

Thoughts on Implementation of Green Management for Resort Hotels

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Abstract. In recent years, with the continuous development and progress in social economy, the ecological environment also suffers serious damage. At current stage, people pay more attention to green consumption, and the consumption tends to the direction of sustainable development. Therefore, in the operation strategies of hotel industry, the management about coordination between development and ecological environment is also considered. In the development process and transformation of any enterprise, the management mode and method play an important role. The concept of green management is formed on the basis of scientific outlook on development and idea of sustainable development; the green management strategy selected by resort hotels innovates the hotel management mode to certain degree and it is of important realistic significance for future development of resort hotels.

Introduction

The essence purpose of green management of resort hotel is to actively realize the sustainable development between economy and society and make consumers live under a comfortable and suitable environment; meanwhile, the green management can realize optimization and saving of hotel resources and effectively control pollution. At current stage, the competition between resort hotels becomes fiercer and fiercer, thus the scientific and reasonable use of green management can help to improve the competitiveness and market share of hotels. This paper gives a comprehensive explanation on specific problems about adopting green management mode in resort hotels and relevant application, and proposes the value of hotel green management and the inevitable trend for resort hotels to adopt green management mode.

Green management concept of resort hotel

The green management of resort hotel is to reasonably blend the concept of environmental protection into the actual operation and management of resort hotel, pay more attention to the management on life, resource, and ecological environment, and effectively reduce pollution and waste of resource in the management process^[1]. In addition, the concept of green hotel management can be accepted by most of consumers who then actively accept green products and services, which then promotes the expansion of green market share of hotel, establish a good hotel image, and further promote the development of resort hotel.

Importance of green management in development process of resort hotel

To reduce the operation cost of resort hotel

While the resort hotel adopts green management mode, it carries out effective recycling and utilization on resource in the actual management process, and utilize different kinds of energy conservation and environmental protection equipments to realize the optimization of resource configuration of resort hotel and then further reduce the operation cost of resort hotel. According to actual survey result, it can be seen that the resort hotels have a high electricity consumption compared to common hotels. Most of resort hotels will use advanced and environmentally friendly science and technology equipments, which can effectively reduce hotel expense and greatly reduce the consumption of resource in the process of hotel operation. Therefore, through actively promoting green and friendly ecological concept in resort hotels, it is able to further improve ecological

environment, effectively improve catering and accommodation environment of hotels, and then attract more tourists and improve the economic benefits of resort hotels.

To establish a good social image of resort hotel

Under normal conditions, the continuous change will happen in people's level of consumption, and the economic development condition, consumption concept, and consumption layer cause great influence on people's level of consumption, thus people are gradually aware of the importance of food safety and their health. In some developed countries, the green management mode has been widely applied in hotel management. Although Chinese hotel industry starts lately, the quantity of hotels increases day by day at a rapid speed, and the cooperation and communication between domestic hotels and international hotels become closer and closer, which attracts more green tourism consumers to certain degree, establish a good enterprise image and social image for the hotel, and promotes further development of operation strength of resort hotel.

To save resources in a scientific and reasonable way

While people's living standard is continuously improved, the waste of resource and the pollution of ecological environment are continuously intensified, which is especially serious in water resource, atmospheric pollution, and land resource. The resort hotel belongs to high-end consumption and it is a place with service property, thus its waste of resource and energy consumption are much higher than normal standard^[2]. Besides, in terms of catering and accommodation, the resort hotels will produce large quantity of rubbish, which causes serious pollution on hotel environment and buries a great potential safety hazard for hotels. In the process of implementing green management, the resort hotels can carry out scientific and reasonable integration and detailed classification on their resources, and also carry out reasonable optimization and configuration, which not only can save the resources of resort hotels, but also can effectively control the pollution degree of environment to make resort hotels develop according to the requirement of sustainable development and utilization of resources.

Analysis on problems existing in green management of resort hotels

Analysis on internal problems of resort hotels

The resort hotels pay more attention to their short-term profits.

In order to digest the increased operation cost, the resort hotels mainly adopt the following two ways: the first way is that the hotels bear the expense by themselves and ensure no change in product price, which will cause reduction on profit level of resort hotels; the second way is to improve the sales price of hotel products and indirectly transfer the cost to tourism consumers, which will make consumers feel unsatisfied and disgusted and then influence the sales amount of resort hotels. The resort hotel is a profit organization, and its main operation objective to realize its profit maximization and pay attention to short-term profits. Therefore, as for resort hotels, to adopt green management mode is inconsistent with the purpose of short-term profit.

The resort hotels have weak implementation strength in green management.

In the process of implementing green management, the resort hotels lack of certain implementation strength, and the main reasons are shown as below. Firstly, the middle-level and lower-level management personnel of resort hotels have no strong awareness of ecological environmental protection and sense of responsibility, thus it is unable for them to implement the concept of green management. Secondly, the staff of resort hotels show no care to green management and think that it is not their business. Thirdly, the resort hotels have imperfect supervision system; therefore, in the actual operation and management process, although the decision-makers have actively formulated detailed and specific green management decisions, they lack of corresponding supervision system, which causes not obvious application effect of green management in resort hotels^[3].

The resort hotels still adopt traditional marketing mode.

At current stage, most of resort hotels have used green management mode as an important means of their operation and development; however, in terms of marketing, they still adopt traditional marketing mode. This kind of sales concept of traditional products and traditional marketing means still play a dominant role in resort hotels and they can't adapt to the requirement of modern society for green management and development any more.

Analysis on external problems of resort hotels

The legal system is imperfect.

In China's environmental protection laws and regulations, although there are relevant rules and requirements, there still exist certain defects and deficiencies as well as many loopholes. Besides, China's environmental protection laws mainly carry out punishment for the situation of treatment after pollution; therefore, the prevention property of environmental protection law is not obvious, and this is also the main reason why most of hotels regard environmental protection laws and regulations as the objective of green career. Most of hotels think that the situation that the pollutant discharge doesn't meet the requirement belongs to environmental problem, thus their behaviors of environmental protection are just saving of material consumption and control on pollutant discharge, even just shouting slogan of environmental protection and making no actual work. Meanwhile, there also exist some malpractices in the management system of China's sustainable development; in particular, the relevant law-enforcing departments and management departments have imperfect execution and weak enforcement.

The tourism consumers have weak awareness of green consumption.

The concept of green consumption is just at starting stage in China; although the consumers have the awareness and concept of green consumption, the concept is not popularized. Under general condition, the price of green products is higher than the price of common products, thus the consumers will make a selection while they purchase some products; there exists no relation between selection of green products and corresponding specifications and policies, and the selection is made by consumers themselves. If the consumers select green consumption, they play an important function in environmental protection and resource saving. According to above phenomena, it can be seen that the consumers' selection of green consumption behavior is of important significance in the hotel management work of resort hotels.

Specific strategies about perfecting green management of resort hotels

To correctly treat green management

In the process of adopting green management mode, the resort hotels shall regard the management concept as a long-term work. At the beginning of implementing green management, they shall generally make great investment in manpower, material resources, and financial resources, and the economic benefit is only reflected at the later period of implementation, thus we shall treat green management with a long-rang vision. If we want to regard the concept of green management as an important strategic objective of future development of resort hotels, the most important thing is to establish a firm green management belief and such belief is accepted by decision-makers. As long as the decision-makers have certain belief, they can actively formulate the specific strategies which can help green management of hotel, pay great attention to green management, and implement green management into place. Meanwhile, it is required to formulate long-term plan and objective for resort hotels to actively realize green management, fully consider the problems existing in implementation of green management, and timely formulate specific prevention strategies.

To enhance the implementation strength of green management of resort hotels

Firstly, it is required to actively establish and perfect the green award system of resort hotels^[4]. The basic-level staff of resort hotel play an important function in the actual operation process, and they are the basic force of hotel operation. Therefore, in order to better realize green resort hotel, we

need the whole hotel staffs' active participation. In the daily work, we shall pay attention to the function of environmental protection, actively obey to the staff of hotel green management, and carry out spiritual and mental award for them; on the contrary, the timely punishment shall be made. Secondly, it is required to effectively enhance the supervision and feedback work of resort hotels. A professional environmental protection supervision department shall be set in the resort hotels; it is unnecessary to set specific office, and the staff of this department can be assigned to hotel departments for different combination and carry out regular and irregular supervision and inspection tour. Besides, we shall actively collect the suggestions and information about enhancing the green management of resort hotels, and give a timely feedback in a written form so as to provide an effective reference to management layer.

To correctly select green marketing combination scheme

To actively develop green food

In the resort hotels, the green products mainly include green guest rooms and green catering^[5]. As for green guest rooms, firstly, the green guest rooms shall be built and decorated by non-pollution and low energy-consumption green materials; we shall fully utilize solar energy and select heat-preservation and new-type transparent materials. As for interior design, we shall adopt lighting design scheme, select natural light as much as possible, and avoid the use of glass wall to effectively reduce light pollution. Besides, the guest rooms shall be built with building materials which are harmless to human body. Secondly, the articles made by recycling materials must meet the grade and service quality of resort hotels. Thirdly, it is required to suitably add green decoration and actively construct green atmosphere. On the desk of hotel guest rooms, it is able to place corresponding pot culture, place the card with meaning of resource saving, and print the policy of hotel environmental protection on service guide of hotel guide room so as to cause unconscious influence on consumers. As for green catering, firstly, we shall ensure safety and reliability as for selection, storage, use, and making of materials, and can't make use of rare birds to develop featured catering of hotels, and shall use fruit and vegetable without chemical pesticide and hormone. Secondly, the resort hotels can also cooperate with leading enterprises which supply green products to ensure the supply quality of green products. Thirdly, the resort hotels shall pay attention to details, get a deep understanding of customer's food habit and individual demand according to the filled information while they book and check in the hotel, and then carry out correct selection of materials and food making.

To reasonable formulate green price

The resort hotels can carry out green marketing; in the actual process, the development and production of green products will consume certain cost, thus the price of green products is higher than the price of common products. Therefore, while the hotels carry out actual green marketing, they can raise the product pricing; however, they shall carry out a comprehensive knowledge of target customers' receptivity in advance and then formulate a scientific and reasonable green price.

To select reasonable green channel

In order to better improve the green feature of marketing channel, the resort hotels shall firstly improve the green awareness of staff in green channel, and formulate specific standard to standardize their behaviors. Secondly, the resort hotels shall reduce the length of channel as much as possible to effectively save cost and other unnecessary consumption of resource. Finally, the resort hotels shall make full use of advantage of advanced network to realize electronic distribution.

Conclusion

In conclusion, the green management of resort hotels is a long-term process; therefore, in the process of actual implementation and operation, it is required to carry out reasonable improvement and innovation. The resort hotels shall fully know their advantages and disadvantages, and timely solve their problems. Besides, the resort hotels also need the support of the state and consumers, and they shall actively enhance their awareness of environmental protection and further promote the smooth implementation of green management.

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