

Research on the Matching of Hotel Management and Tourism Industry

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Abstract—Tourism industry plays the principal role in the building of national economy and social development, as an important part in the tourism industry, the hotel industry is zigzagging along with the development of the tourism industry. Because of the impact of the financial crisis in recent years, the tourism and hotel industry faces many unfavorable factors of the decline of customers and profits. Many hotels are trying to break through in fierce competition to take the new measures to increase the hotel's crisis resistance. Based on the analysis of the development of industry of the tourism hotel, the paper conducts an in-depth study on the effective fit of hotel management and tourism industry .

Key words—tourism industry national economy hotel industry crisis resistance matching

I. INTRODUCTION

Tourism industry plays the principal role in the building of national economy and social development, as an important part in the tourism industry, the hotel industry is zigzagging along with the development of the tourism industry. Because of the impact of the financial crisis in recent years, the tourism and hotel industry faces many unfavorable factors of the decline of customers and profits. Therefore, the tourist hotels need to do the long-term preparation to break through in the fierce market competition to realize the market competition by strong vitality, and to realize the long-term, sustained, stable and healthy development of tourism hotel , which are problems of every tourist hotels .

II. FEATURES OF TOURISM HOTELS

After china's reformation and opening , with the scale of tourism industry continually expanding, the tourist hotel has been a rapid development to show the following characteristics.

a. steady increasing of hotel numbers

China has More than 10,000 hotels to fully meet the needs of tourists, in which the three-star hotels are accounted for 5% ,the two-star hotels are accounted for 8%, tourist beds are nearly one million. Today , a number of three-star hotels are in the construction or negotiation.

b. improving hotels grade

For some time, china's star hotels are very few, high-end hotel is hardly few, and the high-grade large business and conference hotel are lack. After china's reformation and opening, China's star-grade hotels are gradually built up, this embarrassing situation is quite changed, many grade tourist hotel system is gradually building up.

c. steady rising of hotel service level

In order to be able to respond to the increasingly competitive environment and the increasing demand of the tourists, many hotels have invested the hardware facilities to improve the service level, the standard and overall level of specialization . Many china's star hotel can provide network pre-booking service for tourists, the business system of many star hotels are gradually mature, the corporate culture is gradually formed, and the quality of the hotel staff has been significantly improved.

III. PROBLEMS IN CHINA'S TOURISM HOTEL

a. small scale of overall reception

According to statistics, the average beds of China's provinces and cities are up to 7340, in which the number of beds in star hotel is less than 1000, the beds number in three-star hotels are only 300 ,the reception scale is small , especially in the period of "Golden Week" , the contradiction between supply and demand of the hotel is even more prominent. Limited reception capacity of the hotel not only hinders the improvement of the economic benefits, but also has an adverse impact on the further development of China's tourism market.

b. obsolete facilities used in reception of hotels

Because the regional tourism industry started more early, the construction of the reception set is relatively early, so it causes the lower level of reception and poor facilities. Many star hotel are rebuilt on the original the hostel or training center transformation, even after the renovation and decoration, the reception grade is enhanced to star grade, but compared with some of the tourist city, the reception facilities seem obsolete.

c. featureless Services

China's tourism industry is in the lower grades on the whole, there are the small and scattered problems in many tourist attractions , so it is difficult to form scale and does not produce enough attractive for foreign tourists . Therefore, how to meet the needs of entertainment of foreign visitors becomes important issues of the regional tourist hotels. This leisure and entertainment facilities are smaller, and the entertainment is single and stereotyped, which does not have its own characteristics and is not difficult to stimulate consumer demand of tourists, so that does not fit the objectives of the tourism industry.

d. disorderly competition within the industry

More seasonal characteristics of China's tourism are obvious, in a period the tourists come in great numbers, the hotel compete to take prices down to attract customers, even if this situation has eased in the current, but not fundamentally improved.

e. deviation of the main values

Because the development of the hotel not only needs to cling to the development of the tourism industry, but also has a space for its own development, and has a distinctive culture concept in the development process. However, because the current development of China's tourist hotel mainly gives priority to economic interests, it is good to realize the full economic benefits, but if excessive pursuit of economic benefits will let hotel development to short-term unplanned development track to let the hotel become the middle of the process of the development of tourism. The deviation of principal values is drawback in the tourist hotel development, many tourist attractions attract tourists by its own cultural characteristics, so the tourist hotel have to develop its own cultural characteristics, which rationally plan the long-term development mainly based on culture development to ensure the ultimate expression of the hotel's value.

IV. REFLECTIONS ON DEVELOPMENT OF THE CHINA'S TOURISM AND HOTEL MANAGEMENT

First, strengthening the Group's process and enhancing brand value. Grouping of tourist hotel can effectively improve the utilization of resources, and is advantage to the promotion of scientific management knowledge and operational standards to expand marketing network in the market and improve brand recognition to achieve advanced level on the service level, performance management and marketing strategy. By market Competition for many years, there are a large number of tourist hotels with good service and high quality, the government should support and encourage these hotel enterprises to build a strong brand hotel in the region through mergers and other ways to accelerate joint-stock reform of the hotel, and walks up the group marketing road of the big market, big industry and big finance, it can be a strategy to strengthen the competitiveness of China's hotel market.

Second, development of economic hotel. Relevant government departments separated our hotel into more than 700 yuan, 501-700 yuan, 301-500 yuan, less than 300 yuan accordance to the average house price to make statistical study, the result shows that our business tourists and foreign tourists mainly live in tourist hotels which cost more than 300 yuan, while the majority of most domestic tours will choose a room that costs less than 300 yuan, so most of our tourist hotel develop reform on a budget hotel.

Thirdly, overcoming the issues of values to gradually establish culture foundation of the hotel. It should create the environment and atmosphere to make the tourist hotels success. The values of the hotel is not a single, but need to tap the connotation to try hard to create a culture environment. For example, the White Swan Hotel in Beijing has used its own charm to attract domestic and foreign tourists and has become the preferred tourist hotel for tourists. The White Swan Hotel is never involved in price-cutting competition, do not dig the corner of the

others, has been placed on the level of world-class, and rely on the excellent service facilities to attract tourists to establish a good image. For other tourist hotel, they use the form of marketing as a new reference. during cultural transmission process, the hotel needs to play the typical character of the hotel, to enhance corporate awareness of the hotel staff, and gradually establish a perfect hotel culture network to establish a good image of the hotel visitors by an important carrier of culture to let the hotel culture deeply rooted.

Fourthly, changing marketing single status to penetrate into economic market from multiple perspectives. In new modes of in-depth market of China's Tourist hotels, firstly, by the combination of network marketing, the hotel can set up their own network culture website to achieve the intended service, accurate negotiate, promoting their own food specialties and tour route through the network. Hotels need to take the initiative to fully understand the market needs and changes, as much as possible to dig out more market opportunities. For functional construction of a tourist hotel, you need to focus on the development of the meeting, vacation facilities to add special services for honeymoon, couples, families etc., such as enhancing the use of the Internet can change the buying behavior and habits of the people, once the customers make a reservation by a tedious process and a small amounts of information, and can not get a timely answer, but through the Internet, customers can stay at home to direct a predetermined and can immediately get a reply, and also be able to get rich amount of information, for example, the hotel facilities, introduction of destination and map data, and even the menu of the restaurant, not only text, but also multiple pictures of the layout of the room, and promote the effectiveness of marketing. On the other hand, accepting the function of customers reservation on Internet can improve efficiency to make the market become methodical. In addition, the planning of hotel's marketing activities is necessary, so the hotel requires to combine a number of hotels in the region to develop the collectivization theme planning to ensure the hotel to promote their own culture and brand in activities. In usual activities, hotels carry out a number of marketing activities to gift some small present in tourist spending to win repeat customers. In Golden Week, the hotel can organize Food Culture Festival, if it achieves good effect, it can also be used as a fixed project, Food Culture Festival are held regularly to enhance visibility and expand the sphere of influence. The tourist hotel also can make radiation publicity to promote the image of their own by some of the media and newspapers to gradually deepen customer cognitive for tourist hotel culture.

Fifth, changing management style to establish systematic management mode. Tourism hotel management mode needs establish basic management strategies for tourist hotel, customer satisfaction often depends on the comparable degree of the degree of service expectations and their feel, on the contrary customer satisfaction will

decline. So the overall management of the hotel is based on customer satisfaction, the hotel only establish a new concept of service to improve service quality, to improve customer satisfaction to make their interests achieve. Also the enterprise can adopt long-term prompting mechanism for the staff, and guide employees to do right things, establish normative professional standards, and to provide staff the operate guide to lay the foundation to improve all day performance.

V. CONCLUSION

In recent years, the fierce market competition have resulted in the hotel gradually for poor management to quit the market, but the current tourism development puts forward new challenges and opportunities to the operation and management of the hotel. We need to insist on everything from reality, to change the traditional management approach, to find the right way with the tourism industry, to develop multi-angle marketing and management strategies to achieve their own health development.

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