong , female, Han nationality, born in Wuhan, Hubei Province in October 1975, associate professor, bachelor degree, mainly engaged in hotel and tourism management research