

# Research on Hotel Management Mode from the Perspective of Sustainable Development

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**Abstract:** *With the overall development and progress of China's society and economy in recent years, China's hotel industry has also grown from small to large, from non-standard to standardized, from decentralized to large-scale, and this transformation process is actually the process of the start and development of domestic hotel management industry. China's tourism industry should take the road of comprehensive, coordinated and sustainable scientific development, and it is imperative to implement green management. Taking hotel enterprises as an example, the energy consumption is generally above 160kWh/m<sup>2</sup>, and the energy cost accounts for 5%-6% of its turnover. Hotel green management is a new management that focuses on the pursuit of economic and environmental benefits optimization. On the basis of not damaging sustainability, so as to ensure the interests of tourism operators, as well as the interests of tourists and residents of the destination, and realize the long-term stability and sound development of tourism.*

**Keywords:** *Sustainable development; Hotel management; Ecotourism*

## 1. Introduction

In terms of the current development trend and current situation of China's tourism industry, the sustainable development and ecotourism of China's tourism industry is still in its infancy. Many enterprises have just contacted and formed this new concept [1]. The development of tourism enterprises themselves is far from meeting this requirement [2]. As an individual in the commercial field, it is the essence of an enterprise to pursue profit maximization. It is precisely under the influence of this certain thinking that the enterprise people have not found the long-term value and long-term significance of the road of sustainable development, so they are not very willing to do so. They prefer the rapid turnover of funds and pursue temporary and short-term economic benefits [3]. Hotel is a necessary place for tourists to travel, providing daily accommodation and rest functions for tourists, and the hotel needs to provide tourists with as comfortable and convenient an environment as possible within its capacity, and with the continuous growth of tourism scale, the hotel scale also increases [4].

In order to actively respond to the corresponding policies of low carbon and environmental protection, the hotel needs to build a low carbon management model on the basis of providing corresponding services for users, and demonstrate the important role of the hotel in the development of low carbon tourism. The report requires that in the future development, the hotel industry must continue to implement the concept of low-carbon economic development and improve the management model so that the current hotel management model can meet the specific requirements, objectives and other aspects of low-carbon economic development [5]. However, influenced by various factors, the current hotel management in China still has problems such as low service level, lack of professional management personnel and lack of environmental awareness, which seriously violates the requirements of low-carbon economic development concept. Most hotel management enterprises tend to fight their own battles, making it an area where industry management is actually quite weak for many years [6]. However, due to the unclear property rights of some enterprises, they lack a scientific modern enterprise system and corporate governance structure. They are not completely commercial operation modes in terms of enterprise nature, department setting, operation management, personnel arrangement, economic benefits, etc., so they are insensitive to information on standardized management, economic benefits, market competition and industry management, and lack initiative [7]. Therefore, only by analyzing and studying the evolution and present situation of domestic and foreign hotel management industry, comparing their respective characteristics and finding out the gap, can we find a future development path suitable for local hotel management industry and enterprises in the industry, and point out the future direction of this emerging industry from one aspect, and also lay a good foundation

for China's hotel management industry to achieve sustained and stable development in the true sense [8].

The new normal of the economy puts forward new requirements for the development of the hotel industry and brings new opportunities to the vocational education of hotel management. Only by truly integrating the hotel industry and the vocational education of hotel management can we realize the transformation and integration of the industry and education. Through in-depth analysis, we can break the barriers of integration and achieve win-win results.

## **2. Necessity of innovating hotel management mode**

### ***2.1. Effectively coordinate the interests of all stakeholders***

In order to realize the sustainable development of tourism, there must be tourism enterprises involved. Specifically, the low-carbon economy is mainly guided by the concept of sustainable development, supported by industrial transformation, technological innovation, and new energy development, with the ultimate goal of achieving a win-win situation between natural ecological environment protection and economic and social development [9]. The proposal of this development concept helps to alleviate the various traumas caused by the development of industrial civilization to the natural environment, such as acid rain, photochemical smog, waste water and waste gas, etc. And under the application of new technologies and new energy, it is conducive to the wide application and development of clean energy such as solar energy, wind energy and geothermal energy in society, and lays a good foundation for the development of China's low-carbon economy [10]. As a pillar industry in the tertiary industry, hotels have made outstanding contributions to social and economic development for a long time and provided many conveniences for residents to travel. In the context of the new era, China has vigorously promoted the low-carbon concept to achieve energy conservation and environmental protection. Domestic hotels have actively responded to the call to achieve low energy consumption and low pollution on the basis of ensuring service quality, so that users can experience high-quality green services.

The internationalization of the tourism market promotes the hotel industry to be in line with international standards. Therefore, a series of low-carbon services launched by hotels from the perspective of low carbon need to meet international standards, so as to truly realize international hotel services. Accordingly, hotels need to meet international standards while building low-carbon management models. Hotel industry, as the main industry in the tertiary industry, can only find the real goal in the development process after truly realizing international management, and can also ensure that the established management model and basic services can truly meet the needs of the international market.

### ***2.2. Overview of Green Management, Circular Economy and Sustainable Development***

The industrial revolution in the 18th century has brought earth-shaking changes to the lives of developed countries. Cities have developed, science and technology have improved, and people's living standards have improved. However, the rapid economic development has led to serious ecological damage and increased pollution. With the deepening and spread of industrialization, large-scale pollution problems have become global public hazards, the most influential of which is the "eight public hazards" event. Facing these problems, human beings realized the need to live in harmony with nature, and the idea of taking the path of sustainable development and implementing green management in enterprise management emerged.

The implementation of the theory of sustainable development is inseparable from the support of science and technology. Therefore, some scholars have extended the definition of sustainable development from the perspective of technology selection, thinking that "sustainable development means turning to cleaner and more effective technologies, approaching as close as possible to 'zero emission' or 'closed' processes and methods, and reducing the consumption of energy and other natural resources as much as possible". Through the analysis of the three concepts, the theory of sustainable development includes three elements: environmental and ecological elements, social elements and economic elements. Green management focuses on the management of the environment, and circular economy is lateral to the problems of resources and energy. But both of them are based on sustainable development, so the author summarizes the relationship between them as shown in Figure 1.

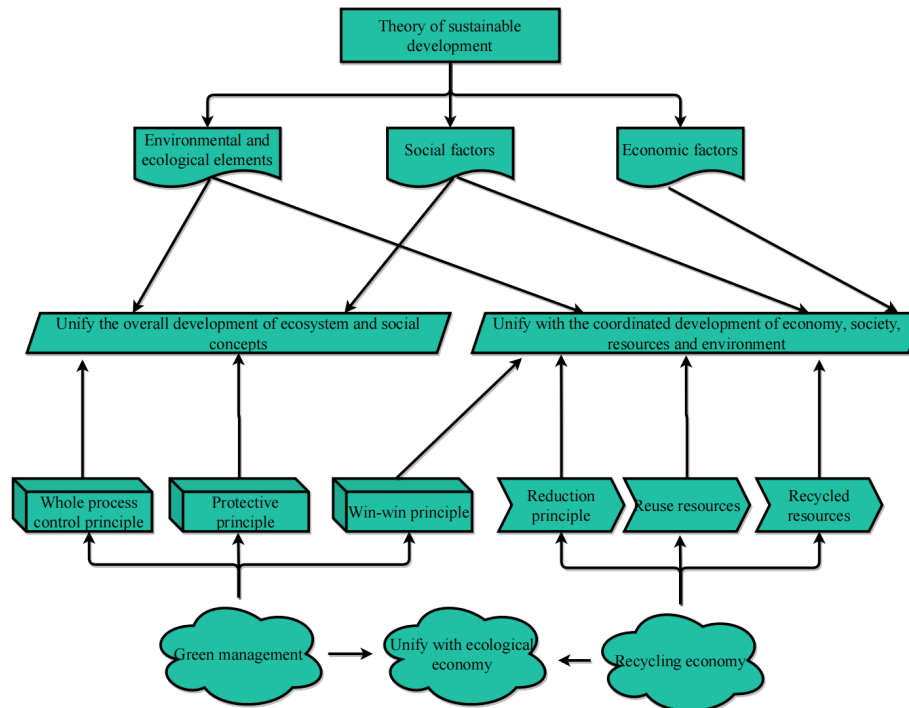


Figure 1: Relationship among Green Management, Circular Economy and Sustainable Development Theory

Realizing the sustainable development of tourism is a huge systematic project. It is necessary to implement scientific planning, adhere to the principle of "planning before development" and sustainable development, and apply ecological principles and methods to the planning to minimize the damage of development to the ecological environment and culture.

### 3. Building green hotel management mode based on the concept of circular economy

#### 3.1. The value of circular economy concept to the implementation of green management in hotels

The new economic outlook requires human beings to use ecological laws to guide economic activities and consider the ecological environment, so as to form a virtuous circle between their economic activities and the ecological environment and promote the balanced development of the ecosystem. In the process of building a green hotel management model, we must consider the optimal allocation of tourist hotel resources, not only to reduce the production and operation costs of hotels, but also to take into account the environmental and ecological carrying capacity. The resources of circular economy refer to natural resources and renewable resources. At present, the main conventional natural resources consumed by hotels are water, coal, liquefied petroleum gas and electricity, and the increasing shortage of these conventional natural resources has led to an upward trend in prices, thus increasing the operating costs of hotels. The new concept of resources requires that the utilization and recycling of various resources in tourist hotels should be improved as much as possible in the process of hotel green management. Such as making full use of renewable resources such as solar energy, wind energy, waste heat, condensate, cooling water, biogas, etc. The so-called hotel green management means that the hotel establishes the concept of green management, and from the perspective of saving resources, making rational use of resources and protecting the environment, meets the green needs of guests through green procurement, green production and other measures, thus reducing the hotel's operating costs and improving the hotel's profits. In addition, hotel enterprises should actively formulate quality and institutionalized service standards, strictly regulate the service behavior of hotel enterprises, strengthen the quality management of hotel services, and ensure the quality of hotel services. At the same time, hotel enterprises should actively improve infrastructure, strengthen infrastructure management, make up for the defects of infrastructure from the perspective of customer needs, and strengthen integrated hotel management.

With the continuous progress of globalization, China's tourism market has gained unprecedented

opportunities for development. In order to avoid the damage to the ecological environment caused by the development of tourism industry to the greatest extent, China has put forward the development concept of low-carbon tourism on the basis of the concept of low-carbon environmental protection, which means to realize the organic combination of low-carbon environmental protection and tourism industry. As direct consumers of tourism, tourists should first practice low-carbon tourism with practical actions and consciously choose low-carbon travel modes and low-carbon daily necessities, so as to minimize the pollution and damage to the environment. To build a low-carbon tourism management model, stores need to take low-carbon as the main environment, and each link in the whole tourism industry chain needs to clarify its own responsibilities. Tourist attractions and hotels can publish low-carbon tourism management systems to regulate tourists' behavior, and staff need to set an example for tourists, and provide feedback channels for tourists through special feedback mechanisms, so that tourist areas and hotels can realize their own shortcomings and make timely improvements.

### ***3.2. Construction of Hotel Management Mode from the Perspective of Low-carbon Tourism***

As a service industry, hotels are embodied in some intangible services, so it is difficult to effectively judge intangible services, and the subjective consciousness of users will greatly affect the objective evaluation of hotel services. A perfect supervision mechanism can effectively solve this problem. In order to ensure the fairness of the supervision mechanism, the supervision mechanism is formulated, promulgated and implemented by the relevant departments, and the hotel operates according to the contents stipulated in the supervision mechanism, so that the operation activities and service contents can be evaluated objectively without being influenced by the subjective factors of users. The integration of production and education in hotel management vocational education does not emphasize the unilateral integration of hotel enterprises, but simply provides industry standards. It should be the integration of enterprises, schools and students. Enterprises provide industrial support, students get professional study, and schools give technical research, taking the development road of Industry-University-Research integration. This development path needs the support of the credit banking system. The credit banking system breaks the three-year vocational education model, allowing students to make relatively free learning arrangements under certain planning, and more diversified in terms of time and place, so as to truly meet the personalized learning needs, establish a personal learning system, and promote the integrated development of industry, education and research. With the deepening of the current market economic system, imitation is a common problem in the development of various fields, but it is difficult to learn from and copy corporate culture.

In order to get sustainable development in the fierce market competition and form a management culture with its own characteristics, hotels should do superficial work, ensure consistent decoration style and uniform staff dress, and should also be unified in spiritual level. The hotel gives more care to employees, deepens their sense of identity and belonging to the hotel, and strengthens spiritual and cultural construction. In addition, due to the strong mobility of hotel employees, some hotel managers think that after investing a lot of money and energy to train employees, employees can easily flow into rival hotels. No matter what kind of industry, reasonable flow is a normal phenomenon and even more inevitable. Hotels can provide employees with a comfortable working environment by formulating an incentive system, and tap the working potential of each employee with the help of humanized management system, which can not only create more economic benefits for the hotel, but also help employees realize their self-worth. This requires the hotel to have its own characteristics and meet the individual needs of customers. In this regard, the hotel should, according to its actual situation, comprehensively analyze the local economic development, regional richness and culture, formulate management and service strategies, and achieve personalized marketing. At the same time, based on the aesthetic ideal of the audience, innovate from the perspective of room layout, architectural decoration, service items, service content, etc., meet the needs of customers at different economic levels, and form their own "style".

## **4. Conclusions**

Faced with the inconvenience caused by the lack of living resources and the impact of adverse changes in the natural environment on life, people have deeply realized the importance of green environmental protection, energy conservation and emission reduction. As a new management concept in today's society, hotel green management is an inevitable choice to implement sustainable development strategy and achieve the goal of sustainable development of hotels. In the future work, people should continue to practice the relevant theories and practical requirements of low carbon

economy, combine the development characteristics of different hotels in China, purposefully penetrate the concept of low carbon economy into the actual operation and management of hotels, and jointly promote the construction of low carbon hotels under the coordination of government supervision, environmental protection and other departments, on the basis of promoting the practical solution of hotel management problems, Promote the overall improvement of hotel management quality.

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