

Research on the Design of Hotel Image Based on Confucian Culture

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Abstract: Hotel image design is mainly achieved through Corporate Identity System (CIS). CIS consists of Mind Identity System (MI), Behaviour Identity System (BIS) and Visual Identity System (VIS). The core of CIS is MI, which is the highest decision-making layer of CIS. Laid the theoretical foundation and code of conduct for the whole system, and expressed through BI and VI. The core of Confucian culture is benevolence and propriety, emphasizing "people-oriented" and paying attention to humanistic care. Exploring the application of Confucian culture in hotel image design is beneficial to the hotel to improve its own image and improve customer satisfaction.

Keywords: Confucian culture, hotel image design

1. Hotel Image Design and Confucian Cultural

Hotel image design is the strategic planning of the hotel public relations planning. Hotel according to the actual conditions and image survey, combined with the unique nature of the hotel, establish the overall idea and planning of the hotel image strategy and specific shaping the hotel image activities.

Confucian culture refers to the cultural schools that take Confucianism as their guiding ideology. Among them, the "eight virtues" -- filial piety, fraternal respect, loyalty, faithfulness, propriety, righteousness, honesty and shame -- are usually defined as its central ideas, while benevolence and propriety are its core ideas. He advocates that people should "abnegate themselves and return courtesy", and build people with a heart of love, a sense of responsibility, loyalty and integrity.

Hotel image design is closely related to its regional culture. Successful hotel design should not only meet the needs of the hotel itself, but also require novel and unique design to highlight regional characteristics and culture. Confucian culture is a cultural school with Confucianism as its guiding ideology. The core of Confucian culture is benevolence and propriety. Benevolence is love. By the implementation of benevolence, people at all levels of society enjoy the right to life and happiness. Propriety is the moral order of society. Hotel managers should actively seek for the convergence of Confucian culture and hotel image design, absorb beneficial elements of hotel image design from Confucianism, improve the image of the hotel, improve the quality of hotel service.

2. The Application of Confucian Culture in Mind Identity System (MIS)

The contents of the corporate philosophy identification system include the hotel's mission, values and business philosophy, which describe the hotel spirit, business style and style, code of conduct and ethics and other rich content.

First of all, the mission of the hotel is the meaning of the existence of the hotel. The essence of Confucianism is the integration of benevolence and propriety. Hotel only pursue benevolence, will not be recognized by customers; Hotels pursue benevolence, enterprises are not subject to moral constraints, easy to lead to contradictions among guests. Therefore, benevolence and courtesy can not be separated for a moment. Combining Confucian benevolence and courtesy to solve the questions: What is our hotel? Who are our customers? What is our value to our customers? What is our business? What should our business be? These questions will help the hotel to establish the right goal.

Secondly, the values of the hotel are the attitudes and concepts towards objective things that are formed in the long-term development of the hotel and are recognized and consciously followed by all staff. The application of Confucian thought of "people as the foundation of the state" in hotel

management can well reflect the understanding of all staff on the meaning of hotel work and reflect the management style and style of the hotel. Hotel managers should establish the "people-oriented" enterprise belief, respect the personality and development of employees, personality and dignity, so that the hotel becomes the real "home" of employees.

Finally, hotel business philosophy is the guiding ideology and principle of hotel business activities. Confucianism is extensive and profound. The management of hotel senior leaders with "integrity-based" values will have a great impact on employees and help the hotel to establish a good image.

3. The Application of Confucian Culture in the Design of Behaviour Identity System (BIS)

Behavior Identity System refers to the code of conduct planning of various activities inside and outside the enterprise, showing the internal system, organization management, education, production, development and research of the enterprise, and extending to various external social welfare activities, public relations, marketing, and market research and so on.

3.1 Hotel System Design

In order to ensure the smooth operation of the work order and regulations, the hotel establish work order and regulations, which embodies the hotel concept of the hotel itself and staff behavior requirements. One of the cores of Confucianism is "benevolence", advocate "to overcome the already return ritual for benevolence". Hotel management system, in order to let the staff comply with the management system, the manager must first start from their own, top-down, play a leading role.

3.2 Hotel Employee Behavior Design

Employees are not only the main body of the hotel, but also the representatives of the hotel who have the most frequent contact with customers. The hotel should combine the Confucian language to establish the staff's code of conduct and standards. Hotel in accordance with the Confucian culture of benevolence for the guests to create a comfortable, comfortable consumer environment. Managers should realize: without satisfied employees, there can be no satisfactory service; without satisfactory working environment for employees, there can be no satisfactory enjoyment environment for customers. The manager attaches great importance to the humanistic care of the staff, so that the staff can do their best to make people happy, understand the situation of others as far as possible, and provide perfect quality service to the guests.

3.3 Hotel Service Awareness Training

Confucian culture advocates "abnegation of self and return courtesy", and infiltrates Confucian culture into the hospitality etiquette training of hotel staff. Confucian culture emphasizes that one must know the etiquette and understand the etiquette. Through the etiquette education, employees can know how to correct the appearance and body posture, appropriate expression and humble words. Only by doing these, can the relationship between employees and guests be established and the relationship between guests be harmonious. Courtesy is the basic principle of self-cultivation. Hotel training staff, standardizes staff moral knowledge, cultivate staff etiquette behavior, help staff learn to respect courtesy courtesy, for improving the quality of service has a very important role.

4. Application of Confucian culture in hotel Visual Identity System (VIS)

VIS is the externalized visual image design of enterprise spirit and behavior, such as logo image, standard font, standard color and center advertising, etc., widely used in sales system, office system and environmental system. Through the study of Confucian culture, the hotel combines Confucian culture with various innovative design concepts to build a Hotel with Confucian culture. According to the characteristics of the hotel, Confucian culture can be reflected in the lobby, guest rooms and catering department of the hotel.

4.1 Hotel Reception Design

Hotel reception can absorb the essence of Confucian etiquette, combined with modern service mode. Combining with its own characteristics, the hotel carries out the combination of ancient and modern services: "Great things in the world must be done carefully, and difficult things in the world must be done easily". The hotel advocates personalized service so that guests can truly feel the benevolence, faithfulness and courtesy of Confucian culture.

4.2 Decoration of Hotel Front Office

The front office is where every guest arrives and leaves the hotel. The front Office is where service begins and ends, and where guests form their first and last impressions of the hotel. Hotels should express their delight to visitors: "Isn't it true that friends come from afar". The hotel hall can be decorated with Confucian classical calligraphy and painting, Confucian cultural symbols, calligraphy and sculpture, etc. The most important design element of Confucian culture is the circle pattern, which represents good luck. This is also consistent with benevolence, the core of Confucian culture. By creating an environment, the hotel integrates the design elements of the shape pattern into the decoration design and staff clothing, avoiding the simple accumulation of design elements. The service staff of the front office of the hotel wear Confucian costumes to welcome guests, showing the simple costume characteristics. The background music of the lobby is Guzheng music, which integrates with The Confucian culture. Confucian classic sayings can be printed on promotional brochures and hotel name cards at the reception desk to reflect the hospitality of the hotel. The hotel sets themes on each floor, and the corridor design combines Confucian stories to render Confucian culture. The hotel adopts the method of cultural marketing, highlighting the Confucian culture, the Confucian culture design into the hotel environment, the Confucian culture design into the service details, to create a unique image of the hotel.

4.3 Hotel Corridor Design

On the corridor of the hotel design can be combined with the Confucian classics in each layer set the theme, rendering the Confucian culture, and in providing consumers with hotel, on the basis of standardized service, using the methods of cultural marketing, the prominent Confucian culture, the Confucian culture through to the hotel environment, the essence of Confucian culture into the service details, create a unique image of the hotel.

4.4 Hotel Room Decoration

Guest room is the hotel for guests to prepare for accommodation and leisure entertainment and other services. The hotel will set up different kinds of rooms according to the different needs and uses of guests. Guests not only hope that the hotel can provide them with clean, comfortable and safe rooms, but also hope that the hotel rooms have characteristics. The hotel will be the Confucian culture of benevolence, righteousness, propriety, wisdom, letter and so on into the room decoration. Hotel room decoration reasonable use of color to bring guests a real "home" like the sense of belonging, improve customer identity. Hotel room design reflects the Confucian thought of living in harmony with people, generous behavior philosophy. Incorporate Confucian classic stories into the decoration of hotel rooms. There are many kinds of cloth products used in hotel rooms, such as curtains, carpets, cushions, bedding, hanging ornaments and so on. Guest rooms are designed to display Confucian culture through patterns, not only to maintain unity but also to change, not only to enrich content but also to maintain coordination. In terms of staff dress design, the hotel should combine tradition and praise simple and simple service dress.

4.5 Hotel Restaurant Decoration

Guests want to enjoy delicious food, comfortable environment and considerate service. Hotel restaurant design, combined with the Confucian culture decoration, can provide guests with visual and spiritual double enjoyment. Warm colors can be used in the decoration layout of the hotel restaurant. The theme color is red, dotted with yellow and gold, so that customers can feel the warmth of home. Hotel menu design can be combined with Confucian culture, such as: dishes named with Confucian sentences, set Confucian cultural symbols and Confucian classic sentences on tableware. Restaurant design highlights integrity, kindness, gentle thought. Guests can experience the true meaning of "don't

underestimate yourself when you are poor, don't get carried away when you are rich".

The modern hotel industry is highly competitive. How to give full play to their own advantages in the fierce market competition, occupy market share, and achieve sustainable development is the problem that managers are thinking about. The image design of the hotel combines Confucian culture to highlight regional characteristics and carry forward traditional culture. Through careful design, the hotel will be able to bring forth new ideas and improve service quality.

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