

The application of ISO9000 quality management system in the development of hotel industry

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Abstract. In order to provide customers with perfect service and improve the competitiveness of the hotel, it is necessary to introduce the quality system into the service quality management of the hotel, and integrate the total quality management into the service process to continuously improvement and improve the service quality management of the hotel. Based on the study of the current situation of the domestic hotel industry, combined with the current social background, this paper analyses the importance of the construction of the quality management system for the development of the hotel industry. At the same time, it makes a deep-seated analysis of the common management problems in the current hotel industry, and puts forward its own ideas on the construction and development of the hotel service quality management system combining with the relevant theories of the quality management system and related improvement measures, so as to provide reference for other hotels in service quality management, and then to form a positive role in the development of the entire hotel industry.

1. Introduction

Since ISO9000 international quality management standard was formally issued in 1987, it has experienced the evolution from manufacturing industry to service industry. As an important part of the service industry, the hotel industry is facing the challenges brought by the increasingly fierce competition on the one hand, and on the other hand, in order to standardize and improve the quality management of hotels, it also focuses on this set of standards [1]. In recent years, many hotels in China have tried to pass the ISO9000 quality system certification, initially formed a relatively strong concept of customer service and continuous improvement, and promoted the sustainable development of hotels.

2. The significance of ISO9000 quality management system to hotel quality management

2.1 Ensuring the service quality of the hotel and improving customer satisfaction

ISO9000 quality management system can help hotels to establish a mechanism to identify and meet the needs of customers and society. It emphasizes customer-centered, and puts the concept of "customer focus" into every detail of hotel service, to meet or even exceed the needs of customers to the maximum extent, to improve the reputation of hotels, and to create a good brand image of hotels.

2.2 Promote the improvement of hotel management level and reduce costs and expenses

This management standard flexibly uses PDCA cycle working principle and process management mode, to a large extent, it avoids the limitations brought by overemphasis on experience and human factors in the traditional management mode of hotel enterprises, reduces the cost of poor quality and resource waste, so as to realize the continuous growth of profits[2].

2.3 Enhance competitiveness and promote brand building

ISO9000 quality management system belongs to the international multilateral and mutually recognized standardized management system, with high authority and popularity. The establishment of ISO9000 quality management system in hotel enterprises not only reflects the grade, level and quality of hotel products, but also establishes an international and standardized corporate image, which lays a good foundation for the implementation of brand competition.

2.4 People-oriented management concept to mobilize the enthusiasm of employees

The ISO9000 standard emphasizes on the basis of full participation, tries to mobilize the enthusiasm of internal staff, implements and implements the people-oriented management concept into the operation and management of the organization, and makes unremitting efforts to achieve the overall goal of the enterprise to the maximum extent.

2.5 Conducive to the internationalization of the hotel.

The implementation of ISO9000 standard system in hotels can make hotels learn and contact latest information and advanced concepts, connect with international advanced management level and improve market competitiveness.

3. Common problems in hotel quality management

At present, although the hotel industry in China is in continuous progress and development, but in the management of the lack of awareness of quality, low efficiency of quality management, lack of personalized service and other issues greatly affect customer satisfaction and the development speed of the hotel industry, the main problems are as follows:

First, the awareness of quality management is weak and the management concept is old. Many hotel managers believe that as long as the quality inspection department is set up in the hotel, it has nothing to do with other departments and personnel, so the lack of full participation is not conducive to the improvement of employee enthusiasm.

Secondly, the quality management lacks comprehensiveness. The management lacks comprehensive management in organization, personnel guarantee, management methods and management measures. For example, it often only pays attention to the inspection and control after the event rather than the construction of the prevention mechanism, which often improves the repetition rate of the problem and increases the cost of the hotel.

Third, the service lacks personalization. Hotel managers have been pursuing the standardization of service, but ignore the personalized service, which reduces customer satisfaction and loyalty.

Fourth, the efficiency of quality management is low. Many hotels have not yet established a complete set of service quality assurance system, or the management system is not effectively implemented in the actual work, lack of corresponding supervision mechanism and so on, resulting in the increase of management cost, waste of resources and low service efficiency.

Fifth, the performance management system is not perfect. First of all, performance appraisal lacks accurate positioning. Some hotels simply carry out performance management in order to cope with the tasks of their superiors, which will make some work float on the surface and lack specific construction mechanism and appraisal direction. After the performance appraisal, the results of performance appraisal cannot be fully used, which wastes a lot of hotel construction resources. There are also some hotels whose assessment objectives are too narrow, often limited to the acquisition of bonus and position, tend to obtain the maximum benefit of the hotel and the maximum amount of service for the hotel, which leads to long-term fuzzy Hotel assessment, and no clear performance assessment mechanism will not be conducive to the long-term development of the hotel. Secondly, the performance appraisal structure is unbalanced, which is mainly reflected in the salary distribution of hotel employees. At present, most hotels still adopt the traditional hotel assessment mode, which is lack of practicality and performance innovation, resulting in the imbalance of hotel compensation management system. It is mainly reflected in the uncoordinated development of the salary structure

of hotel employees. In today's hotel management, the salary assessment system of most hotel employees has not been paid due attention, so it is difficult to meet the diversified development needs of most employees. In addition, the individual salary development system of hotel employees is not perfect, the performance salary of employees often does not have a unified specific payment standard, and the salary assessment standard does not have a scientific and reasonable guidance system, which is not conducive to the positive strengthening of hotel performance, so it is difficult to improve the economic benefits of the hotel.

4. Improvement measures

In view of the above problems in hotel quality management in China, the implementation of ISO9000 quality management system in hotels should focus on the following six aspects to achieve the expected purpose and effect.

First, determine the appropriate quality objectives. The quality objective is the embodiment of the quality policy, and the hotel enterprise should determine the quality objective which is basically consistent with the quality policy, which is the precondition to enhance the quality management ability of the hotel.

Second, set up QC group. QC team members should not only be proficient in ISO9000, master its quality management principles and methods, but also be familiar with hotel operation and management, based on the actual situation of the hotel, have strong organization and coordination ability, carry out systematic and comprehensive analysis and improvement of problems, so as to ensure the implementation and operation of the project [3, 4].

Third, all staff participate in and strengthen the training. Promote the participation of all staff, make the staff understand the importance of their contribution to the hotel and the role they play in the hotel, and create a good atmosphere of mutual learning and competition. At the same time, pay attention to mobilize the enthusiasm of employees, improve the quality of employees in an all-round way, and create a strong and excellent staff team.

Fourth, focus on improving customer satisfaction. In order to establish and implement ISO9000 quality management system, hotel enterprises need to improve customer satisfaction, establish a good brand image and social image as the direction of their efforts, which will help to enhance the interactive cooperation with customers and cultivate customer loyalty.

Fifth, clear performance orientation and improve performance incentive. A reasonable performance appraisal is to fully mobilize the enthusiasm of employees and improve the management process of the enterprise. Under the guidance of this goal, on the one hand, it is necessary to strengthen the construction of hotel performance management system, adhere to the management system with clear rewards and punishments, regularly train, motivate and reward employees, establish reasonable promotion channels, find out the development orientation of employees, and encourage employees to continuously improve their work quality. On the other hand, we should strengthen the construction of performance supervision system, implement transparent and fair performance supervision measures in the hotel, establish a special performance supervision organization, open the results of performance appraisal, and effectively carry out performance rewards and punishments according to the results of performance, so as to ensure the fairness and reliability of performance management, create a "fair competition, free and loose" working atmosphere for hotel employees, and then continue to improve employees' ability of independent innovation and achievement level of performance.

Sixth, compile and improve the document system. On the one hand, the preparation of documents is a key step in the combination of hotel practice and standards. Therefore, it must be compiled according to the standard requirements, industry characteristics, guest needs and the actual situation of the hotel. On the other hand, with the change and development of business and the continuous progress of the operation level of the quality management system, documents often need to be improved or updated.

5. Conclusion

China is in the golden age of steady development of market economy, facing new challenges and opportunities of economic development. In today's increasingly fierce market competition, customers have higher and higher requirements for the quality of hotel service. Therefore, how to adapt to the environment, timely self-regulation, enhance the ability to adapt to the changes in the environment, and continuous learning and improvement are essential for the quality of hotel. The introduction of ISO9000 standard system into modern hotel management, and its correct implementation, will certainly improve the level of hotel management, promote the continuous improvement of hotel service quality, so as to win in the fierce market competition [5].

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