

# Analysis of Hotel Management Models in Scenic Spots from the Perspective of Low Carbon Tourism

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**Abstract:** Strengthening the management of scenic hotels is of positive significance for improving the overall quality of tourism services in the region. This article focuses on scenic hotels as the main research object. After a brief introduction to the relationship between low-carbon tourism and hotel management, it focuses on exploring measures that can optimize and improve the quality of hotel management services from the perspective of low-carbon tourism, including concepts, service mechanisms, personnel, and technology. It is hoped that this can provide some optimization ideas for the development of scenic hotel management work.

**Keywords:** Low-carbon tourism; Scenic hotels; Hotel management mode

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## Introduction:

The management model applied in hotels should conform to their own development characteristics, and be able to provide high-level services with higher quality management based on the development characteristics of scenic spots. From the perspective of tourism development, hotels themselves are also an important factor that can drive the local economic development of scenic spots. Based on the concept of low-carbon tourism, optimizing and adjusting the management mode of scenic hotels can not only improve the operation and service quality of hotels themselves, but also play a positive role in promoting the overall development of the tourism industry.

## 1. Low carbon tourism and hotel management

### 1.1 The impact of low-carbon tourism on hotel management

Low carbon tourism is a new type of tourism proposed based on environmental protection, which can reduce carbon emissions as the main travel purpose. While traveling in a greener way, it effectively promotes the overall development of the tourism industry. Hotels are an important place to provide tourists with accommodation and rest in scenic areas, and are an important component of the development of the tourism industry. Traditional tourism has had a significant impact on the environment during its development, and hotels are also one of the main sources of tourism resources and energy consumption. From the perspective of scenic hotels, promoting and popularizing low-carbon awareness can achieve more ideal results<sup>[1]</sup>. While implementing the concept of low-carbon tourism, scenic spots can also reduce the excessive consumption of resources in providing accommodation and catering services, thereby playing a positive role in promoting the overall development of low-carbon tourism in society. From this perspective, low-carbon tourism can provide specific development directions for hotel management, and hotel management can also provide effective environmental support for promoting the development of low-carbon tourism.

### 1.2 Hotel management model under the concept of low-carbon tourism

Starting from the concept of low-carbon tourism, the management modes that scenic hotels can apply mainly include the following aspects: First, scenic hotels can apply a clean management mode, reduce the use of non renewable resources in the process of actual management work, and replace the use of coal and wood with solar energy, tidal energy, thermal energy, etc. to reduce resource consumption. At the same time, hotel management should also pay attention to the application of refrigerants such as Freon, and actively develop alternative products to achieve the goal of low-carbon and environmental protection. Scenic hotels can also classify and treat the waste generated in actual operation and management by setting up corresponding recycling systems to improve the

actual effectiveness of environmental protection. Secondly, scenic hotels can also apply an ecological management model, focusing on creating a more ecological hotel environment from the perspectives of products, food, and the environment. In terms of product ecology, hotels should focus on the decoration environment of guest rooms, and use more natural ecological decorations to achieve the construction and decoration of guest rooms; In terms of food ecology, hotels should focus on providing green food as their main goal, strengthen catering management, and ensure that the daily diet of hotels is pollution-free and pollution-free; In terms of environmental ecology, hotels can create a more environmentally friendly and green concept leisure environment by adding elements such as water spray pools, green spaces, flowers, and rockeries. More environmentally friendly building materials are used to create the environment. While providing more comfortable rest environments for tourists in the scenic area, it can also effectively improve the overall service quality of the hotel in the scenic area.

## **2. Analysis of Measures to Improve the Effectiveness of Hotel Management Models in Scenic Areas from the Perspective of Low Carbon Tourism**

Based on the development concept of low-carbon tourism, various regions should pay more attention to the operation and management of scenic hotels in the process of promoting their own economic development based on the tourism industry. Scenic hotels need to optimize their existing management models to provide better services to tourists, in order to comply with the overall development trend of the current tourism market, enhance their competitiveness in the tourism market, promote their own development, and correspondingly drive the overall development of the local tourism industry. Based on this, when analyzing the measures to improve the effectiveness of hotel management models in scenic areas from the perspective of low-carbon tourism, the following aspects can be mainly approached:

### **2.1 Deeply implement the concept of low-carbon tourism**

Based on the overall development of the current tourism and hotel industries, due to the accelerating pace of hotel updates and iterations, while intensifying market competition, it has also made it difficult for many hotels to maintain longer operating hours. Based on the current concept of low-carbon tourism development, hotels in the market need to prioritize low-carbon tourism as their own development goal in order to gain a relatively stable competitive position and advantage in the market, thereby promoting their own development. Therefore, from the perspective of scenic hotels, in order to enhance the effectiveness of hotel management in the context of low-carbon tourism, the most important thing is to deeply implement the concept of low-carbon tourism in the process of hotel management work, think from the perspective of tourists, and research can provide more comfortable and high-quality rest environment for tourists while saving resources and strengthening environmental protection, thereby enhancing the attractiveness of hotels to tourists.

Specifically, in order to deeply implement the concept of low-carbon tourism, scenic hotels can first start from the perspective of low-carbon cooperation, focusing on the three main bodies of hotels, scenic spots, and tourists. While ensuring the goal of low-carbon tourism, based on the constraints of scenic spots and hotel regulations, they consciously implement and advocate the spirit of low-carbon and environmental protection in their daily management work, so that this concept can also have a subtle impact on tourists. At the same time, it is also possible to rate and evaluate the hotel's environmental management and service from the perspective of tourists by monitoring low-carbon environmental behavior, in order to restrict the excessive use of consumer goods and improve the implementation effect of low-carbon tourism. Secondly, from the perspective of natural low-carbon concepts, we can actively promote the concept of natural tourism in hotel management work. Based on experiencing the natural environment, tourists can not only appreciate the beauty of tourism, but also deeply understand the importance of low-carbon environmental protection. Finally, in the management of scenic hotels, it is also necessary to implement the concept of learning low-carbon, and combine it with various new low-carbon technologies and lifestyles generated and applied under the current low-carbon tourism initiative, effectively integrating it with the daily management and service work of the hotel in a reasonable way. This plays an important role in improving the quality of tourism services and enhancing the level of hotel management.

### **2.2 Improve the hotel management service mechanism**

From the perspective of low-carbon tourism, the main goal of improving the overall management and service quality of hotels in scenic areas is to improve the management and service mechanism of hotels. Scenic hotels themselves should recognize that in the current social development context, relying solely on economic profits is difficult to achieve their long-term development. Hotels need to be able to adapt to the overall trend of social development and explore the development mode of hotels in a more proactive manner in the modern social context, in order to continuously improve the overall development effect of hotels. Based on this, the improvement of hotel management service mechanism requires hotels to supplement and improve the content of hotel management

system under the concept of low-carbon tourism. Hotel related personnel can supplement corresponding content in the management system based on feedback from tourists on the quality of hotel operation and service, and standardize the work behavior of hotel service personnel. At the same time, by improving performance evaluation and reward and punishment mechanisms, hotel service personnel can also pay more attention to their work responsibilities and normative work behavior, in order to continuously improve the actual work quality and effectiveness. Secondly, to improve the management and service mechanism of hotels, attention should also be paid to the details of hotel service work. Whether it is the attitude of hotel service personnel or providing a resting service environment for tourists, the main goal should be to provide higher quality services, and the low-carbon concept should be integrated into actual hotel services, so as to convey the low-carbon concept to tourists.

### **2.3 Cultivate professional hotel service personnel**

To cultivate more professional hotel service personnel, hotels are required to emphasize the importance of low-carbon tourism concepts in their daily training work. In the process of service personnel contacting tourists and providing services, they can accumulate corresponding feedback and experience in a timely manner, allowing professionals to combine feedback information with the overall development trend of the market, Enable hotels to quickly make adjustments in complex and changing market environments. Based on this, it is necessary to strengthen training and service for hotel related service personnel, with a focus on continuously improving their proficiency in service attitude, service behavior, and safety operations. Service personnel are required to consciously regulate their own behavior in their work. On this basis, it should also be possible to enable corresponding service personnel to clarify their job responsibilities and division of labor in training based on more advanced low-carbon and hotel management concepts. When recruiting hotel personnel, more attention should also be paid to the assessment of professional abilities, in order to drive the overall quality and level of hotel service personnel with more professional talents, thus laying a good foundation for improving the high-quality service of hotels under the concept of low-carbon tourism.

### **2.4 Introducing low-carbon management technology**

Based on the development perspective of low-carbon tourism and the overall business development trend of the hotel industry, it is found that scenic hotels in China can now leverage the overall trend of economic development to promote their international development. In this context, with the main goal of improving the management level of hotels, by actively introducing more advanced scientific and technological methods, reducing energy consumption and low-carbon management can be achieved from the perspectives of daily energy consumption and hotel building decoration, which can effectively improve the quality of hotel management. In daily management work, hotels can apply wastewater recycling and treatment technology, more advanced plumbing technology, etc. to optimize hotel management services. During this process, hotel personnel can have direct contact with low-carbon technology, clarify the importance of low-carbon technology in hotel management, enhance their understanding of low-carbon concepts, and provide good support for implementing low-carbon concepts and enhancing the role of low-carbon tourism in hotel management.

### **Conclusion:**

In summary, low-carbon tourism provides a clearer development direction for the optimization and adjustment of hotel management models in scenic areas. Based on the current situation of hotel management in scenic areas, in order to promote the improvement of hotel management level in scenic areas, it is necessary to implement the concept of low-carbon tourism, utilize more comprehensive hotel management service mechanisms, and rely on more professional hotel service personnel to carry out work. Additionally, the introduction of low-carbon management technology can ensure the actual effectiveness of hotel management in scenic areas.

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