

Research on Hotel Management Mode Based on Low-Carbon Tourism Concept

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Abstract: Nowadays, with the rapid development of China's economy, the living standard of the public is also gradually rising, but with the emergence of many ecological and environmental problems, more attention has been paid to it. Today, our country vigorously promotes and advocates ecological tourism and low-carbon tourism. This time, represented by hotel management, the concept of green environmental protection is effectively integrated into the hotel management mode, so as to better promote the effective transformation of relevant enterprises in green and low-carbon and better development in the future. Current practices in the actual application process, many hotels for low carbon service level, generally present a low level of coverage for some low carbon tourism culture and not many, in for a lot of hotel management personnel's quality above there are a lot of problems, these problems have seriously affected the hotel management to the transformation of low carbon line mode. Because of this, it is necessary to summarize the characteristics and importance of low-carbon tourism for the relevant hotel management departments. First of all, we can start to change the comprehensive quality of hotel management personnel and management system, so as to effectively improve the overall service level of hotel management under low-carbon tourism. In order to better achieve hotel management and low-carbon tourism synchronous development.

Keywords: Low-Carbon Tourism; Hotel Management; Service Quality; Strategy

Introduction

Now as global warming becomes more and more serious, for the future of human beings brought a direct impact on the survival and development, the current in order to protect the people live in their homes, now we must work together, build up a low carbon environmental protection of society, so to the global warming problem for effective control and improvement. Taking hotel management as the representative, our country attaches great importance to environmental protection and has formulated a series of low-carbon development concepts. Nowadays, low-carbon tourism has become a popular topic ^[1].

At present, as an indispensable sector in the development of low-carbon tourism industry, the hotel is also a place for tourists to rest and spend their holidays. Therefore, it can be seen that the hotel can play a great role in low-carbon tourism. This paper makes a reasonable analysis of the development and construction of hotel management under the background of low-carbon tourism, and sets a new standard for the future hotel management model.

1. The concept of low-carbon tourism

At present, with the rapid development of society, the competitive pressure in the market of

the tourism industry is also rising year by year. If the tourism enterprise wants to occupy a better position in the tourism market, it must effectively improve its own management mode and move forward with the development of the current era. Low-carbon tourism generally refers to a way of tourism that reduces carbon emissions. In other words, it means that the public tries to reduce carbon dioxide emissions when traveling, so as to reduce energy consumption and pollution. At present, many countries pay more attention to low-carbon tourism construction. As an indispensable part of low-carbon tourism, hotels need to face many challenges in the actual management mode change. Therefore, it is of great significance to effectively combine low-carbon tourism and hotel management so as to fully implement the concept of low-carbon tourism^[2].

Now, with the global warming problems gradually appear, especially the phenomenon of greenhouse effect and so on the most obvious, the most prominent as a result, many international organizations have established some in the improvement of environmental policy, these policies need the joint efforts of the entire society all mankind, the current is still there will be a lot of people and countries that do not support, The practical implementation of global environmental issues remains a challenge. Now there are still many good phenomena, many countries are taking some positive and effective prevention and control measures, can effectively alleviate the impact of the greenhouse effect on society.

2. The positioning of hotel management under the concept of low-carbon tourism

A member of the hotel as a service industry, in hotel operation how to service as a hotel service tenet, and with the continuous development of low carbon tourism, hotel should also change according to this, on the basis of always adhere to the concept of service first, to deepen the concept of low carbon environmental protection, through the low pollution, low consumption of the service request to provide more quality services to our customers.

First of all, the hotel should know their own reform orientation, in environmental protection, safety, green building standards, the hotel environment, optimizing and processing facilities, and secondly, for the realization of economic benefits and more should pay attention to the overall image of ascension, through the concept of green service, such as production design, equipment used for perfecting the hotel facilities and services, To maximize the economic benefits, environmental harm to achieve the lowest, to achieve the purpose of ecological protection.

3. exploring the hotel management mode of low-carbon tourism concept

(I) Conflict between traditional hotel management concept and low-carbon concept

Hotel enterprises in the actual development process will find a set of management and management philosophy suitable for their own development, with this concept as the main core of their own development, development concept can lay a good foundation for better development of the enterprise in the future, to help enterprises find a more suitable and scientific development direction. In the process of the actual operation and management of the hotel, the management mode is often affected by many management modes. But from the current management mode adopted by the us a lot of the hotel, including the application of the management concept and some deviation from low-carbon tourism concept and conflict, the current hotel management's main goal is to provide customers with more complete good service is given priority to, is not really to carry out some ideas about low carbon tourism, Still will use some and low carbon environmental protection does not conform to the material. Thus it can be seen that the hotel's management mode

and the concept of low carbon tourism is bound to the existence of many conflicts or contradictions, the main source of the conflict and contradiction is between the economic benefits of hotel and low carbon environmental protection, for the problems of the current is above the low carbon management to management of hotel would put too little resources, Therefore, it is also a key factor that mainly affects the formation of low-carbon tourism management mode for hotels ^[3].

(II) The quality of management personnel is generally low

In our country for the construction of the hotel management started relatively late, many western countries have been carried out long ago to the construction of the hotel management, so we formed on hotel management does not really perfect hotel management personnel training mode, it will make a lot of tourist attractions around the hotel management personnel is not professional level, Without formal professional training, the overall quality of hotel managers is generally low. At the same time, although many colleges and universities have opened a lot of hotel management majors, but due to the lack of some practice training sites, so many schools have no way to cultivate talents of high professional level in line with the actual work requirements, thus, it is difficult to meet the high demand of hotel management around scenic spots. In addition, a lot of scenic spots around the hotel management work, the majority of cases are based on the own workload and working hours of employees to set about the rewards and punishments, although these formulate measures can effectively promote the economic development of the hotel needs, but this situation will often appear overly employees to pursue some of the workload, On the contrary, some service quality and management concepts are far left behind, which will lead to the probability of hotel disputes ^[4].

(III) The degree of internationalization is relatively low

Along with the globalization steps forward, our country has been familiar to the world, to travel the foreign travelers showed a trend of rising every year, although in recent years because of the influence of the outbreak, is restricted to people entering our country, but now more need to increase the cognition of international hotel management personnel, actively ready to after the outbreak are welcomed. However, in the actual hotel management, managers do not make preparations for the internationalization. For example, some hotels are prone to language communication barriers if foreign tourists appear, which not only affects the work of the waiters, but also reduces the travel experience of foreign tourists and produces a bad impression on China.

(IV) The backward hotel culture is inconsistent with the concept of low-carbon tourism

Enterprise culture is the key to enterprise development, nature also included in the hotel, so hotel should be combined with its own actual situation, the fusion of low carbon tourism concepts to the construction of hotel culture, but in the actual situation of our country hotel on their own cultural construction is not seriously, not just to the hotel by the hotel management culture is not fully cognition, Moreover, the right low-carbon concept has not been set up, leading to the crooked upper beam and lower beam. Even if the hotel has done a good job in low-carbon and environmental protection hardware measures, it also carries out the popularization of low-carbon concept to the staff, but it still does not meet the expectations due to the lack of attention to low-carbon development. At the same time, the backward culture of some hotels is inconsistent with the concept of low-carbon tourism. The hotel culture also copies the culture of other hotels. It only considers the actual situation of employees and the profits of the hotel, and does not pay attention to the content of low-carbon and environmental protection, leading to its inconsistent with the concept of low-carbon tourism.

(v) The hardware facilities in hotel management are inconsistent with the concept of low-carbon

tourism

In the operation process of the hotel, some hotels still do not achieve the standard level of low-carbon environmental protection in hardware facilities, there are considerable defects, for example, some hotels use central air conditioning to control the temperature, there are considerable defects in temperature control. The reason for this is because the hotel positioning itself to the lodging place, with low carbon environmental protection concept based on the selection of facilities, only used in living, which were not applied on other part when the choice principle of low carbon, pay more attention to economic interests, leads to the living and the rest of the facilities have different levels of phenomenon, and other hardware facilities are in now is not in conformity with the concept of low-carbon tourism development.

4. The strategy of improving hotel management mode under the background of low-carbon tourism

(I) To build a low-carbon hotel management system

Under the current background of low-carbon tourism construction, it is necessary to require hotels around scenic spots to improve their internal low-carbon management system effectively and reasonably, so as to make their own contributions to the construction of low-carbon tourism in scenic spots. First, the hotel can build some low carbon standard supervision and management system, specific content can be based on the service within the hotel facilities and service level to the customer a corresponding survey, in the process of investigation to solicit customers the most real ideas and Suggestions, the results of the survey analysis of unified arrangement, Strive to improve the low-carbon management and service process of relevant hotels in a more comprehensive way and make improvements. In addition, it is necessary to effectively implement the low-carbon tourism concept into every management and service link of the hotel. Can be mainly is according to different types of travel customers to make different low-carbon service measures, can according to customer's age to divide some content, on the entertainment facilities can also be based on different groups to make different entertainment measures, so that can better the hotel can effectively enhance the management level and service level.

(II) Introduction and training of hotel management professionals

It is in the current low-carbon tourism construction vigorously developed environment; hotel management needs to introduce more high-quality hotel management talents. Because of this, it is necessary to solve the problem of insufficient hotel management talents around the scenic area. The hotel can adjust the method of talent training according to its own situation, and more actively introduce and cultivate some high-level hotel management talents. The specific content is to carry out some training courses, the main content of the training is to effectively strengthen the service awareness and management quality of managers from the perspective of low-carbon concept. You can also invite some professionals to effectively discuss the existing problems in the hotel, and ask for some suggestions for improvement. In addition, the hotel can also establish some cooperative relations with universities to introduce more high-quality and high-level hotel management talents, so as to better expand the path caused by hotel talents and provide more employment opportunities for graduates ^[5].

(III) People-oriented, to build a professional staff team

In now prevailed in the era of knowledge economy, all walks of life needs of high-quality talent to join, talents as the hot competition in all walks of life, should also pay attention to in the hotel management, deepen the degree of attention to the talents, and actively cultivate the existing staff

of professional quality, so that the hotel's healthy and stable development. And the fact is at work in the hotel staff often because of pay and benefits resulting from or separation behavior, although the hotel ongoing hiring, but new stars and produce the re-education of the intangible costs also limits the development of hotel better, therefore, the hotel should be positive to improve today's salary system, ensure the rationality of the compensation, Consider the requirements of each job and service and add them to the performance to improve the attractiveness and motivation of employees. At the same time, we should also actively use modern technology to broaden the channels of talent introduction, improve the absorption speed of high-quality talents, create a professional staff team, so that the service level of employees to a higher level.

(IV) Improve the service awareness of employees

In the daily management of the hotel, high-quality low-carbon services should be provided to customers on the basis of basic service requirements, so as to improve the satisfaction of guests spiritually and materially, and to improve the reputation of the hotel with the development goal of putting guests first. If the infrastructure is the heart of the hotel, the service is the blood of the hotel, through all aspects of the service to run a normal operation of the hotel, service attitude also decides the facade of the hotel, so, during the period of hotel management, hotel management personnel should improve the staff's service consciousness, green blend in low carbon environmental protection concept of green service culture, On the basis of customer-oriented service, we provide more high-quality low-carbon service, establish close relationship with customers, and deepen customer return rate.

(v) Organically integrate the concept of low-carbon environmental protection with the hotel culture

Hotel culture is formed in the process of hotel development characteristic culture, contains the hotel for their own positioning, group consciousness, values, a positive right hotel culture will not only affect employee's work attitude, but also improve the guest satisfaction, therefore, the hotel low carbon environmental protection shall be incorporated in the hotel culture itself, the correct concept of Take the management as the benchmark, do a good job in low-carbon environmental protection, guide the hotel to identify with the cultural concept, reduce the turnover rate. At the same time, with the continuous development of low carbon tourism, hotels in the low carbon environmental protection concept, should actively learn from other hotel to reform successful experience, good and will be combined with the experience in combination with the practical situation of their hotel, better blend in the concept, make the hotel culture fully embodies the principle of low carbon and environmental protection, to ensure that the economy at the same time, also bear the social responsibility, Through this excellent culture to stimulate the enthusiasm and enthusiasm of employees, promote the improvement of service quality.

Conclusion

In terms of future hotel management, low-carbon tourism is the development direction and the only way. The present situation and concept of low-carbon tourism are analyzed in detail. The purpose is to simply analyze the problems existing in the hotel management mode of scenic spots according to the concept of low-carbon tourism, and put forward corresponding solutions, including in accordance with low-carbon standards. Formulate the corresponding supervision system and quality standards, improve the staff's service awareness, build professional talent team, strengthen the hotel culture construction.

In summary, this paper mainly analyzes the problems existing in the low-carbon tourism

concept in the actual hotel management, and puts forward the corresponding solutions, mainly through the cultivation of talents, the improvement of the system, the attraction of talents, the improvement of service concept, the optimization of hotel culture and other measures to improve the reform of the hotel based on the concept of low-carbon tourism, so as to achieve the development of the hotel, at the same time, it can also advocate the low-carbon concept proposed by the country, make its own contribution to green environmental protection, hoping to make contributions to the integration of low-carbon environmental protection concept for hotel managers.

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