

Try to discuss the management problems and countermeasures in the development of high-end hotel in our country

Xiaohan Liu

Macau University of Science and Technology

amberliu5566@126.com

Abstract

Under the development trend of economic globalization, facing the opportunities and challenges brought by the development of the domestic and foreign market economy, the high-end hotel in our country is the important pillar of the tertiary industry, whether it is the business demand or the intensity of competition. By understanding the current development status of high-end hotels in China, understanding the management problems faced by reform and innovation, and putting forward effective solutions as soon as possible, it can lay the foundation for the sustainable development of high-end hotel industry in various regions. Therefore, this paper mainly studies the management problems and countermeasures in the development of high-end hotels in China.

Keywords

high-end hotel; Management problems; Service level; Income level; Brand culture.

Introduction

After the reform and opening up, China's social and economic construction speed is getting faster and faster, people's quality of life needs more and more high, high-end hotels as a basic component of the development of tourism, also began to develop rapidly. Although economic development and technological innovation have attracted many world-renowned brand hotels to enter the domestic market, from the perspective of overall development, there are still many problems in hotel management, such as the ability and quality of staff to be improved, brand competitiveness is not strong, cultural characteristics are not prominent, and management talents are not enough. Therefore, how to deal with the management problems existing in the development of high-end hotels in China and put forward effective countermeasures is the main issue for the innovation and development of hotel industry.

1. The management problems existing in the development of high-end hotel in our country

Under the background of China's deepening reform and opening up, the tertiary industry has an increasing proportion in the national economy, and the development of high-end hotel industry has reached a new stage with very broad prospects for development. With people's increasing demand for accommodation environment, service health, and residential safety, the operation and management requirements of high-end hotels have also increased, and the

common problems are mainly reflected in the following points: First, the service level needs to be improved. According to the survey of the operation and management of high-end hotels around China, the proportion of professionals in the total staff of the hotel is not high, and the newly recruited staff need to participate in basic skills training activities, but the training time and energy of employees who are not hotel management professionals are longer, so the overall service quality of the hotel will continue to decline. According to the results of the survey of consumers' satisfaction with various facilities of a hotel, as shown in Table 1 below, consumers are basically satisfied with the hardware facilities of high-end hotels, but 30% of consumers also believe that the quality of hotel service personnel needs to be improved, and management personnel have deficiencies in management efficiency, management methods and management awareness.

Table 1 Survey results of consumers' satisfaction with various facilities of a hotel

Hotel infrastructure	Number of consumers (persons)	proportion
Front desk reception facilities	117	49.79%
Room reception facilities	179	76.17%
Catering reception facilities	146	62.13%
Entertainment service facilities	96	40.85%
Operational support facilities	77	32.77%
Sales service facilities	59	25.11%
Guest room sound insulation facilities	59	25.11%
Meeting room facilities and equipment	27	11.49%
(empty)	1	0.43%

Second, the level of returns is not high. The number of medium-high-end star-rated hotels in our country is growing, but the growth of total revenue and profit is not stable, and the growth rate is declining and even negative [2]. When policy, market and other factors affect the source market of high-end hotels, high-star hotels use price competition strategies to choose preferential prices to attract the mass source market, so before 2017, the average price of high-star hotels showed a gradual decline, and the operating profit became less and less.

Third, the brand competitiveness is not strong. Because most high-end hotels lack cultural connotation and core brands, they do not have strong brand competitiveness in the current increasingly competitive market environment. For example, culture, knowledge, technology, brand, service and other non-value level competition, can provide preferential activities, reduce service prices to attract consumers, you can also choose to reduce profit margins to improve the competitiveness of the hotel. However, from the perspective of practical development, the infrastructure and service level of high-end hotels can hardly meet the basic needs of consumers, and the actual price competition is not conducive to the long-term and stable development of hotels. Therefore, in the future, it is necessary to improve the visibility of hotels through branding and focus on shaping core competitiveness [3].

2. China's high-end hotel development management strategy

2.1. Strengthen the recruitment and management of professional talents

China's high-end hotels should pay attention to the recruitment and training of professional

and technical talents and team building after the formulation of the hotel standardized management system, and meet the basic needs of employees' life and work by improving the internal employee salary incentive system, work contract system and employee welfare system, so as to attract more excellent technical talents to participate in hotel management [4]. At the same time, high-end hotels should establish good cooperative relations with hotel professional colleges and universities around the country. On the one hand, they should provide professional students with opportunities and platforms to experience hotel jobs in advance, build a digital hotel professional education system as shown in Figure 1, and actively cultivate outstanding talents with rich experience and professional skills. On the other hand, it provides time and space for teachers to learn and explore, so that colleges and universities around the country can truly understand the outstanding talents needed for high-end hotel positions, scientifically adjust the existing professional courses and practice content, and continuously optimize the training quality of professional and technical talents. In this process, high-end hotels can attract talents through their own advantages, so that students can choose to participate in hotel management after graduation, in order to increase the recruitment advantage of high-end hotels.

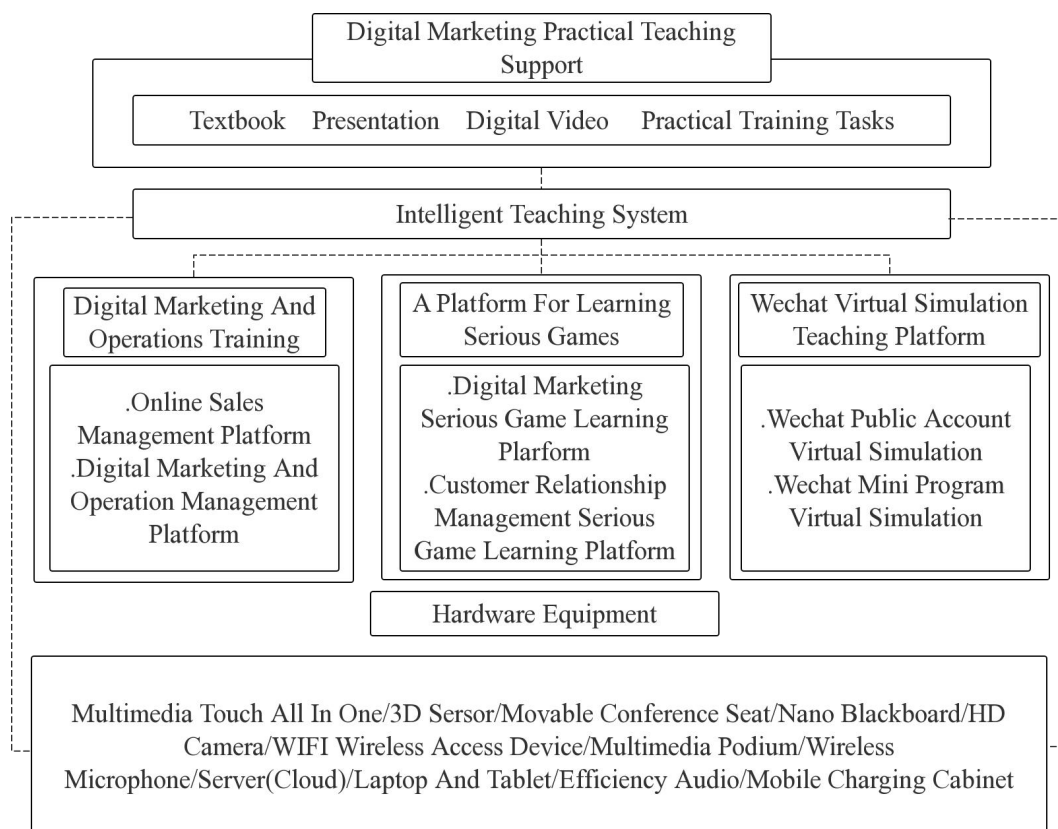


Figure 1 Digital hotel professional education system

2.2. Develop hotel services with regional characteristics

On the one hand, the architectural design of high-end hotels should be improved according to the ethnic culture of the region, and ethnic minority entertainment activities with regional characteristics should be integrated into the leisure and entertainment projects of high-end hotels, so as to create a service atmosphere with rich ethnic culture. On the other hand, during the operation of high-end hotels, it is necessary to build them into comprehensive high-end

hotels with cultural experience, leisure and other functions, so that the local hotel industry market forms a diversified development pattern.

2.3. Enhance the brand competitiveness of high-end hotels

First of all, it is necessary to increase the independent construction of hotel brands. A well-known brand can attract more consumers, which is a unique influence of the brand; Secondly, we should pay attention to improving the hardware facilities inside the hotel. By providing consumers with a safe, comfortable, clean and tidy living environment, giving priority to quality, health and environmental protection service facilities, and always complying with the green economic concept proposed by the development of the new era, we can win more customer markets; Finally, continue to optimize the quality of service. The service quality of high-end hotels is also the core content to improve brand competitiveness, which can establish the work concept of customer-oriented and employees pursuing perfect details in their work, so as to obtain higher consumer satisfaction [5].

Conclusion

To sum up, China's high-end hotel industry has gradually matured after long-term innovation and development, although there are still many management problems, but with the development of The Times to constantly adjust the business philosophy and development model, will inevitably improve the management level of high-end hotels.

References

- [1] Chunxia Shi. Discussion on the existing problems and strategies of large and medium-sized hotel management marketing strategy [J]. Knowledge Economy, 2022(33):53-55.
- [2] Ruipeng Qin. Research on the integration of craftsman spirit into the training of hotel catering Management Talents in Higher vocational Colleges [J]. Journal of Jiangxi Electric Power Vocational and Technical College, 2022, 35(10):89-91.
- [3] Kaipeng Cai. Analysis of influencing factors and solutions of quality management of catering service in high-star hotels [J]. China Food, 2022(9):130-132.
- [4] Hai Jiang. Problems and Countermeasures of hotel information management under the background of "Internet +" [J]. Shopping Mall Modernization, 2022(19):61-63.
- [5] Shilu Wei. Analysis of human resource management in budget hotels and discussion on optimization strategies [J]. Enterprise Reform and Management, 2022(5):86-88.