

# *Causes and Countermeasures of Brain Drain in Hotel Management*

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**Abstract:** The domestic hotel industry has been developing faster and faster in recent years. Hotel management is also one of the most popular majors in many colleges and universities. The prospect of employment is favored by many people. However, the turnover rate of domestic hotel management majors is quite high in actual job posts, and the number of graduates who actually work in hotel management after graduation is decreasing. There are three main reasons. First, there are problems in the field of hotel management in the universities. Second, the hotel management graduates themselves have some problem; Third, the reason of hotel should not be ignored. In view of the three main reasons, this paper gives a detailed introduction, and provides some suggestions, in order to reduce turnover rate of the related hotel management professionals.

## **1. The existing problems of the hotel industry in China**

Since China began to implement the reform and opening-up policy, the national economy of our country has been greatly improved, and the development of all industries has risen to a new height. In particular, the development of the hotel industry is among the best. Due to the increase of income, people begin to pursue the enjoyment of material life. In recent years, China's tourism has developed rapidly, and the development of tourism has also led to the improvement of the hotel industry. However, some star hotels are also pursuing higher quality service, which is far more than other low-star hotel rivals, the development of hotels in our country has become more and more uneven.

### **1.1 The small number of star hotels in China and the disharmonious overall development of the hotel**

Although the hotel has developed very well in recent years, there are still many problems in the hotel industry in China, such as the number of star hotels, the overall operation of the hotel and the low level of service staffs. Taking the development of the hotel industry in the northern Inner

Mongolia region as an example, Inner Mongolia has a vast territory and fertile soil. The tourism industry has been on the rise in recent years. The number of tourists coming to Inner Mongolia is increasing year by year. The tourism resources in Inner Mongolia are very rich, and the rapid development of tourism drives the development of the hotel industry. According to the survey, there were 246 star-rated hotels in Inner Mongolia with a total of 24,052 rooms by 2006. However, there are only six five-star hotels and 11 four-star hotels, the rest are three-star and two-star hotels. Therefore, it can be seen that the number of five-star luxury hotels in Inner Mongolia is relatively small, the overall development of the hotel is not coordinated, and the development structure and reception measures of the hotel are not perfect. Therefore, the economic benefit of the hotel is not high, and there is a certain gap from the relevant standards of the state on hotels.

## **1.2 The backward management of hotel in our country and lack of modern management mode.**

There is a great shortage of hotel management in China, and the management level of managers is too low. The service staffs inside the hotel are poor in service consciousness and comprehensive quality. They seldom take the hotel professional training before work. Frequent mistakes are made during the process of work. These problems affect the image of the hotel to some extent, causing some bad influence and hindering the development of the hotel. Due to the special management system of the hotel, the turnover rate of hotel staffs is high, and there is no timely adjustment in personnel management. In addition, the managers of the hotel are not hotel management major graduates, lacking of hotel management experience and corresponding business knowledge, so they are not able to conduct professional training for internal staff.

## **2. Reasons for the brain drain of university hotel management professionals**

### **2.1 The difficulty of enrollment in ordinary universities leads to the decline of the quality of students in hotel management.**

Since the birth of family planning in the 20th century, the birth rate has declined rapidly and the aging population has become more and more serious. The total number of students is much lower than before, but the number of colleges and universities is still increasing. Therefore, many colleges and universities are faced with problems such as source and quality. It is very difficult for normal colleges and universities to consider the students' appearance and physical condition. If the students are required to meet the requirements of the hotel management, the final enrollment will be greatly affected. Therefore, many colleges and universities tend to overlook the quality when they recruit students, and the number of students becomes more important, which leads to various problems in the future employment of students.

### **2.2 The hotel management pays attention to form and ignores its connotation in student internship process.**

China's education has been reformed many times, education systems and models related to hotel management in universities have also been improved, and many schools have adopted the more advanced management of education, such as adopting education management mode, practice and theory, which are more advanced in the west. In addition, during the process of practical teaching, we also continue to learn from the advanced teaching experience of Canada and other countries such as Germany. However, in the specific education and learning, we only borrowed the form from outside and lack of inner spirit. Many colleges and universities have gone too far to pursue relevant

models and concepts when they formally run schools, which leads to being too rigorous in the process. The best way for students to learn is to combine theory with practice, and integrate various service skills with theories better. In this way, the theory can be better integrated into practice, and the students can serve the enterprises quickly after graduation, and become the talents needed by the enterprises. But in reality many universities cannot make students satisfied with the hotels, many students feel they are cheap labors during the internship. They tend to have an unfavorable attitude towards hotels and may lose confidence in future employment. This phenomenon is ubiquitous in reality, and theory and practice cannot be combined at all, which can't give students the best guidance in learning.

### **2.3 The lack of excellent teachers, the casual setting of curriculum and the teaching content**

Although the major of hotel management in university has undergone many reforms, many teachers are not professional hotel management graduates. They are not very familiar with hotel management major. It is difficult to start hotel management courses in many universities. The teachers are generally quite casual in their normal teaching contents and curriculum changes, which is not reasonable and scientific. Some teachers who offer courses based on the actual situation of the individual, adding or deleting courses at will. If no student takes the course, the college will not hire teachers. Such confusion deviates from the requirements of teaching basic planning, and it is very difficult to integrate with hotel market management.

## **3. Countermeasures for the hotel management professional brain drain.**

### **3.1 To control the quality of the source, it is better to leave a deficiency uncovered than to have it covered without discretion**

As the external image of the hotel, the image of employees is an indispensable component. With the continuous improvement of consumer's demand, modern hotel management also has high requirements for employees' image. Facial features and height requirements are higher. Women usually have to be above 160 cm. Men usually have more than 170 cm. When recruiting students, we must be responsible for the students and the market. Only in this way can we pay more attention to quality rather than quantity. In the specific enrollment, colleges and universities need to publicize themselves in various ways to expand their popularity. It also needs long-term cooperation with excellent hotels which have considerable status and influence in the industry. In this way, we can ensure the smooth recruitment of the hotel management and strictly control the quality, preventing the graduates from being rejected directly in the process of the application, such as image or height.

### **3.2 Implement the strategy of "please come in and go out" and strengthen the hotel management team.**

The hotel management personnel should have more professional quality and practical experience, so that they cultivate highly qualified and highly skilled managerial personnel. Therefore, we must take the teaching quality of hotel management as the focus of future development in the university education. Only first-class teachers can cultivate the students with higher quality. For hotel management, only with rich professional practice and theoretical knowledge can the teacher properly impart relevant knowledge, and cultivate the high quality students who combine practice with theory very well. Therefore, when selecting the relevant teachers, colleges and universities should not only ensure management professional background, but also check the teachers' qualifications and skills, letting more teachers participate in hotel management, cultivate the

practical operation ability of relevant managers, and provide the best technical support for the combination of theory with practice. In addition to hiring more hotel management teachers, the school can also invite hotel management professionals with practical experience to participate in regular classes, so that the hotel management graduates can learn the combination of theory with practice in school. In practical teaching, we can tell students about all kinds of strange events that happen in the hotel, and let students analyze and discuss together, combine theory and practice closely, enhance students' initiative in learning, and enrich their professional knowledge.

### 3.3 Find corresponding countermeasures from the hotel itself

The salary and treatment related system should be perfected and supplemented. We should prepare a development plan for relevant graduates, and let the graduates define the basic promotion channel of hotel management. Salary is a kind of reward for all staff members, and the employees' efforts should be valued. It is also a kind of effective feedback for employees to work actively and create value for the company.

Of course, it is not realistic for hotels to absorb a large number of professional talents with high salary. On the basis of theoretical salary, the corresponding supplement can be given. This is what a hotel in Qingdao has done, and it has had a good effect. The hotel has absorbed a large number of hotel management graduates, these graduates basically start from the basics in the hotel, but the gap between the salary and the general staff is relatively large, so that more professionals will join in. If the hotels adopt this kind of salary system, although the work is tired, they are treated with due respect. They will actively try to apply what they have learned to practice and create more value for the hotel. Of course, the high salary and the new salary system are only a small part of retaining talent. In the process of practical application, it should be closely combined with the promotion system. In this way, we can retain more talents and continuously absorb high-quality management talents. Besides, the hotel management staffs should pay attention to find rewards timely in the actual work, giving a variety of material and spiritual rewards according to the performance of the graduates in the actual work

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