

RESEARCH ON THE GREEN HOTEL MANAGEMENT OF CONSTRUCTION¹

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Abstract: With the development of tourism in our country, the concept is catching on green hotel, green ideas gradually injected into the hotel operations and management, to build a green hotel, the development of green products, provide green services, as hotel is an important way of sustainable development. This paper briefly discusses the meaning of green hotels explained, focusing on the current hotel rooms, catering business process services to provide customers with green products, green management, energy saving, reducing the operating costs of the hotel, but also to establish a good brand hotel image and create more economic benefits.

1 INTRODUCTION

With the deteriorating global environment, environmental protection, health care concern by people gradually in 1987, the United Nations World Commission on Environment and Development published "Our Common Future" report, the first time linked environment and development, proposed to select a development that meets the requirements of development while protecting the living environment means that the concept of sustainable development. Many countries and regions are actively responding to develop a series of laws, regulations and take the appropriate measures to protect the environment. The development of tourism relies on local environmental conditions, the hotel industry as one of the pillar industries of tourism, with the continuous development of the tourism industry is also an unprecedented rapid development, environmental protection and rational use of resources directly related to the efforts of to influence the development of tourism and sustainable development of society. Therefore, the hotel's environmental management has been put on the agenda, and create a "green hotel" has become an important part of environmental management. As the hotel is to provide customers with high

service, high-consumption areas, relatively speaking, more consumption of resources, so the emission of major pollutants. With the consumer focus on green issues to lead the hotel industry, the importance of the concept of green marketing in the global "green wave" driven by the gradual awareness of environmental protection into the management of modern hotels. Late 80s, the hotel realized that some European hotels on the role of environmental protection, environmental management carried out gradually and achieved remarkable results.

The mid-90s of last century, the concept of green hotels abroad into China. First, Beijing, Shanghai, Guangzhou and other major cities of the foreign investment, joint venture hotels and a few from foreign tourism hotel management groups began implementing the "Green Action", 1999 "China's eco-tourism in" activities quickly set off our Tourism hotel industry's "green wave." To get the long-term development of the hotel industry management strategies must be adjusted to create green hotel as the hotel industry trends and informed choices.

2 GREEN HOTEL DEVELOPMENT

2.1 The Definition of Green Hotel

The meaning of the use of green hotel safety, health

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environmental philosophy, adhere to green management, and advocate green consumption, protection and rational use of resources, eco-hotel, called the standard of green hotels. From the definition of green hotel can be seen, safety, health, environmental protection has become the hotel's three elements of the green. The first element of safety to public safety concern about the hotel industry and food safety. Physical and mental health to provide customers with pleasant service; green to save energy, reduce pollution, to maximize use of resources. To provide customers with safe, healthy and environmentally friendly green dining rooms and on the basis of the production process to strengthen environmental protection and rational use of resources.

2.2 Overseas Developments

Abroad, 1991, "the Prince of Wales Business Leaders Forum" to create the "International Hotels Environment Initiative," body, which is the world's 11 leading hotel management group consisting of a committee chaired by the British Prince Charles. In 1993, the hotel adopted the International Conference on Environmental Protection of 11 by the world famous hotel management group, signed the initiative. This marks the hotel industry will be the convening of the development of environmental management to a new stage. In 1994, Denmark created a green hotel. Has been to maintain its leading position in the international hotel, is the industry's well-known international brand. The initial letters should be capitalized.

Each paper must have at least one keyword. Keywords should appear justified, with a linespace exactly of 11-point, a hanging indent of 2-centimeters, spacing before of 48-point, no spacing after and font size of 9-point.

The sentence must end with a period.

2.3 Domestic Developments

In China, the most representative of China's "Green Hotel" in Zhejiang Province is the first implementation of the development of "green hotel" practice. In 1999, the National Tourism Administration initiated the "China Eco-tourism," the opening, environmental protection has become the subject of the tourism industry in China in 1999. June 5, 2000, Zhejiang Province, named its first "green hotel." As of December 2007, the country's "Green Hotel" has more than 2,000.

3 THE IMPLEMENTATION OF THE "GREEN HOTEL" IN THE PROCESS OF PROBLEM

3.1 Problems Build a Green Hotel

The lack of building "green hotels" in the overall understanding and result in "superficial." "Green Hotel" work is the creation of a systems engineering, hardware to software from the hotel standards are required, and some hotels indifferent to this idea, the hardware understand the importance of environmental protection, the name of "green" label, in the "creating green" "one-sided understanding of the practice of" reduction "principle, lower service standards. For example, taking into account the "energy saving" put the spare room the bathroom cancellation caused inconvenience to the guests, replaced by a so-called "human nature" of the large packaging shall not be treated because the treatment often leaving guests feel unsafe. 2, the hotel renovation focus on "the surface of green", large-scale use of non-"green" materials. Hotel renovation process, the surface use only "green" materials, you are still a lot of use of formaldehyde, benzene and other raw materials for the decoration of excessive, causing the customer to enter the hotel is the third quality of breathing air, seriously damaged the health of customers employees work in this environment the body is also threatened. Hotel renovation did not truly "green." So many of our hotel in name only "green hotel", do not really understand the "green hotel" connotations. 3, "three wastes" discharge pollutes the environment. The hotel business is inseparable from the consumption of materials, most of the layout of the hotel lot or residential areas in the city near downtown, material consumption arising from the "waste water, waste gas, waste residue," not only pollute the environment but also brings to the lives of the residents adversely affected. 4 poor hotel staff awareness of energy conservation, waste of energy at the same time, the lack of hotel staff and polluting our environment "green" consciousness, pay no attention to the work area left off electricity, off the water, can not take the place energy saving measures, etc., which to increase the hotel virtually on the relative demand for electricity and water, making the hotel energy consumption increase, resulting in pressure on the environment and pollution.

3.2 Construction for More "Green Hotel" Problems, Proposed the Following Corrective Measures

Build "green hotel" is the overall item, the hardware facilities needed "internally and externally."

Hotel external environment: According to the location of the hotel, the hotel outside of plants or plant landscape design, so that customers feel warm and comfortable before entering the hotel. Rooms: composition of raw materials in the room building, do not use the materials with chemical composition, the floor is not used to join wood materials of chemical products or natural stone; room configuration of the furniture does not use the original paint quality wood, glass or cane; room with green appliances. Use energy-saving lamps, renewable shopping bags. In short, the green room should always reflect the "green", highlight the "green." Hotel restaurant: The kitchen is to provide food for the customers an important part of promoting "green actions" to promote "green" has become an important task of the green hotel. On the one hand, the kitchen environment to "green", not only the issue of energy saving, but also the full use of modern technology, new materials, new technologies for rational planning of the kitchen, head through the selection of energy saving lamps, installed purifying devices to conserve water supply; can bring equipment back to the wastewater treatment of solid waste. On the other hand, have to reach the kitchen food products "green." This requires food to safety, health, health benefit customers; cooking process does not use non-edible and adverse human health additives. Hotels can develop their own base of green vegetables can not only provide green food products, but also allows customers to experience the fun of picking green vegetables, and enhance customer confidence in eating, and constantly build a green brand

Promotion of green hotel management, the need for staff training related to the concept, training of staff awareness of green services, hotel services staff to improve the environmental and conservation awareness. To be good at summing up the work of energy conservation methods, and develop good savings habits, as well as mobilize the enthusiasm of the staff, regularly carry out energy saving competition for green energy has done the good people be rewarded, not only from their own behavior so that they focus on energy saving environmental protection, but also led to other employees to participate in the work of creating a green hotel. In daily service for passengers, and to

provide "green services" to guide customers to consumption of green food and beverages, food processing utensils and process waste in a timely manner, the customer dining finished, remind and follow the degradation of the customer need to provide lunch boxes "package" services; Green Hotel emphasizes energy saving, through lower consumption, eliminate waste, reduce the operating costs of the hotel so the hotel to get a good economic efficiency, improve the hotel value.

Hotels should be green, green concepts into business ad campaign, through the rooms and dining areas promote environment protection and energy placed cards, check-in and dining customers own initiative promote the concept of energy conservation, customer advocate green consumption, reducing customer consumption and waste in the hotel. And invites customers to do energy saving monitors, together with the common good of green hotels and hotel management. This is not only conducive to the development of green hotels, but also establish a hotel green image.

Implementation of green hotel, the hotel can not do without the support of industry associations, its industry has an important role in binding and orientation. To promote green hotel rating required standards, the China Hotel Association has organized experts to set up the Steering Committee of the Chinese green hotel, China hotel industry's first "green hotel rating provides that" the national industry standard by the State Economic and Trade Commission recently issued, will be March 1 into effect. Publicize and implement the deployment of standards and promotion organization will create a green hotel in the year 1000. As the hotel industry, and government authorities, the State Economic and Trade Commission called on all localities of the Economic and Trade Commission, Commerce Commission and the relevant industry associations to actively promote the work of Green Hotel in the region. This is creating a green hotel, the development of green services, improve customer quality of life and the hotel cost will play an irreplaceable role.

4 CONCLUSIONS

With the Green era, people are increasingly concerned about resource consumption and environmental protection. A good grasp of green hotel development in China's hotel industry trends, helping promote green marketing in the conduct of the hotel industry, but also conducive to the hotel

industry. We must adapt to new developments, to take some of the more practical measures, adding elements of green hotels, continuing to strengthen the development capacity of the hotel, so that China's hotel industry has entered a new peak.

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