

# Consideration of the Development of Hotel Catering Sector under the Influence of Epidemic

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**Abstract:** This paper explores the transformation of the hotel industry's catering sector in the post-epidemic era by means of investigation, literature research and comparison. In the external macro environment, the instability of epidemic outbreaks makes the hotel industry confront unprecedented challenges. In the internal environment, the market competition is more brutal. The concept and operation mode are diverse and uneven. The decline of traditional mode not only represents that the hotel is confronting the challenge of new concept, but also account for the importance of the industry concept reform. This report provides reference for promoting the development of hotel catering sector by studying excellent catering sectors in this and cross-industry, to study the experience and core concepts of catering sectors in different market environments.

**Keywords:** Hotel Catering Department Management; Post-Epidemic Era; Digital Catering Platform; Inbound Marketing; Zero-Moment of Truth; Normalized Epidemic Prevention and Control

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## 1. Introduction

The biggest impact of the novel corona-virus on China's economy is undoubtedly the tertiary industry, especially the tourism industry. The Hospitality industry, a core pillar of the tourism industry, has been particularly hard hit. While the epidemic brought great losses to the hotel industry, it also brought the adjustment of the industrial structure of the hotel industry, promote the development of the hotel industry diversification and product reform. Under this background, I focus on one of the most important parts of the hospitality service: the hotel catering industry, from the perspective of the adjustment and recovery of the catering sector, to think about how the hotel industry can quickly out of the crisis.

## 2. Transformation of traditional catering concept and business model

Nowadays, the era of big data and the post-epidemic era collide and merge. The use of big data can improve the pertinence and timeliness of hotel marketing in a diversified and personalized way, thus enhancing the influence and attractiveness of the hotel. Managers from new hotels can analyze the viewer's browsing intentions, interests and hobbies by means of real-time big data, which can acquire a wide range of information in the first time. By classify browsing preferences to customize different marketing content, targeted delivery<sup>[1]</sup>.

In the early stage of the hotel industry, there is an unprecedented crisis for some traditional hotels which grow up in the early days of the hotel industry. On the one hand, the development trend of new hotels is booming, because the design and marketing concept of emerging hotel are trying to attract the millennial generation. Gradually, the new brands occupied a large part of the

market, which lead to the increase cost for traditional hotels to acquire customers. And with a more favorable price, new type hotels have a stronger competitiveness. On the other hand, most of the hotel catering department center on weddings, new-born babies' celebrations and other banquets. Although the traditional hotel has been passed down for several generations, it has become a time-honored brand with strong development. The advantages that these restaurants rely on gradually weakened and lost due to most of the banquets postponed or canceled during the pandemic. The conservative hotel mostly cannot escape customer defection, difficult business performance and other problems. With random small-scale outbreaks, the traditional banquet arrangements have not returned to a stable state in nowadays China. Thus, the transformation and development of catering concept and business model is particularly important at this stage<sup>[2]</sup>.

What is noteworthy is that: with the increase of business orders brought by the takeout platform, the department manager should also examine the higher point of deduction in the takeout platform, to avoid the situation that the catering department do slave labor for the takeout platform. The hotelier should further deepen the transformation, through different channels to operate private domain traffic. For example, add catering platform services on the hotel's official website or official account. If customers place orders through the hotel's program, they will get membership cards on the official website and enjoy more discounts. It can save the deduction points from platform. What's more, according to the order information of platform users, hotel system can establish a data center and categorize them<sup>[3]</sup>.

To fully mastering internal and external data can hotel have a more comprehensive grasp of market dynamics and customer demand, the hotel managers needs to effectively use its own data. They could establish data center, organize into systematic data. Personnel department can set up data analyst position, for the corresponding information in the post management, statistics, computer and related professional and technical personnel. And make them to understand more diligence on the business by training the hospitality before mounting guard. When these people combine their expertise with hospitality industry knowledge, they will become information technology talents. In addition, the hotel can also carry out data mining training for in-service staff, it can save the cost of recruitment and staff turnover, and improve the comprehensive quality of staff. The digital transformation of the catering industry not only increases customer loyalty, but also better operates the hotel brand through hotel catering, and is of great help to the training and upgrading of internal staff<sup>[4]</sup>.

### **3.The marketing transformation in hotel catering.**

Marketing should learn to "Advertise". In the past decade, however, outbound marketing has fallen out of favor, and traditional outbound marketing is a kind of interrupting that pushes people actively whether they want to or not. This type of advertising has reached market saturation, especially on the Internet, people have started to ignore it. In contrast, Inbound marketing is a relatively new marketing concept in which marketers try to "hook" potential customers with interesting content.

Nowadays, when choosing a hotel, many people value public praise. Before purchasing a product, most consumers will choose to search online social media to evaluate the product's rating, style, price and other information. This progress is defined as "Zero Moment of Truth". In the design of catering, hotels can make use of the feature of "Zero Moment of Truth"-Post the content related to food, such as the suitable audience of different dishes, the sample of new cuisine, even the ingredients of some star dishes-publicize diet content to market. In the context of the widespread

use of streaming media, it is vital to increase the exposure of catering department in the media, such as public account of hotel, blog by well-known bloggers, white paper and other ways to promote, or setting up mascot to attract fans. Through the Inbound Marketing, it can erect a positive image for the hotel and accurately appeal users who are interested in this content, then convert them into potential users <sup>[5]</sup>.

Unlike Outbound marketing, inbound marketing does not need to compete for the laying surface of advertisement. Through creating good content which can deal some problems or satisfy demands of target customers, take the initiative to attract potential customers. Users on the basis of their needs, 'find' the hotel or a hotel product by themselves, thus they will possess more interested in the products or services, resulting in a higher conversion rate and reduce the cost of marketing.

#### **4.Normalization of epidemic prevention and control**

Although the epidemic has been effectively controlled in China, relevant departments of hotel still need to pay attention to anti epidemic, especially in the catering department where customers need to take off masks to dine. There is a greater necessity for active action and safeguards to stop the spread of the epidemic. First of all, keep indoor air circulation by natural ventilation and other exhaust devices to strengthen indoor air flow. When using the central air conditioning and ventilation system, turn off the return air and ensure that the central air conditioning system runs normally to supply enough fresh air in the room. Secondly, set up temperature monitoring posts at the entrance of the hotel, and take temperature measurements of guests, and take retests in the dining area of the hotel. If guests with fever, dry cough and other symptoms, it should be advised to the nearest fever clinic for medical treatment. As well as to guarantee the health of service personnel, establish staff temperature monitoring log. If staff have fever, fatigue, dry cough and chest tightness and other symptoms, timely consult doctor, avoiding work with illness. The restaurant staff should be equipped with protective equipment such as work clothes, masks, and medical anti-bacterial gloves to ensure that there is no direct contact with food materials and food during the whole work. After starting the Next process, assure disinfection in place, insulate cross infection <sup>[6]</sup>.

Furthermore, the catering department should strictly in accordance with the requirements of food safety operation standards , implementing the measures that vegetables, aquatic products and poultry meat separately cleaning, disinfect the shell if necessary; Poultry meat food appliances and storage appliances should be classified and stored separately from other food appliances to prevent cross-contamination in the process of processing. The food is cooked thoroughly to ensure the quality and safety. Strengthen the daily health protection work, and do full-scale job in the health publicity. Work together to fight the Corona-virus <sup>[7]</sup>.

#### **5.Conclusion**

In a word, in the post-epidemic era, the tertiary industry is confronted numerous obstacles. Hospitality industry needs to overcome the market instability caused by the epidemic and ensure the safety of every customer. In front of the opportunities and challenges brought by big data, and constantly emerging new operation concepts, the hotel should fully learn from the new operation mode. Take the essence from the traditional operation mode, remove the dregs, integrate with the new idea, and complete a perfect transformation. The focus of development will gradually shift from ineffective competition to promote product and upgrade based on customers' needs. Whether catering or other departments of hotel, people on the material and spiritual level of higher requirements is the core of development. If the hotel can comprehensively grasp the use of this

requirement, it can promote the recovery and development of the hotel industry in the exploration and practice.

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