

The Application Analysis based on Green Management Model in Hotel Industry

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Keywords: Tourist Hotel; Green Management Model; Concrete Problem; Solution Strategy

Abstract: The implementation of the green management model in tourism hotel management has attracted more and more attention. At present, China's major tourism hotel management is not skilled enough in mastering the green management model. Therefore, many related problems have occurred, which has prevented the green management model from proceeding smoothly. This article will analyze in detail the content of green management model in tourism hotel management and the solutions to the problems.

The main purpose of the tourism hotel green management model is to achieve sustainable economic and social development, enabling consumers to live in a comfortable environment, while at the same time being able to save hotel resources to the greatest extent [1]. Nowadays, the tourism hotel industry is increasingly competitive, and only strengthened green management can make it occupy more market share. Putting the concept of green management throughout the travel hotel, focusing on self-construction and establishing a good environmental protection concept, can eventually promote the comprehensive and sustainable development of the travel hotel [2].

1. Analysis Of The Significance Of The Application Of Green Management Model In Tourist Hotels

1.1 Save Tourism Hotel Costs And Win More Social And Economic Benefits

The application of green management mode in tourism hotels can realize the recycling and reuse of resources. In addition, it can use low-carbon energy-saving equipment to maximize the optimal allocation of resources and ultimately reduce the cost of tourism hotels. Relevant research shows that the electricity consumption of tourist hotels is much higher than that of non-tourism hotels, such as the electricity consumption of ordinary residents [3]. Therefore, in order to save electricity, many tourist hotels will adopt some green environmental protection equipment, on the one hand, they can improve the accommodation environment of tourist hotels, on the other hand, they can actively improve the catering situation, so that tourist hotels can attract more tourists and continuously improve their economy. Benefits and social benefits [4].

1.2 Establish A Good Image

The consumption level of consumers is not constant, but changes with the development of the economy and changes in people's consumption concepts. With the increasing demands of consumers for their own living conditions and food health and safety, the implementation of green management models in tourist hotels can attract more consumers, at the same time establish a good image for the hotel, and ultimately enhance the operational strength of tourist hotels. Take the Grand Hyatt Bali as an example. After implementing the green management model, the hotel attracted more and more consumers to check in. While building a good image for the majority of consumers, it also saved a lot of resources and energy.

1.3 Save A Lot Of Energy And Resources, Easy To Protect The Environment

Investigation and research show that the waste of energy and resources in our country is relatively serious, especially the consumption of energy resources in tourist hotels is more common [5]. As a service place, tourist hotels generate a lot of domestic waste when consumers consume. Based on this, tourist hotels have a major responsibility for environmental protection. When

developing green management mode, tourist hotels adopt reasonable methods to manage, effectively integrate resources, and ultimately control the energy resource consumption ratio to a minimum, which meets the relevant requirements of China's green economic development [6].

2. Analysis Of The Current Status Of The Implementation Of Green Management Model In Tourist Hotels In China

2.1 Consumers Have Not Yet Formed A Green Consumption Concept

Since the concept of green consumption is relatively late in China, although some consumers already have the concept of green consumption, the popularity is not wide. Compared with general products, green products are more expensive to make, so consumers often choose non-green products. Relevant information shows that 65% to 75% of consumers in China usually choose products with lower prices for personal benefit, which ultimately leads The sales of green products are not ideal, which hinders the implementation of green management models in tourist hotels [7].

2.2 The Green Management Model Is Not Perfect

For the management of tourism hotels, it has not yet possessed a perfect concept of green management model. The survey shows that the management of tourism hotels does not clearly understand the green hotel management model, and it is generally believed that the green management model will increase the cost of the hotel. Therefore, the lack of green management awareness in the specific operation process, ultimately unable to effectively implement the green management model [8]. From the perspective of talents, there is a lack of green management talents trained in China's tourism hotels. Even with experienced management personnel, the overall quality is not high enough, and the lack of systematic and scientific skills in the actual operation process ultimately hinders the development of green tourism hotels Management mode.

2.3 The Tourism Hotel Green Management Model Is Not Mature Enough

The investigation and research show that the green management model adopted by most tourist hotels is only modified at will based on the original management model, so it cannot be compatible with its own development status [9]. Tourist hotels can learn from the advanced management experience of foreign tourist hotels, and then make relevant modifications based on their own actual conditions, which will eventually enable them to smoothly implement the green management model.

2.4 Too Much Focus On Short-Term Benefits

There are generally two ways for tourism hotels to save their own costs: first, the product price remains the same, but the revenue of the tourist hotel will decrease; second, the sales price of the product is greatly adjusted to transfer the cost to consumers. From the first method, because the nature of tourism hotels is a profitable organization, hoping to achieve maximum economic benefits in the short term, and the green management model is contrary to its ultimate purpose, it is difficult to implement green management in tourist hotels mode. From the second method, the gradual transfer of costs to consumers will cause consumers to be extremely dissatisfied, and ultimately reduce the sales of products, which is not conducive to the development of green management models.

2.5 The Relevant Legal System Is Not Perfect

The establishment of relevant systems for environmental protection in China is not complete, and there are corresponding defects. Investigations and studies have shown that some legal systems related to environmental protection only work after the environment is polluted, but not preventively. In this context, some tourist hotels have not strictly managed in accordance with laws and regulations, but only realized the need to protect the environment after serious pollution. Therefore, the relevant legal system formulated by our country is not perfect, and it is necessary to strengthen the law enforcement of law enforcement departments to promote the establishment of

green environmental protection concepts in tourist hotels.

2.6 Green Management Of Tourism Hotels Is Not Developing Fast

The green consumption of hotels in China started later than that of foreign developed countries. Although some hotel consumers have established green consumption awareness, they only exist in some international hotels. To the green management mode, there is a waste of resources. Due to the influence of funds and equipment technology, the related facilities in the tourist hotels are not updated quickly, which restricts the development of green management models [10].

3. Strategic Analysis Of The Implementation Of Green Management Model In Tourist Hotels

3.1 Establish A Green Management Concept In Marketing

The concept of green consumption is one of the main trends in the future development of tourism hotels. From the perspective of green marketing, it mainly refers to the importance of tripartite interests (consumer interests, tourism hotel interests, environmental protection interests) on the basis of conventional marketing, so as to effectively carry out Green management model. The green marketing model of tourism hotels can not only make the hotel develop in a sustainable direction, but also establish a good image. Therefore, constantly strengthen consumers 'green consumption concepts and increase consumers' green consumption demand. For example, tourist hotels can highlight the characteristics of green tea farmers by constructing green sales channels or using WeChat public accounts, etc., and set the prices of products within a reasonable range, which will be accepted by consumers. Tourist hotels also need to investigate market information, appropriately adjust green business strategies, and create green products with local characteristics and cultural connotations, which will eventually attract more and more consumers. In the marketing process, hotels also need to make consumers realize that green consumption is not to reduce service quality, but to allow consumers to enjoy high-quality services while allowing them to understand that they are making a huge contribution to the global environment, thereby improving their A sense of mission and accomplishment.

3.2 Establish A Green Management Mechanism

The establishment of a green management mechanism is an important step in the implementation of green management models in tourist hotels. The green management activities of tourist hotels are a comprehensive activity involving all hotel employees. First, tourist hotels need to establish strategic planning goals. When collecting market-related information, focus on green management models and strategies at home and abroad, and then fully integrate your own operating conditions and development characteristics. Secondly, tourism hotels need to clarify the specific rights and responsibilities of managers and employees of various departments. Establish a set of highly operable standards in the specific implementation of the green management model, clarify relevant laws and regulations, and actively mobilize the enthusiasm of the hotel staff.

3.3 Create A Green Theme For Tourist Hotels

Tourist hotels may promote green services when providing consumers with products with green subjects. For example, in the catering service, service personnel can actively recommend some green and natural additives-free food to consumers, which can not only save consumers 'costs, but also meet consumers' dietary needs. In addition, service personnel can actively ask consumers whether they need to pack, so as to continue to penetrate the awareness of green environmental protection. For tourist hotels, hotel culture is an intangible asset. The tourist hotel's implementation of the customer first philosophy into specific management can attract more and more consumers, and at the same time make consumers feel the enthusiasm of the hotel. In implementing the green management model, hotels need to provide reasonable career planning suggestions to hotel employees, so that consumers can feel the warmth of the family when providing relevant services to consumers. The green culture of tourist hotels is one of the important cultures that accompany the growth of hotels. Green culture can make the hotel establish a good image. Hotels need to

accelerate the development of green culture management, encourage every hotel employee to establish a good green cultural awareness, adhere to the ecological development model, and consolidate the green awareness of hotel employees through long-term publicity and education, thus forming a strong Help.

3.4 Strengthen Cooperation And Exchanges To Achieve Green Resource Sharing

Tourist hotels tend to improve their market competitiveness by rationally allocating their own resources and surrounding resources, and ultimately attract more consumers. Research shows that single-handedness in the tourism hotel industry will only result in more waste of resources. Only strengthened cooperation between hotels and hotels can unearth their hidden resources, realize the complementarity of advantages and disadvantages, and continue to move towards sustainable development road. Through cooperation and exploration between hotels and hotels, we will continue to strengthen the allocation of green resources and expand resource utilization.

3.5 Improve The Construction Of Green Facilities In Tourist Hotels

In order to maintain ecological balance and maximize the use of natural resources, natural resources must be recycled. From the perspective of tourist hotels, it is essential to provide consumers with a healthy and safe consumption environment. For example, each tourist hotel's safe passage sign uses a green sign, so it shows that the green management model is indispensable in the management of tourist hotels. Some tourist hotels canceled the provision of services such as disposable toothbrushes or toothpaste to consumers, but replaced them with add-on packaging; changed the instant noodles in barrels to bulk and provided consumers with free sterilized tableware, which can achieve energy saving and environmental protection , And can promote the long-term development of the hotel.

Conclusion

With the development of society and the improvement of people's living standards, people gradually strengthen their awareness of environmental protection and pay more attention to green tourism. As an indispensable part of the tourism industry chain, tourism hotels have a major role in protecting China's environment by implementing a green management model.

Fund

A study on the cultivation and professional growth of hotel managers; Guangdong Vocational Education Business Teaching Steering Committee; 2017.12; Project No.: YSYJZW2017YB26

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