

Research on Hotel Green Management Model Based on Sustainable Development Strategy

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Abstract. Currently, the traditional hotel business model urgently needs to be transformed and upgraded. It should be combined with sustainable development strategies, integrate green development concepts, and create a hotel green management model based on sustainable development strategies. Meanwhile, scientifically improving the green management system of hotels cannot be achieved overnight. It requires the joint efforts of hotels and customers to fully implement the concept of green development. It can be said that implementing and improving the green management model of hotels, following the sustainable development strategy, not only requires the participation of hotel managers but also the cooperation of consumer groups. Therefore, this article explores the definitions of sustainable development strategy and hotel green management, emphasizes the significance of hotel green management model based on sustainable development strategy, and points out the basic principles of hotel green management model based on sustainable development strategy, including resource reduction principle, resource substitution principle, resource reuse principle, and resource recycling principle. It also points out the problems that hotels currently face in implementing a green management model and proposes targeted solutions.

1 Introduction

In the context of the new era, the national economic level has improved significantly, and China's economic growth has shown a trend of high-quality development. People have begun to pay more attention to environmental protection issues, and more and more citizens have become aware of green environmental protection and sustainable development. Green management models and sustainable development models are gradually being promoted and implemented in various industries. At present, China emphasises the fact of sustainable development strategy, and the concept of green consumption has also become the mainstream consciousness of the consumer group. From the perspective of sustainable development strategy, the green management model of hotels can help them to gradually shift from traditional energy-consuming management to the green management model required by the new era, which is truly in line with the current development concept of society. With today's emphasis on clean energy and resource reuse, China's hotel industry still needs to strengthen the organic combination of sustainable development strategy and hotel green management concept, and then implement the hotel green management model based on the existing sustainable development strategy.

2 Theoretical Basis

2.1 Sustainable Development Strategy

Sustainable development is an approach to development that meets the diverse needs of people today while minimising the impact on future generations to meet their own needs. Sustainable development also includes the conservation of natural resources, the rational use of natural resources and the limitation of the overuse of natural resources. It follows the principles of ecological resilience and economic development trends. At the same time, proposing and emphasising sustainable development means that the country takes into account factors such as environmental protection and energy use when developing the economy and implementing policies, rather than indiscriminately consuming the earth's resources and developing its interests by any means. In addition, the core of the sustainable development strategy emphasises the "trinity" of economic development, resource protection and ecological environment.

2.2 Hotel Green Management

Hotel green management, essentially, is to establish a green awareness of environmental protection in the hotel management model and to constantly consider green and environmental concepts in all aspects and processes of hotel management, to build a green operating environment for hotels.[1] In contemporary society, the hotel industry should not only focus on making money and seeking higher economic benefits,

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but also take the initiative to assume social responsibility, cultivate and establish a strong sense of social responsibility, actively transform and upgrade hotel business models, and transform and innovate towards resource-saving models and green environmental protection concepts.

3 The Significance of Hotel Green Management Model Based on Sustainable Development Strategy

3.1 Effective Control of Hotel Management Costs

Based on the sustainable development strategy, adjusting and upgrading the traditional management mode of the hotel, and implementing a green business model can not only create a good reputation and image for the hotel but also fundamentally improve the utilization of resources and help the hotel reduce management costs within a controllable range.

3.2 Promoting Green Development of Hotels

The country has repeatedly emphasized the importance of ecological environment protection and introduced a series of policies related to ecological environment protection. In addition, the current public's emphasis on green environmental protection is constantly increasing, and more attention is paid to whether hotels adopt green business models and whether hotels use green and environmentally friendly materials. Therefore, hotels should adapt to the trends of the times, transform and upgrade traditional business management models, and fundamentally achieve green development.

3.3 Improving the economic benefits of the hotel industry

In the context of the new era, the hotel industry should fully implement the sustainable development strategy, promote the green management mode to the end, strengthen the basic concepts of safety, environmental protection, and health, and choose green and environmentally friendly materials. This will be welcomed by more customer groups and will continuously improve the economic benefits of hotels and strengthen their core competitiveness.

4 Basic Principles of hotel green management model based on sustainable development strategy

4.1 Principle of Resource Reduction

The principle of resource reduction refers to the fact that hotels should be aware of the non-renewability of resources, and therefore minimize the use of non-renewable resources in building materials and packaging materials as much as possible. The specific

approach is to choose recyclable and environmentally friendly materials, simplify packaging materials, etc. Adopting the principle of resource reduction can not only reduce the cost and waste of hotels but also promote the green economic development goals of hotels to achieve economic benefits and environmental protection in a good and fast manner.

4.2 Principle of Resource Substitution

To follow the sustainable development strategy, hotels should strive to improve resource utilization as much as possible. They can use materials such as cotton and linen that are pollution-free, fertilizer-free, and pesticide-free according to the principle of resource substitution to make bed sheets and towels, truly reducing the use of high-chemical fiber products. In addition, hotels should also follow the concept of green environmental protection as much as possible in catering services. According to the principle of resource substitution, some recyclable tableware can be used to replace traditional tableware. In terms of washing services, phosphate-free laundry detergent should be selected to replace phosphorus-containing laundry detergent, reducing environmental pollution and promoting resource recycling.

4.3 Principle of Resource Reuse

The principle of resource reuse refers to hotels selecting reusable items as much as possible while ensuring that their hardware facilities and service quality meet current hotel star standards, to reduce the use of disposable items. For example, the daily wastewater from the hotel can be used to irrigate the green plants around and inside the hotel. "Green environmental protection notices" can be posted inside the hotel to remind customers not to waste disposable towels, disposable bath towels, and disposable toilet pads.

4.4 Principle of Resource Recycling

The principle of resource recycling refers to the practice of reusing items with residual value after the items in the hotel have been put into use. This not only aligns the hotel's management model with the current green and environmental protection concept but also reduces the hotel's operating and management costs.

5 Problems in Hotel Green Management Based on Sustainable Development Strategy

5.1 The Green Management Model for Sustainable Development is Not Yet Mature

Currently, some hotels have begun to realize the importance of green management and integrate green environmental awareness into their daily operational management. However, due to various constraints, many hotels have poor performance when operating

under green management models. Some hotels have not yet established mature and professional hotel management models based on sustainable development strategies.[3] In the process of operation and management, most of the environmental protection issues in hotels are handled by the quality inspection department on a part-time basis. However, the quality inspection department is not professional enough in green environmental protection work, which makes most hotels that implement green management models only superficial and superficial. Immature green management models are bound to be unable to be truly implemented in the actual management process of hotels.

5.2 The Green Management System in the Hotel Industry Has Not Been Fully Implemented and Improved

The hotel industry belongs to the service industry, and should always keep the customer's needs in mind, with the purpose of customer satisfaction, and provide high quality services to customers. However, in the actual operation of the green management mode, many factors have influenced most hotels to not deeply realise the purpose and core of the service industry. When providing services to customers, there are usually problems such as slow response speed, weak problem solving ability and generally low service quality. In addition, many service personnel are "lazy", and the lack of emphasis on ideology will inevitably lead to frequent mistakes in work, which will cause conflicts between hotels and customers. In addition, the promotion and implementation of the green management mode has placed higher demands on the hotel staff team. If hotel employees still have a negative attitude, it will inevitably hinder the smooth implementation of green management mode in the hotel. Therefore, the basic reason why the hotel industry has difficulty in implementing green management models is due to the lack of emphasis on ideology and the absence of a sound and scientific hotel green management system, which allows hotel employees to adopt a relaxed and negative work attitude.

5.3 Hotel Customers Generally Have Not Yet Established Green Consumption Awareness

In the development process of the hotel industry, most hotel managers attach too much importance to obtaining economic benefits and have not firmly chosen the path of sustainable green management from the bottom of their hearts. However, at the same time, it can be found that hotel customers have not yet established a green consumption awareness, and there is still a relatively large consumer group that values hotel prices and locations more.[4] However, in the process of selecting and adopting high-quality environmentally friendly materials, hotels inevitably face the challenge of transitioning and upgrading from traditional operating models to green operating models, which requires additional time and financial investment. Therefore, compared to hotels that continue to adopt traditional

business models, hotels that implement green management may face a test of price competitiveness due to rising costs, manifested in relatively higher service or accommodation expenses. This phenomenon may prompt some hotels to hesitate about green transformation. Due to cost-effectiveness considerations, they may not be willing to invest a lot of cost and energy to promote the hotel industry towards a more sustainable development direction, thereby slowing down the overall pace of the industry's transition towards green and environmental protection.

6 Construction of Hotel Green Management Model Based on Sustainable Development Strategy

6.1 Building a Sustainable Hotel Green Management Model

Under the framework of exploring sustainable development strategies, some hotels have proactively recognized the dual value of green management models: it not only conforms to the mainstream trend of global green development but also effectively promotes the optimization and control of operating costs. However, if hotels only consider green management as a single means to reduce costs and increase profits, it is urgent to deepen their understanding of the core values of sustainable development strategies and green management concepts. Without such a profound understanding, hotels may easily abandon their original intention of fully implementing green management when faced with implementation challenges. Therefore, hotel management should be committed to building a green corporate culture, deeply integrating green management concepts into all aspects of hotel operations, steadfastly practicing energy-saving and emission-reduction strategies, and contributing to environmental protection.[5] In addition, managers need to be clear that the initial challenges of green management models should not be seen as obstacles, but rather as the starting point for long-term benefits. Fully recognizing that the successful implementation of this model can not only significantly enhance the hotel brand image and win a good reputation, but also achieve a win-win situation of environmental and economic benefits. From a strategic perspective, building a hotel green management model based on a sustainable development strategy meets the urgent needs of modern society for green consumption and sustainable development, ensuring the harmonious coexistence of hotel economic benefits and environmental responsibilities; On the other hand, this model effectively promotes the protection of the ecological environment, transforming green concepts from ideas to actions, and continuously promoting social civilization towards a greener and low-carbon direction. Therefore, the hotel industry should actively respond to the call of the times, constantly explore and practice new models of green management, and contribute to achieving sustainable development goals.

6.2 Scientific Implementation and Improvement of Green Management Systems in the Hotel Industry

To scientifically implement the green management system in the hotel industry, hotels cannot do without creating an atmosphere of green development concepts, and therefore cannot do without the hotel's architectural and interior design. If green hotels only stay on the surface, they will only express the concept of green development in form, and the implementation of green management systems must fundamentally reflect the concept of green development, fully considering the overall design of the hotel. For example, hotels can set up wastewater conversion systems to treat the wastewater from hand washing or toileting in guest rooms before using it for watering green plants; Hotels can also prepare non-disposable items that have been cleaned and disinfected in guest rooms for customers to choose from, and distribute green environmental protection flyers for customers to choose whether they are willing to participate in green environmental protection activities; Hotels can also choose natural stone decorations, natural wooden furniture, etc., which can not only create a green and environmentally friendly atmosphere but also allow consumers to live more comfortably.

6.3 Actively Guide Hotel Customers to Develop Green Consumption Habits

In the 21st century, green consumption is one of the mainstream concepts of mass consumption. More and more people are voluntarily joining the green consumption team. It can be said that the concept of green consumption is in line with the main theme of the current era and the trend of social civilization development. The hotel industry should actively introduce green management models, provide green services to consumer groups, and create a green culture in hotels. While implementing the green management concept, hotels need to first sort out the correct marketing concept and business perspective, adjust marketing strategies promptly, implement the green environmental protection concept in all aspects as much as possible, and promote the green environmental protection concept to consumers, to minimize the waste of food and cleaning products, and thus improve resource utilization. In addition, hotels should actively provide consumers with various authoritative certified green products, continuously improve the quality of hotel products and services, create high-quality green service brands, and promote green consumption with the business philosophy and service tenet of energy conservation and reducing environmental pollution. In addition to proclaiming the concept of green environmental protection to customers, hotels should actively implement green services into daily services. For example, hotels can use variable frequency air conditioning to ensure consumer comfort while saving energy consumption; Hotels can also adjust the warning lights in some non-public areas to voice-activated wake-up late at night to avoid excessive energy consumption;

Hotels can replace all public area faucets with sensor-based automatic water output to avoid customers forgetting to turn off the faucets and wasting water resources; When hotels provide catering services to customers, they should actively communicate with customers about the quantity of dishes to avoid excessive waste.

7 Conclusions

In summary, the sustainable development strategy emphasises the concept of coexistence of economic development and environmental protection, which is the purpose of contemporary national development and the common goal of coordinating economic development and nature protection for all mankind. Green development is also one of the concrete manifestations of a sustainable development strategy. The hotel green management model integrates green concepts such as environmental protection, human health and resource conservation into the hotel business management model. The hotel green management model can not only strengthen the protection of the ecological environment and the rational use of the earth's resources, but also fundamentally reduce hotel operating costs and significantly improve hotel service quality and market competitiveness.

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