Problems and Solutions of Hotel Information Management under the Background of "Internet +"

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Abstract: In order to improve operational efficiency, hotels have started to build information technology under the background of "Internet +". The construction of hotel informatization can enable hotels to achieve the highest operating efficiency with the minimum human capital, improve their market competitiveness, gain more customer recognition, form a good image and reputation, and provide strong support for the long-term development of hotels. Therefore, in the process of implementing the hotel information management, it is also necessary to deal with some problems in time, in order to ensure the high-quality development of the hotel information, so that the hotel information can adapt to the development trend of "Internet +".

1. Introduction

Management is the core of hotel business and is crucial for the future development of enterprises. Traditional hotel management work is complex and data updates are not timely enough, requiring a large amount of manpower and material resources to be invested in management work, leading to an increase in hotel operation and management costs, which is detrimental to the long-term development of the hotel[1]. In the context of the Internet era, hotels can utilize Internet information technology to innovate hotel management methods and improve hotel management efficiency[2]. The adoption of new technologies can significantly reduce costs and enable hotels to invest more funds in future development.

2. The Necessity of Hotel Management Information Technology

The high operating costs of traditional hotels have affected overall efficiency. People's evaluation of hotels mostly focuses on service standards, and the improvement of hotel reputation, occupancy rate, and other aspects relies on hotel management. The most effective method is management informatization. On the information platform, passengers can learn about local customs, business relationships, etc. [3] This not only broadens the service scope of the hotel, but also enhances the brand awareness of the hotel.

In terms of human resources, intelligent business processes do not require too many employees, which effectively reduces labor costs[4]. At the same time, utilizing information technology for

management, introducing new business concepts, and updating business models can effectively avoid economic losses caused by human factors, and improve the scientific nature of management. Hotels need to effectively overcome the service failures of personnel in traditional business models in order to maintain stable development in market competition.

With the development of IT, hotels must establish information channels in their external business activities in order to better achieve cooperation with customers and carry out related activities. However, if the hotel lacks investment in information hardware, it will seriously affect the smooth progress of cooperation and activities. Therefore, with the support of information technology, improving the comprehensiveness and personalization of hotel services is the key to sustainable development of hotels.

3. The Role of Hotel Information Management

3.1 Enhance Hotel Economic Benefits

Managers can use information technology to real-time monitor hotel operations, enhance collaboration among departments, and reduce hotel operating and human resource management costs. Although the construction of hotel information management will incur significant costs, in the long run, information management can greatly reduce hotel operating costs, improve hotel operating efficiency and economic benefits.

3.2 Enhance the Core Competitiveness of Hotels

Hotels belong to the information intensive tourism industry. Expanding hotel marketing methods through internet information platforms, providing characteristic services, and continuously optimizing hotel management processes are the key to ensuring the competitiveness of the hotel industry. They are also an important guarantee for hotels to adapt to the requirements of the times and achieve healthy development.

3.3 Better Adapt to the Development Trend of the Times

With the prosperity of the national economy and tourism industry, hotel passenger flow has been increasing year by year. In this situation, how to provide high-quality service to customers is a problem that hotels must consider at present, and it is also a prerequisite for hotels to adapt to the development of the times. In the context of information technology development, hotels can use internet technology to build an information exchange platform for customers, allowing them to have more choices and meet their personalized needs. At the same time, internet technology can also provide new ideas for hotel transformation and upgrading, in order to improve the modern information management level of hotels and better keep up with the trend of the times.

4. Problems Existing in the Hotel Information Management under the Background of "Internet +"

4.1 Low Efficiency of Information Management

With the advancement of technology, many hotels have begun to use information management systems to replace traditional manual registration, greatly improving the level of hotel informatization. Although most hotels are striving to promote information management systems, due to a lack of effective application, many functions in the system have not been fully utilized,

resulting in low management efficiency. For example, the application of using big data to personalized match customized rooms and provide delicious meals for customers has not yet been carried out. The low efficiency of information management seriously affects the quality and efficiency of hotel management.

4.2 Lack of Talent in Information Management

In hotel information management, managers and employees are the key factors determining the overall management level of the hotel. However, some hotels do not pay enough attention to the training and introduction of information management talents, often randomly selecting from other departments, resulting in a significant decline in the professionalism level of hotels.

Firstly, the turnover rate of hotel staff is relatively high, and the threshold set by hotels to attract talents is too low, lacking professional standards, resulting in a low overall level of informationization in hotel management; Secondly, the hotel has not established a long-term internal personnel training mechanism, and employees have loose work, low work enthusiasm, and insufficient understanding of information technology knowledge.

Once again, hotels are a labor-intensive industry, but the cultural level and information specialization level of some personnel are not high enough.

4.3 The Chain Management and Sharing of Information are not Ideal

A comprehensive information network system is a prerequisite for achieving informatization and efficient management. However, most hotel information management systems in China currently have problems. For example, the degree of network systematization is not high, the functions are not complete, and information sharing is not timely. The emergence of this situation is partly due to the inconsistency in information management software among different storefronts, which has had a significant impact on the unified management of hotel operations; On the other hand, the hardware and software performance of the hotel information network is not yet complete and stable enough to meet the current needs of hotel informatization. For example, many hotel management software heavily relies on the support of the network circle, but once separated from the system network, the management cannot real-time understand the operating status of each chain store, nor can they achieve data sharing.

4.4 Business Processes and Informatization are not Integrated

Although the hotel's internal management, customer service, SCM, and information construction infrastructure are already quite complete, in actual business operations and management processes, due to the lack of effective integration, information services cannot meet the expected level, and there is a significant gap between technical functions and the actual needs of the hotel, which makes the advantages of information management unable to be fully utilized. Consumers also cannot experience the safety, comfort, and convenience brought by technology.

5. Solution of Hotel Information Management under the Background of "Internet +"

5.1 Integration of Information Construction and Customer Needs

In the context of "Internet plus", the hotel guest market has fundamentally changed in structure, and customers prefer the "contactless" check-in mode, such as robot full process service. Online booking, online payment, reception and delivery services have enabled hotels to achieve completely

unmanned management, marking a complete change in the traditional manual reception mode. In order to more effectively meet the diverse needs of customers, hotels should fully utilize the "unmanned+intelligent" accommodation experience, organically integrate professional software and commodity software, combine digital construction and intelligence, integrate e-commerce and mobile internet, and use information software and cloud technology to ensure that customers can enjoy the highest quality information services throughout the entire process of booking, check-in, check-out, and so on.

5.2 Innovating Business Models and Improving Management Efficiency

One of the prerequisites for implementing information management in hotels is innovation in business models. Only by breaking through the "common" mindset can hotels truly achieve information construction. Hotels should abandon previous management concepts and fully utilize information technology to improve various aspects. For example, using information management systems to manage and supervise personnel and improve hotel service quality. In addition, the information management system can also provide assistance in catering and accommodation for residents, purchasing air and train tickets, renting taxis, understanding tourist attractions, and improving the overall experience.

5.3 Improvement and Upgrade of Hotel Information Management System

With the rapid development of the Internet, in order to ensure the effective operation of hotel information management systems and reduce the potential risk of information leakage, it is necessary to regularly optimize and upgrade them, further improve and improve the relevant equipment of hotel information management systems, such as audit systems, ordering software, etc., to ensure the integrity and scientificity of the system.

5.4 Training of Hotel Information Management Talents

Hotel information management is a systematic project, and hotels should use systems and welfare policies to retain employees in their current positions, in order to maintain loyalty and trust in the hotel. Provide high-quality technical training to business backbones to enable hotel employees and management personnel to have an understanding of the new system functions and operational processes. We also need to closely cooperate with relevant universities, attach importance to the training and introduction of hotel information management talents, and ensure the quality of hotel management talents.

One is to recruit new employees. Hotels can collaborate with vocational colleges to recruit outstanding hotel management graduates, ensuring a stable input of talent quality. At the same time, recruit professionals from society to make up for the lack of work experience among college graduates.

The second is employee training. Through onboarding training, employees can have a clear understanding of their responsibilities and job responsibilities, and can better understand the hotel industry and information management; Hotels should conduct regular training not only for information management personnel, but also for staff from other departments to better understand the development process and current situation of information management, in order to reduce potential emergencies and improve the overall quality of managers.

6. Conclusion

The hotel information management under the background of "Internet plus" is very important. On the one hand, it can effectively improve the hotel's operating efficiency and enable the hotel to better cope with various risks and challenges; On the other hand, it can reduce labor costs, allow more people to unleash value in their positions, and construct a stable human resource support framework for hotel development, effectively impacting the lack of talent on hotel operations. In addition, the information management model is a product of the development of the times, which can help hotel management quickly adapt to the impact of changes in the times and help hotel management achieve stability and success.

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