



Research Article

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An analysis on the development trend of hotel operation and management

Li Mei

Department of Social Services, Zhengzhou Tourism College, Henan, China

ABSTRACT

In the process of the global economic integration, hotels in China should improve their capacity of international competition through the following aspects; Making enterprises collectivized to enjoy the advantage of large-scale operation, providing specialized services to attract target customers, building famous brands to establish a fine public visualization, making use of the Internet to enlarge their operation, establishing a stimulation mechanism to inspire the staff to exert their full potential, and so on.

Keywords: hotel enterprises; collectivization; specialized operation; network marketing

INTRODUCTION

With the rapid development of globalization, the hotel development has encountered various challenges and difficulties. The mode and policy of hotel management has experienced vital changes. If the hotel industry wants to stand out in the cutthroat society, it is a must to stick to the trend and familiarize with the specific demand of the consumers. Improve the innovation and the competitiveness of the hotel is the key in winning the market. Therefore, it is a must to have a good grasp of the hotel trend.

THE HOTEL COLLECTIVIZATION DEVELOPMENT

What the hotel in the 21st century is the globalization, mercerization and internationalization. Realizing the hotel group is the prerequisite of adjusting to the cutthroat hotel competition in the globe; of expanding the scale and reducing the cost; of taking full advantage of advanced technologies and managerial policies and of sharing the information and resources. So, the enterprise collectivization has become an irresistible trend for hotel development. Currently, the alliance and merger among the international hotels is on the rise which has led to the form of large-scale hotel. For example, Bath Company in England has merged the international holiday hotel group etc which ranges from one-star to five-star level. Many international hotels have walked into the domestic market such as Shangri-la international hotel, Holiday hotel group, Hilton etc famous international hotels. In order to compete with the international hotels, it is urgency for us to establish some large-scale hotels to reverse the previous situation. IN addition, it is also a good way to improve the competitive core in the hotel industry.

MARKET SEGMENTATION AND PROFESSIONAL MANAGEMENT

For a long time, the hotel in the domestic market has the characteristics of “small but comprehensive” and “big and comprehensive”. Then hotel which is like a small society has undertaken the social responsibility. This is obviously related with the back forward technology and poor management. Besides, this is also closely related with the routine concepts. The hotel always hopes to make its service and management to be consistent with the social demands with a view to attracting more customers. As a result, the mode is almost the same, monotonous and cliché.

The technology advancement and the social development has proposed the new demand for the customers such as Conference tourism ,business travel ,holiday travel, sports travel and exploration travel etc. The social travel is not limited in the tourism, but also has presented diversity in form and richness in content. In order to adjust to the market segmentation and professional management, hotels aim at different types to serve various purposes, such as

business hotel, vacation hotel, motel and youth hotels etc.

In order to have professional management, the hotel needs to choose a certain category. Then according to the specific requirements of the certain factor, the hotel is to provide the peculiar and unique service. By light of the professional management, the hotel is able to divert from the price war to the product competition. The hotel is able to be favored by the customers by the superior service and high quality products. By this way, the conflict which is caused by the estimation and mimic has been successfully avoided. On the other hand, the professional management is able to help the hotel to establish the comprehensive and unique service, including the equipment and service characteristics. The unique type of a hotel is able to be attractive to the customers, thus being able to bring huge profits to the hotel.

THE MODERNIZATION OF HOTEL MANAGEMENT MODE

Hotel management information system has brought huge changes to the internal management of the hotel. The system is able to select the data, information and which is helpful to the manager to make a wise decision. By this way, the manager is able to reduce the cost, enhance efficiency and improve the service quality. At the same time, the travel hotel has integrated the internal information with the internet. The information and the uniqueness of the hotel can be propagated to the whole world in the shortest time. Then more and more people have familiarized with its hotel, increasing the possibility of being the ideal target for the customers.

In contrast with the traditional hotels, the modern hotel is more specialized in a certain facet. The service is more comprehensive. The decision has been passed from the top of the pyramid to the bottom. This kind of managerial structure has played a significant role in the enhancement of the working efficiency. However, there also exist some problems. The information cannot be reached to all quickly; the managerial hierarchy is more than need; the procedures are lengthier. But the modern organization is targeted at the customer, thus making it possible to pass the information to another department within the shortest time. The network makes it more convenient to communicate with each other, ensuring the precision of the information. Therefore, the modern hotel is more flexible in structure, more rapid in information transmission and more democratic in management.

HUMAN-ORIENTATE MANAGEMENT

The radical competition among the enterprises is the competition of elite. The possession of the civilized and cultivated employees will provide great motive to the enterprise. Therefore, the future development of the hotel will place the people in the first place. On the one hand, more attention and care is paid to the living condition of the employees; on the other hand, the employees are deemed as a potentially developable recourse to spark the greatest power in the body. More employees are allowed to participate in the group decision so that the hotel is able to receive more reasonable advice. The specific procedures are as follows (see Fig.1)

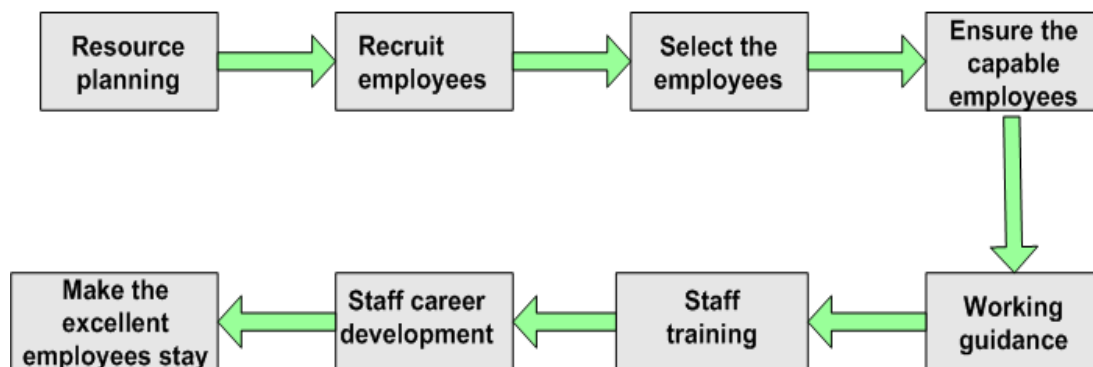


Fig.1: The specific procedures

From the figure, it is easy to see that the good development of the hotel is to realize the benefit of the employees in order to win the trust of the employees. When the employees are able to perceive the sense of existence and the sense of value, the staff is able to work with great passion. Then more constructive ideas are rendered positively which are beneficial for the further development of the hotel.

CREATE BRAND AND RENEW THE HOTEL IMAGE

The hotel brand is the important symbol of the hotel, being the intangible asset of the hotel. Moreover, it is also the source of the customer. The brand is able to enhance the reputation of the hotel and the popularity of the hotel, leading to the large number of customers. The monopoly of the market is also one of the main sources of the success of the hotel. For example, in an international conference, the hotel with good reputation and the social influence is more likely to be favored by the distinguished guests. These hotels have made a great deal during the vacation by light of its

popularity. In the technology information area, the brand appears more important to the survival of the hotel. The brand competition has become the international trend. Only those hotels with brand advantage and market monopoly are able to stand out in the cutthroat competition. Therefore, if the domestic hotels in China want to survive in the market, it is a must for the hotels to devote to the brand establishment and brand propagation. Besides, it is also a must to establish the good image among the consumers to create the brand advantage, earning the favor of the populace.

CONCLUSION

The hotel management is a core competition in the market. The traditional hotels are in dire need of reform to keep abreast with the time. The good reputation of a hotel is not easy to establish. Since the recognition of a hotel is a long-term process, the effort should be consistent. And besides, enough attention must be paid to the trivialities in the process of management. All kind of installation should be human-oriented. Only in this way, the hotel is able to stand out among the numerous hotels. Through the discussion in the thesis, the hotels in China are still on the way of reform. There are still many facets waiting to be enhanced. For the hotels in China, it is highly recommend learning from the international hotels which enjoy a significant reputation in the world.

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