

# *Analysis on the Management Innovation Mode of High Star Hotels in the Internet + Era*

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**Abstract:** By investigating the hotels in China, the current situation of hotel management is not satisfactory. Many star-rated hotels are reducing their profit margins and increasing their costs. How to do a good job in hotel management and improve hotel economic efficiency has become the focus of widespread concern in society. It is the trend of hotel management to take the road of innovation, and the direction of hotel management to take the road of characteristics. Due to the acceleration of social development, market competition has become more cruel, hotel management is unavoidable to the test of competition, some hotels cannot withstand the test that has been eliminated by the market, some hotels are developing better and better, and have more opportunities for development. This paper mainly relies on the "Internet +" background, changes the traditional management mode of hotels, analyzes the existing problems, and combines with the "Internet +" technology to realize the innovation of hotel management, and further enhance the efficiency.

## 1. Introduction

In 2015, the "Internet +" action guidance came out, focusing on enterprises to optimize production factors, update business system and other ways to complete. As the current leading enterprise, hotels must change the traditional management mode, to achieve rapid industrial upgrading and enhance the vitality of economic development. The application of Internet + technology is very extensive, covering industry, finance, commerce and so on. It has become an important technical condition for the transformation and upgrading of enterprises. This is not only an opportunity, but also a challenge to the hotel industry. However, there are many industries in the "Internet +" era, how to correctly face the "Internet +" and manage the hotel well, this is a long way to go. At present, there are more than 400 high-star hotels in China, which have very good prospects for development<sup>[1]</sup>. Data show that the scale of high-star hotels in China reached 17.952 billion yuan in 2016 and 21.104 billion yuan in 2017, an increase of 17% over the same period of last year. See Figure 1 below for details.

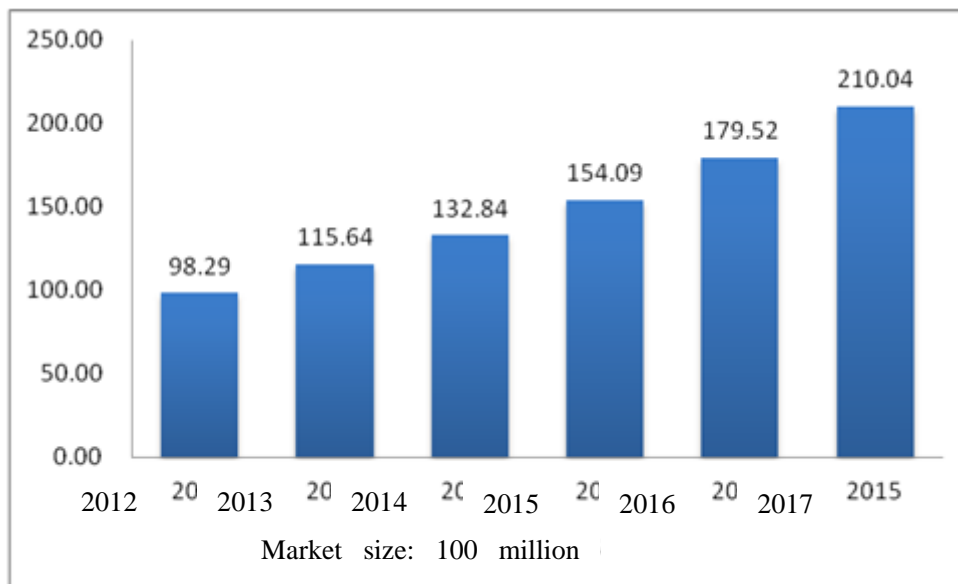


Figure 1 Demand Scale of High Star Hotels in 2012-2017

## 2. The Current Situation of Hotel Management in China

### 2.1 Non-individualized Marketing

Traditional marketing methods cannot meet the development needs of hotel management industry. There are many shortcomings in traditional marketing methods, such as lack of pertinence to consumers, lack of in-depth understanding of consumers, unclear market demand, which restricts the development of hotel management industry. At the present stage, hotel management does not pay enough attention to market development, does not develop its own characteristics in depth, puts the main force in competition with peers, does not realize that only its own operation with characteristics, is the fundamental to improve hotel efficiency<sup>[2]</sup>.

### 2.2 Imperfect Marketing Channel Construction

With more and more people using the Internet, network propaganda is one of the important means to increase the popularity of hotel management industry. We need to build our own website, the search keywords of this website should be highly concerned, so that the website can be easily searched, in order to achieve the purpose of improving corporate visibility. In the era of Internet popularization, because mobile Internet is not restricted by region and time, hotels are still in a relatively backward state in the development of mobile Internet marketing. At present, they mainly rely on APP publicity, and lack of mobile phone application construction. Hotels should not only develop online marketing channels, but also, more importantly, how to carry out marketing. Hotels use some social platforms such as WeChat to sell and predict Hotel products, but the information of the platform cannot be updated in time, making the network platform just a decoration, losing its significance and value<sup>[3]</sup>.

### 2.3 Poor hotel management mechanism

Although the hotel management industry in China has developed to a certain extent, there is still a lot of room for improvement. There are still some deficiencies in Hotel management, mainly manifested in the blind follow-up of hotel management, rather than according to the characteristics

of their own development, to create a suitable development path for their own hotel management characteristics, mature hotel management mechanism has not yet been fully established. The common phenomenon in hotel management in China is that the hardware facilities are well equipped, but the application of software technology is not in place<sup>[4]</sup>. For example, although hotels have also made introductions and publicity on relevant websites, the online booking rate is far lower than that of foreign hotels; although hotels in China also provide related conference services, but high-tech television and telephone conference facilities have not been applied.

## **2.4 Less core competitiveness**

With the improvement of living standards, people pay more attention to service, so service is also very important in Hotel management. Only when employees 'service awareness is enhanced; can they meet the needs of consumers at different levels and make the hotel management industry develop continuously. But, most hotel employees in our country have poor service consciousness. They think that if they do their own work well, the evaluation of hotel by consumers is only the matter of hotel managers, and they ignore the demands put forward by consumers. At present, in many hotels in our country, the lack of communication between the various departments of the hotel makes it difficult to form effective cooperation, each department is difficult to cooperate with each other, this situation cannot be improved, greatly reducing the hotel service quality.

## **3. Reform measures of hotel management under the background of "Internet +"**

### **3.1 Carrying out Personalized Marketing**

The application of the Internet in all walks of life has brought people a new form of consumption and is slowly changing people's consumption concept. Under the background of "Internet plus", people's living standard and working efficiency have been improved. Nowadays, with the development of tourism in full swing, people's demand for hotel accommodation and catering is getting higher and higher. Therefore, hotel management industry should build distinctive hotels according to people's different needs, build distinctive service teams, and make full use of the convenience and rapidity of the Internet to manage and operate hotels. For example, in the process of booking restaurants or rooms, hotels can classify and file customers, record and count the needs of different customers, seize customers from the consumer psychology, and reflect the service quality of hotels from the details, to retain customers and expand the source of customers<sup>[5]</sup>. According to the identity certificate provided by the customer, when the customer's birthday is known, he can express his concern by blessing short messages on the customer's birthday. On the birthday, the customer who stays in the hotel can enjoy preferential treatment and gifts, which can not only express his concern for the customer, but also achieve the purpose of sales. Hotels need to carry out personalized marketing selectively according to the actual situation. Based on analysing customer needs, they should tailor-make and customize superior services for customers.

### **3.2 Broadening marketing channels**

Customer occupancy rate is the foundation of hotel development and survival. Only with customer occupancy can the hotel bring direct economic benefits. If a hotel brand has gained popularity, there will be a high occupancy rate both online and offline. Therefore, we should strengthen the promotion of hotel brand, let more people know and recognize the hotel, to bring greater benefits to the hotel. Today's society is the Internet information age, more and more people have realized their own needs on the Internet. In order to adapt to the development of the times, we

want to carry out brand promotion, the Internet is an indispensable information dissemination tool. The advantages of the Internet are not only reflected in time, but also not limited by the amount of information. For example, in the process of hotel management, the development of mobile phone APP, WeChat Public Number and so on, not only reduces the physical labour of customers, but also saves the precious time of customers; for hotels, it is not only conducive to brand promotion, but also improves the recognition of customers and achieves win-win situation.

### **3.3 Improving Hotel Management Level**

Traditional hotel management mode, the main force of management is people, so part of the hotel expenditure for personnel training and salary expenditure, management effect is not particularly prominent. The use of the Internet for hotel management has reduced a lot of manpower consumption, as well as advertising costs. This reduction in consumption has improved the hotel's economic efficiency. For example, login some hotel related information on the Internet website or group buying activities on social networking sites, which can effectively reduce the cost of the hotel. Using the Internet, hotels can also publish the responsibilities of various departments on their websites.

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Relevant tasks, so that departments and departments get good communication and understanding, in order to improve the hotel staff team awareness and cohesion, so that all staff have a common goal, facilitate management and coordination. Through the Internet to establish the hotel internal staff group, the staff can be trained online, which not only eliminates the complex training procedures, but also achieves better training results.

### **3.4 Promoting the Core Competitiveness of Hotels**

Nowadays, the competition in hotel management industry is no longer a price war, but a direction cantered on management and efficiency. Internet provides opportunities and platforms for hotel management industry, but many managers only pay attention to hotel investment, but ignore Hotel management. In terms of customer resources, we need to use the Internet to continuously promote hotel brands. We should pay attention to customer service attitude, try our best to meet the reasonable needs of consumers, and accept consumers 'opinions modestly. In terms of technology, we should follow the pace of social development and apply more new technologies to hotel management. In terms of cost, we should seize the opportunities brought by the Internet, make full use of the Internet for hotel management, and reduce the cost of employing workers. Only in this way can the core competitiveness of enterprises have its own characteristics, and in the fiercely competitive market, can the value of core competitiveness be brought into full play.

## **4. Conclusion**

The advent of the Internet era has brought opportunities for the development of hotel management industry. Most hotels use the Internet to manage, with remarkable results. They have been improved in resources, capital, technology and other aspects, while the cost has decreased. Therefore, the hotel under the traditional management will inevitably be eliminated by the society, the successful transformation of the hotel management industry, more people will use the Internet in Hotel management, to provide better help for hotel management. The reform measures in this paper are not necessarily applicable to all hotels, and the implementation of the scheme is also subject to the test of time. Therefore, we should continue to improve the hotel management system and continue to look for more effective and applicable improvement measures.

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