



# Problems and Solutions in Domestic Hotel Management

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**Absrtact:** in the process of sustainable development of social economy, people's living standard has been obviously improved, and there are higher requirements for food, clothing, housing and transportation. In the process of hotel development in China, it is difficult to effectively enhance the overall competitiveness of the hotel because of the influence of many factors, such as large scale, large quantity and fierce competition among enterprises. In the process of enterprise management and development, through strengthening hotel management and other related work, to provide customers with good service, constantly optimize and innovate the hotel development model, update hotel management strategy. At the same time, improve the management level of hotels, effectively enhance the core competitiveness of hotels in China, in order to more adapt to social and economic development. In the process of hotel management activities, we should find out the problems existing in the actual management, effectively solve the corresponding problems, strengthen the improvement, so that the hotel service can be recognized by the public. In order to promote the long-term healthy development of the hotel itself. Based on this, in this study, the problems existing in hotel management in China are studied and discussed, and the corresponding working suggestions and methods are put forward to effectively solve the problems existing in hotel management. To provide an effective reference for hotel management activities in China.

**Keywords:** domestic; hotel management; importance; problem; solution

**Preface:** In recent years, China's tourism industry has developed faster and faster, driving the development of hotel industry and other related industries. With the rapid increase of the number of consumers staying in the hotel, in the process of hotel management activities, we should constantly improve its overall service level, aiming at the problems existing in hotel management, effectively improve the quality of customer service. Promote the long-term development of the hotel itself. In the process of hotel management activities, as a traditional service industry, we should constantly optimize the concept of innovative management, integrate the development of the times, and effectively enhance the hotel's own innovation ability. At the same time, we should strengthen the hotel management, integrate the actual development of the hotel, optimize and innovate the service mode of the hotel, and obtain the recognition of the consumers. In the process of modern hotel management activities, effectively combined with the characteristics of local consumers in China, the implementation of local services, effectively improve the overall level and quality of hotel management. In the process of hotel management activities, we can also actively learn foreign advanced management concepts and standardized management model, selective learning, improve the overall level of hotel management in China.

## 1. Overview of hotel management

### 1.1 implications of hotel management

Hotel management refers to the use of modern methods to ensure that subordinates can perform their duties, so that the hotel can operate normally[1]. In the process of hotel management activities, through the adoption of corresponding

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management methods, do a good job in asset planning, organization, personnel and other aspects of management. Through strengthening hotel management and other related work, we can realize the effective integration of various resources within the hotel, improve the labor efficiency of the hotel, effectively reduce the transaction cost of the hotel and enhance the operating profit of the hotel. As an important factor to enhance the core competitiveness of the hotel, in the process of hotel management activities, we should constantly optimize the innovative management model and effectively improve the overall management level of the hotel.

## **1.2 Importance of strengthening hotel management**

As a service enterprise, through strengthening hotel management and other related work, effectively enhance the viability and competitiveness of the hotel, constantly improve the comprehensive quality and adaptability of staff, communication skills, to ensure the normal and stable operation of the hotel. In the process of hotel management activities, we should constantly improve the overall management level, innovate the management mode, combine with the modern management concept, so that the corresponding management activities can be implemented in place. By strengthening the related work of hotel management, we can construct a positive working atmosphere for employees, effectively enhance the overall cohesion and execution of employees, give full play to the subjective initiative of employees, and provide consumers with better service and experience results. Gain long-term benefits.

## **2. Problems in hotel management in China**

### **2.1 Lack of effective service positioning**

In the process of hotel management activities, through strengthening the orientation of service crowd, considering different people comprehensively, providing more targeted services to fully meet the diversified needs of customers. In the course of most hotels in China, the important role of strengthening crowd positioning is not fully realized, and the traditional management method is still used, mainly to provide a place for consumers to stay. It is because of the lack of effective service positioning that the hotel is difficult to create its own management characteristics and service characteristics, difficult to meet the diversified needs of consumers. In the process of hotel management activities, the corresponding managers lack professional knowledge as the basis, which makes the overall level of hotel management in China and some foreign senior hotels have some gaps. In the process of hotel management activities, brain drain is very serious, increasing hotel investment. In the present stage of hotel management activities, due to the lack of effective service positioning, the corresponding management activities are difficult to implement in place, lack of professional managers and front-line staff, so that the overall quality of hotel management can not be effectively guaranteed.

### **2.2 Defects in management model**

Scientific and perfect management mode can effectively improve the overall quality of hotel management and continuously enhance the core competitiveness of enterprises. In the hotel management activities of our country, due to the lack of perfect management system as a guarantee, there are many problems in the actual management activities, so it is difficult to effectively improve the overall quality and level of hotel management. Because the scale of most hotels in our country is relatively small and there are differences in geographical location, it is difficult to meet the new requirements of social and economic development for hotel development in China. It is precisely because of the lack of a set of perfect management system, it is difficult to effectively improve the overall quality of hotel management in China. In the actual management activities, we still use the old routine to carry out management activities, lack of flexible contingency management. Due to the lack of flexibility, flexibility and flexibility, the overall management quality can not be effectively improved.

### **2.3 Lack of effective cultural construction**

In the process of the development of many enterprises in our country, we pay more attention to their overall economic interests and ignore the construction of corporate culture. During the development of hotel management activities, by strengthening the construction of hotel culture, according to the characteristics of the hotel itself, we can find a goal that can be recognized by the public, effectively promote the survival and development of the hotel, and

establish the of value orientation [2].In the process of hotel management activities in China, due to the lack of cultural construction, there is still a big gap compared with developed countries. The overall quality of hotel management activities can not be effectively improved. Because the hotel staff do not regard the hotel work as a career, lack the effective edification of corporate culture, it is difficult to form the corresponding main values, so that the overall quality of hotel management can not be effectively guaranteed. At the same time, it also reduces the overall effect of hotel management.

### **3. Key points for strengthening hotel management in China**

#### **3.1 do a good job in detail management, improve hotel quality**

In the process of hotel management activities in China, in order to effectively improve the overall level of hotel management, we should do a good job in detail management, constantly improve the comprehensive quality of the hotel. In the process of hotel management, we should fully realize the importance of strengthening detail management. This requires hotel managers to have sufficient observation, insight and comprehensive ability to analyze problems, in the actual hotel management activities, grasp the details, grasp the overall situation, effectively improve the overall quality of hotel management. If in the hotel management, the manager does not notice the related problems such as staff meal or staff accommodation, there will be a large number of staff loss and other phenomena, which will have a negative impact on the development of the hotel. Therefore, in our hotel management activities, in order to effectively improve its overall management quality, we should do a good job of strategic and tactical detail analysis, comprehensive market signs and trends, as well as daily management problems, strengthen analysis, Make more correct decision, effectively improve the hotel's comprehensive quality [3].In hotel management activities, to constantly improve its overall service level, and can obtain higher profits. This requires that the corresponding managers can give full play to their own leadership, set an example for employees, solve detailed problems, fully realize the importance of strengthening detail management, and be able to do a good job in detail management. Constantly improve the hotel management workflow and service procedures, effectively improve the overall quality of hotel management.

#### **3.2 achieve zero defect service, provide perfect service**

By providing zero defect service in hotel management activities, the corresponding management activities can be implemented to improve the overall quality and level of hotel management. Therefore, in the process of hotel management activities, the corresponding managers should integrate the requirements of market competition, strengthen the management work, and provide more perfect services for consumers. In the process of hotel management, the hotel is in a passive position because of the dynamic development of customer demand. In order to get rid of this situation effectively, in the process of hotel management activities, we should provide consumers with consistent services in time, narrow the gap between hotel products and guest needs, fully meet the diverse needs of consumers, and enhance the pertinence, purpose and value of hotel services. Therefore, in the process of hotel management activities, we should realize the effective connection between hotel value and customer value, and construct the corresponding value alliance to provide more targeted services for customers and enhance consumer satisfaction. Get the identity of the consumer.

#### **3.3 innovation hotel management concept, improve the quantitative system**

In the hotel management activities, through optimizing and innovating the management concept, establishing a more perfect quantitative system, synthesizing the present situation of enterprise development, improving the overall level of enterprise management. Therefore, in the process of hotel management activities, it is necessary for the corresponding managers to fully realize the importance of strengthening hotel management in order to effectively protect the personal and property safety of hotels and guests. In the process of actual management activities, a more perfect work system and safety management system are prepared, and the detailed management work is done well. But in the actual management activity, must strengthen the innovation, the comprehensive management process often neglected place, strengthens the thought and the observation, effectively enhances the hotel management overall quality [4]. In the process of hotel management activities, through the establishment of more perfect management standards and norms, a more perfect quantitative system of hotel management is constructed to effectively improve the overall quality of hotel management.

For example, in the sanitary management of the hotel lobby bathroom, the corresponding management activities can be carried out more efficiently and orderly and the overall management effect can be improved by setting the cleaning time interval and cleaning degree, and making the corresponding quantitative index.

## **4. Strategies to Improve the Quality of Hotel Management in China**

### **4.1 Strengthen flexible management and motivate employees**

In the process of hotel management activities in our country, through flexible management, respect personality independence and personal dignity, adopt more humanized management method, so that employees can form correct ideological understanding and enhance persuasion. At the same time, it can effectively improve the centripetal force, cohesion and sense of belonging of, so that employees can consciously act in the actual work, participate in hotel management activities. Compared with the traditional management mode, strengthening the application of flexible management mode in hotel management can effectively reduce the influence of rights, adopt targeted management mode, strengthen the adjustment of staff body and mind, so that employees can identify with the hotel management with the hotel management model and methods, effectively enhance staff identity. In the actual hotel management activities, more targeted management methods are adopted to effectively stimulate the inherent potential and creative spirit of employees, so that employees can effectively combine their personal goals with the objectives of hotel management. And through their own efforts, effectively achieve the goal of hotel management. As a result, in the process of hotel management activities, we should strengthen the use of flexible management methods and fully mobilize the enthusiasm, initiative and creative of employees[5]. At the same time, improve the overall quality of hotel management, effectively improve the efficiency of staff, activities can be more efficient and stable development. And through strengthening the professional training of hotel staff, constantly improve the service awareness of staff. In hotel management activities, through strengthening talent training, effectively enhance the core competitiveness of the hotel, promote the survival and development of the hotel itself. Therefore, under the background of economic globalization, in the process of hotel management activities, we should constantly improve the cultural literacy and professional skills of employees, so that all employees can serve the required posts. Effectively improve the overall economic benefits of hotel management.

### **4.2 innovative management system to improve hotel management**

In the process of hotel management activities, combined with a more perfect management system, to ensure that the corresponding hotel management activities can be implemented efficiently and stably, and can meet the actual requirements of hotel management. Through constantly innovating the concept and method of hotel management, actively studying foreign advanced management concepts and methods, synthesizing the present situation of hotel management in China and the difficulties faced in management, strengthening reference and learning, Effectively improve the overall level of hotel management in China. In the hotel management activities, we also need to take into account the influence of the competitive environment at home and abroad, constantly improve the hotel's own adaptability, and effectively enhance the hotel's own development ability. In the process of hotel management activities, through innovative management system, comprehensive hotel operation principles and systems, strengthen rectification, so that the corresponding hotel management activities can be carried out more efficiently and steadily. At the same time can meet the actual needs of hotel management. In the process of carrying out hotel management activities in China, it is necessary to establish a more comprehensive, scientific and reasonable management system, so that hotel management activities can be carried out efficiently and stably, and the overall level of hotel management should be improved. In the process of hotel management activities, it is also necessary to synthesize the influence of various factors, improve its overall service quality, and realize the unified and coordinated development of all departments of the hotel. As a labor-intensive industry, perfect rules and regulations can ensure coordination among various departments, avoid duplication of work and fatigue work, and effectively improve the working efficiency of employees. Therefore, in the hotel management activities, we should constantly innovate the management system, effectively realize the unified and coordinated development of various departments, strengthen cooperation and exchange, so that the hotel management activities can achieve twice the result with half the effort.

### 4.3 Strengthen the construction of hotel culture enhance the hotel economic benefits

In the process of hotel management activities, through strengthening cultural innovation, to provide a clear direction for the development of the hotel, constantly enhance the cultural soft power of the hotel, effectively expand the audience, and enhance the economic benefits of the hotel. In the process of social and economic development, more and more enterprises fully realize the importance of strengthening the construction of corporate culture. By strengthening the construction of corporate culture, effectively strengthening the identity of the staff to the enterprise, constantly strengthening their main consciousness, so that the corresponding staff can actively participate in the hotel management activities, Actively cooperate with hotel managers to complete the corresponding management work. But in the hotel management activity under the market economy condition, through strengthens the hotel culture construction, provides the spiritual pillar for the hotel staff, causes the hotel each management activity to be able to carry out more efficiently and stably, Effectively improve the overall economic of the hotel [6]. Therefore, in the process of hotel management activities, we can also comprehensively strengthen the construction of hotel culture through regular cultural activities, constantly improve the cultural literacy of enterprise employees, and strengthen the understanding of all aspects of affairs. Effectively improve the overall level of hotel management. In the process of hotel culture construction, we also need to strengthen cultural innovation and stand out in the fierce market environment. In hotel management activities, we also need to strengthen all aspects of management and other related work, actively explore management methods to create boutique hotels.

## 5. Conclusion

In short, in the process of sustainable social and economic development in China, the competition in the hotel industry will become more and more fierce, which requires the hotel to fully realize the important role of strengthening management and management, and to do a good job in hotel management risk prevention. Effectively improve the overall quality of hotel management. Therefore, in the process of hotel management activities, we should integrate the development of related industries, effectively clarify the problems existing in practical management, and be able to take targeted solutions to provide consumers with a good service and hotel environment. In the process of hotel management activities, we should strengthen our own position and attract consumers by making more characteristic services. In the actual management activities, it is also necessary to strengthen the introduction of a large number of high-quality talents, learn more mature hotel management concept, and effectively improve the overall quality and level of hotel service and management in China.

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