

Application of Humanized Management in Hotel Management

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Abstract: The rapid development of economy has provided conditions for the development of hotel industry. Although the hotel development trend is good, but many people want to intervene in this fat meat, resulting in fierce competition in the hotel industry, if the hotel management is inappropriate, it will lead to hotel closure and closure. For the sustainable development of the hotel, it is a mature strategy to adopt humanized management. At that time, the humanized management of hotels had some modes worthy of reference by hotel managers: self-management; cultural management and emotional management were relatively successful management modes. The role of humanized management in hotel management can largely determine the life and death of the hotel, so the application strategy of humanized management in hotel management is also the focus of this paper: people-oriented management; improve the cohesion of the hotel; improve the economic efficiency of the hotel; enhance staff loyalty to the hotel. The use of these strategies is very practical.

1. The Application Model of Humanized Management in Hotel Management

Hotel management mode largely determines the survival and development of the hotel. In order to win in the fierce competition, hotels must adopt a suitable and effective management model.

1.1 Self-management

The staff in the hotel is the core and soul of the hotel. Only when the staff put all their minds into the hotel work, can the hotel have vitality and vitality. Hotel managers should pay attention to the ways and means of staff management, implement self-management to employees, so that employees can play their subjective initiative to contribute to the development of the hotel.

Independent management is not to ignore, but to let employees give full play to their autonomy, so that they take the survival of the hotel as their own survival to work. To make them feel that the survival of the hotel is their survival, the development of the hotel is their development. Only when hotels develop can they have a future and achieve their goals in life.

The core of self-management is to cultivate Hotel staff's sense of ownership, so that they can self-check their work at any time, and find out the shortcomings in their work at any time, and correct and make up for them. Because hotel staff regard the development of the hotel as their own development, once they have the sense of ownership, they can do their own work perfectly without management.

1.2 Cultural Management

Any group or enterprise has its own culture, which is the soul of the group or enterprise. All work is carried out under the inspiration or influence of culture. The competition in the hotel industry is so fierce that in order to remain invincible in the competition, the hotel must first have its own hotel culture. Cultural management is the most effortless management mode in all management modes. Because the hotel culture is the appeal, is the motivation of staff work. Once hotel employees integrate hotel culture into their work, their work will be excellent.

Different hotels have different cultural connotations. For example, some hotels pursue a

"people-oriented" culture. This culture in the hotel management and operation, whether hotel managers or hotel employees regard customers as their God, all in order to create a kind of warm accommodation conditions for customers, so that customers really feel the treatment of home. This is true for customers, not to mention their employees. The concept of "people-oriented" is not only aimed at customers, but also at the management of hotel managers. They respect and care for their employees, so that employees can feel this kind of humanized management.

Some hotels take "wolf" culture as their cultural symbol. The unity and struggle spirit of wolves have become the essence of their culture. In the process of hotel management, hotel managers require their employees to unite and cooperate with each other at home, to have a sense of hardship and to have the spirit of struggle.

As long as the cultural connotation of the hotel is well interpreted and the hotel culture is instilled into all the staff of the hotel, the staff of the hotel will consciously manage under the influence of the hotel culture. And this kind of management mode mainly lets the hotel staff study the hotel culture, understand and instill the culture in their own work.

1.3 Emotional Management

"People are not plants, which can be ruthless" as long as people will have emotions, as long as the emotional recognition of certain things or people, or certain practices, then everything will be solved.

Emotional management of hotel staff can be said to be the most cost-effective but effective management mode. Because once the hotel staff approve of the management of the hotel, they will do their best to work. Of course, the hotel staff should pay attention to some details of emotional management.

First of all, the hotel must care about every employee, because the employee is the pillar of the hotel. Employees should be concerned about their work, life and training. Hotel staff work is divided into different types of work, different types of work should adopt different ways of assessment, and their requirements should not be consistent. And hotel staff may make some mistakes in their work, once they make mistakes in their work, if not intentionally. The hotel should solve the problem and take the main responsibility. Only in this way can employees dispel their worries and go to work freely, and only in this way can employees innovate in their work and work with all their heart and soul.

In addition to the recognition and support of staff work, we should also care about the life of hotel staff. Generally, the staff engaged in hotel work are relatively young, and many employees may not even solve their personal problems. If hotel managers can help them more, or create more opportunities for them to solve their personal problems, the staff will work harder and more comfortable.

2. The Application Strategy of Humanized Management in Hotel Management

The development of economy brings both opportunities and challenges to the prosperity of hotel industry. How to win in the fierce competition and how to make our hotel develop better is a problem that all hotel managers pay close attention to and need to solve urgently. Humanized management is the most practical way at present, so this paper focuses on the "humanized management in hotel management strategies".

2.1 People-oriented management

Humanized management of hotel employment includes two aspects: first, humanized management of hotel staff, and second, humanized service for customers.

Humanized management of employees is to treat all hotel employees as a necessary condition for the development of the hotel and a weight for the development of the hotel. Because only groups concerned about employees have centripetal force and vitality. Only when the hotel cares about the staff can the staff work safely and steadfastly.

The implementation of humanized management of employees is first manifested in the

appointment of employees. The division of labor for employees should vary from person to person, and work should be arranged according to the personality and professional ability of employees. If you have good eloquence, you should arrange them to be business managers or receptionists. If you are skilled in computer technology, you can arrange them to manage hotel technology. If you are skilled in computer technology, you can arrange business negotiation and promotion work for employees who are "conscientious". Only in this way can we make the best of everything and people do their best. Employees will be able to work smoothly and the efficiency of the whole work will be high.

Secondly, in terms of appointment, we should be meritocratic. As long as we have the ability, the hotel that works steadfastly should give certain affirmation and special treatment in terms of spirit and material. For example, employees who bring customers to the hotel can be rewarded materially and spiritually according to their contribution to the hotel; for those who can solve emergencies objectively, calmly and reasonably, and recover reputation and economic losses for the hotel, they should also be rewarded in various ways; for any department, the appointment of personnel should be determined according to their working ability and attitude. We should not treat them as relatives. Only in this way can employees be motivated to work and improve their enthusiasm and efficiency. The hotel's economy and reputation should be punished according to the actual situation. Of course, the punishment should not be too heavy. It mainly serves as a warning to employees.

Third, the work, life and training of hotel staff should be humanized management. The management mode of affirmation and criticism is the main part of hotel staff's work. Because everyone likes to be recognized and affirmed, but is afraid of being criticized or denied. After all, everyone has its advantages, but inevitably there will be some shortcomings. As long as appropriate measures are taken, hotel staff will be able to make full use of their strengths and avoid their weaknesses and devote themselves to their work. The backing of hotel staff's work is family harmony and happiness, so the hotel should also be concerned about their staff's life. Let employees feel the warmth of the collective, feel the group support behind them. If employees encounter any difficulties in life, hotels should try their best to lend a helping hand, because life or family problems have been dealt with properly, employees will naturally work safely, work efficiency will be improved, and work errors will be reduced.

The second aspect of hotel humanized management is the humanized service to hotel customers. First of all, the customer is the God of the hotel. We should put ourselves in the customer's shoes, safeguard the interests of the customers, and provide the best service for the customers. Secondly, we should operate in good faith, so that children can not be deceived, because customers are outsiders or because customers are straightforward and overwhelming price, there is the so-called "slaughter" phenomenon, if this can only let the reputation of the hotel destroyed. Only by honest management can we form a good reputation, win the recognition of customers, and have a steady stream of customers. Third, try to satisfy the customer's requirements, after all, other people spend money to consume. Hotel is the industry that provides services for guests on the basis of their money, so the quality of service and service attitude directly determine the life and death of the hotel. Fourthly, to solve customer complaints because they are not satisfied with the service of the hotel is generally a serious problem or customers can not bear to complain, so the hotel should attach great importance to this problem and solve it effectively.

2.2 Optimizing Leadership Group

Hotel rewards for core staff should be very heavy, and there are many modes and measures. The production and development of hotel core staff requires leaders to be able to recognize heroes and do well in Bole. All optimized leadership groups are also an important part of the hotel staff incentive mechanism. Leadership plays a key role in Huawei's development and growth. Excellent employees are only possible if the leadership is excellent. The hotel's leadership is not made up of relationships, backdoors. These leaders are the pillars of Huawei. They are all made up of core employees with ability and innovative thinking. To break the tradition and make use of talents, to build an enterprise elite team with high-quality resource allocation, scientific management concept and a relaxed

personal development environment is the fundamental guarantee of the hotel's continuous vitality and strong innovation in its development. Many hotels have experienced too many ups and downs in their development. In the rough and tumultuous road, the hotel is more aware that only scientific management, open concept, increase innovation, and build an elite team can make the enterprise in this competitive and cruel industry in a dominant position.

Hotels should establish transnational marketing strategy from the beginning of their business, and establish a management culture suitable for their own enterprise development characteristics with an open mind. Only with its unique incentive mechanism, decision-making process, management rules and corporate culture, the hotel is unique in many multinational enterprises. In particular, it innovatively adopted the recommendations of the international excellent management think tank. A series of bold and thorough top-down reforms of the hotel fully demonstrate the courage and dedication of the top management team of the enterprise. All the determination to proceed from the development of the enterprise has also become the management belief of the hotel leadership team.

The healthy growth of the hotel, there is also an important factor that can not be ignored: that is, the hotel must have a stable and continuous growth of R&D technology team, the hotel to build such an excellent team to work hard. The hotel's policy is to give the best people sufficient authority and necessary resources to fulfill the tasks assigned to them. Therefore, the hotel not only attaches great importance to the technicians who enter the hotel, but also constructs a good development vision, a relaxed growth space and a favorable benefit distribution system for them in order to retain the excellent human resources of these enterprises, and even carefully improves their living environment and habits.

2.3 Attaching Importance to Technological Innovation

Technology is the lifeblood of the survival and development of enterprises, and the mastery of technical knowledge is the basis. Especially for some competitive enterprises, technological innovation is necessary in order to make themselves invincible. Therefore, any enterprise must attach importance to technological innovation in order to develop.

Firstly, the foundation of technological innovation is the mastery of technological knowledge. Technical knowledge must have a certain technical content, and technical knowledge is generally mastered by technical personnel. However, if only a few technicians are involved in the survival and development of an enterprise, the development scale of the enterprise will never be large. Therefore, technical training for employees is the only way to improve the utilization of technology. Only when employees master the technology can the technology be popularized and perfected.

Secondly, we should give some rewards to technological innovators. Hotel is a service-oriented industry, but this does not mean that the hotel does not need technological innovation. The development of any enterprise or group is inseparable from technological innovation. The same is true for hotels. The technological requirements of hotels are not very high, but technological innovation plays a very important role in the operation and management of hotels. For example, the plug-in technology of hotel is very practical and advanced. In the past, many passengers went out without turning off the electricity, which led to the waste of electricity. After inventing the plug-in card technology, the guest takes the room card after leaving the room, and the power of the room is automatically cut off. The same is true of induction faucets. In order to prevent the waste of water, the induction faucet is used to use water. When using water, you can reach your hand under the tap to get water naturally. From time to time, you can take it away with your hand and cut off the water. The application of this new technology can save a lot of expenses for hotels.

In order to keep pace with the times, hotels should send core staff out to study from time to time and learn the advantages of others, especially the application of innovative management and innovative technology in some hotels. Only by knowing one's friends and the other can one develop and strengthen oneself better. Of course, investment in this area may be relatively large, but it is worth more. The development of hotels can not be separated from the progress of society and the innovation of science and technology. Only when the hotel goes out to study and then improves can it continue to grow and grow. Only in this way can the hotel remain invincible in the development

process.

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