

On "Two Hands" in the Production of Guest Room Products in Tourism Accommodation Industry

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Abstract: The tourism accommodation industry, travel agency industry, and tourism transportation industry are collectively known as the three pillars of the tourism industry, and they are indispensable "posts" in people's travel activities. Among the six major functions of the tourism accommodation industry, the accommodation function is its primary function. The reason why a hotel is called a hotel is because it has an accommodation function. Without the guest room, the hotel cannot become a hotel. With the rapid development of the hotel industry, competition has become more and more fierce. To survive and develop, hotels can only form their own characteristics and create competitive guest room products based on their own conditions and characteristics. For this reason, insisting on "grasping with both hands" should be the basic way for tourist hotels to produce competitive guest room products: one is to emphasize that hotel hardware configuration should emphasize people-oriented and bold innovation; the other is to emphasize that hotel software services should embody humanistic care to show individuality.

Keywords: tourism accommodation industry; guest room products; two hands

1. Introduction

The tourism accommodation industry is the tourism hotel industry, refers to the industry that provides accommodation, catering and a variety of comprehensive services for tourists. Among the six elements of food, housing, transportation, travel, shopping, and entertainment in the tourism industry, the tourism accommodation industry is a very important link. Together with the travel agency industry and the tourism transportation industry, it is called the three pillars of the tourism industry, and it is an indispensable "post" in people's travel activities. Among the six major functions of the tourism accommodation industry, the accommodation function is its primary function. Therefore, generally speaking, guest room products should be the main products produced by hotels. The hotel is called a hotel because it has an accommodation function. Without the guest room, the hotel cannot become a hotel. The guest room is the main place where

the hotel leaves the guest with the first impression. It has the closest connection with the guest and is also the main source of profit for the hotel. With the rapid development of the hotel industry, competition has become more and more fierce. To survive and develop, hotels can only form their own characteristics and create competitive guest room products based on their own conditions and characteristics. This is also the primary issue that hotel managers should focus on. Under the current market economy conditions, hotel consumers have more and more room for choice and become more and more rational. For this reason, insisting on "grasping with both hands" should become the basic way for tourist hotels to produce competitive guest room products.

2. Hardware Configuration Should Emphasize People-Oriented and Bold Innovation

At the beginning of the design and decoration of the hotel, it should pay attention to the concept of "people-oriented" in every link, focusing on how to make bold innovations in the comfort and ease of use of guests according to its own situation, and to fully embody humanity and create for the guests. A comfortable home away from home for writing.

2.1. Fully Create a Home Atmosphere

When designing and decorating the hotel, it must always be based on the family background and strive to create a "secure and elegant" home atmosphere. In the decoration and design of public areas, the lighting effects of the guest room aisles and public areas near the elevator should be considered as much as possible, and the combination of downlights, spotlights and wall lights should be used to design and process partitions and groups so as to make it in use. It can be adjusted according to the day, night, sunny, cloudy or different time periods and requirements; Another example is the design of the pipeline well as a showcase of art, embellished with antique cultural relics, celebrity calligraphy and painting, while warming and beautifying, it can not only demonstrate the profoundness of the national or regional traditional culture, but also better display the national or regional traditional culture charm; In terms of room decoration and layout, different room types can be designed to reflect a variety of different

personalities, which is refreshing; For different seasons, different festivals, and different guests, it can also highlight the "home" atmosphere through frequently changing artistic embellishments, such as small gold fish bowls, small bonsais, and small pendants such as wind chimes and Chinese knots; The audio signal of the TV in the guest room is sent to the bathroom, which fully reflects the humanity [1].

2.2. Emphasize the Convenience of Guests

Whether the functional design of the guest room is convenient to use will directly affect the guest's consumption experience. Therefore, when considering the functional design, the convenience of the guests should always be put in the first place, and corresponding innovations can be made on the basis of the traditional design of tourist star hotels. For example, in area lighting, the traditional bedside lamp is changed to a bedside spotlight with adjustable brightness and angle, which not only facilitates guests to read on the bed, but also solves the problems of inconvenient maintenance and sanitation of the bedside lamp in the past; In writing desks and resting areas, while keeping desk lamps and floor lamps as decorative lights, ceiling spotlights can be added; Reading lights are also added in the bathroom. In terms of power control, in order to make it convenient for guests of different ages and different habits, when designing and decorating, you can abandon the traditional method of installing all power switches on the bedside table, and use marked and on-site in all guest rooms. Operable large panel switch, you can set the main lighting control on the headboard, so that its function can be divided into two states with sleep light and without sleep light, and it can also achieve the effect of one-key control of all the lighting in the guest room; According to the characteristics of business guests, a convenient uninterruptible power supply and broadband interface can be installed above the desk; In order to facilitate communication between guests and hotel service staff and visitors, the position of the "Do Not Disturb" and "Please Clean" indicator switches can be adjusted to the door of the room, and the external display screen and the hotel room service center management system will display information simultaneously [2].

2.3. Pay Attention to the Comfort of Guests

Hotel room space, indoor temperature, and bedding are the most direct factors that determine whether guests feel comfortable. Therefore, some innovations must be made in the decoration design and product configuration. For example, in terms of guest room space, the traditional fixed bar can be changed to a movable wine cabinet, and the luggage cabinet can be changed to a folding luggage rack. It is convenient for guests to use, and can provide guests with practical space to the greatest extent; In terms of indoor temperature, a modern room control system can be used to keep the guest room at a suitable temperature at all times; in terms of bedding products, higher-grade Simmons mattresses and elegant cotton fabrics, quilts and pillow cores can be selected. All are guaranteed to be soft,

beautiful, and warm. The pillows are thin and thick, allowing guests to choose at will according to their own living habits.

3. Software Services Should Embody Humanistic Care to Show Individuality

While insisting on standardization, standardization and procedural services, tourist hotels have to pay attention to personalized services in order to adapt to the diversified trend of consumer demand. How can the hotel's personalized service be recognized by consumers? One of the most critical points is to always adhere to the people-oriented principle, focus on the satisfaction of the guests, and lock the connotation of personalized service to meet the differentiated needs of the guests [3].

3.1. Establish a Unique Service Concept and Pursue the Perfect Unity of Standardized and Refined Services

An enterprise without a concept is like a ship sailing in the sea without a compass. As a hotel, in the case of changing customer needs, it will not work if it does not establish its own characteristic service concept. Therefore, hotels must take the establishment of distinctive service concepts as an important part of their sustainable development. What are features? The following sixteen words should be able to better reflect its connotation, that is, "people do not have me, others have my newness, others are new and I am superior, and others are superior and unique." This is the direction we should always stick to. The so-called standardization generally refers to the star-level standard, which is a unified model. However, in actual operation, it is still not enough to do so. We must always meet the different needs of customers in order to satisfy customers. Therefore, we can achieve this goal only by insisting on the perfect unity of standardization and refinement. The so-called refinement, in general terms, is to treat every link of the service process carefully and every step must be in place, otherwise it may lead to the serious consequences of abandoning previous efforts. The so-called details determine success or failure. For this reason, it is necessary to take various forms to train employees in the service concept, raise their awareness of the necessity of fine service, and make all employees fully realize that fine service is an inevitable requirement for the individualization of hotel business activities, and it is the professionalization and professionalization of hotel services. The effective extension of standardization is one of the fundamental elements that make hotel operations always invincible. At the same time, inculcate the new service thinking of "100-1=0" to employees. That is to say, in 100 customer services, once a poor performance caused customer complaints, then the entire service process will lead to failure. To formulate strict management and assessment methods for fine services, incorporate them into the assessment of departments and employees, and formulate assessment implementation rules according to the actual situation of the job, such as requiring room hygiene to be spotless, and bedding suitable for different customer requirements, etc. So that the fine service has the

seriousness and strictness of the system in a certain range, but also has practical operability [4].

3.2. Attentively Capture Customer Needs Information, and Strive to Meet Their Subconscious Requirements

Satisfying the subconscious needs of guests requires that the services provided by the hotel rooms reflect what the guests want, do before the guests think, or even before the guests think, in order to bring the guests material and psychological value-for-money enjoyment. Therefore, in the process of serving guests, hotel room attendants must be good at observing words on the one hand, and think more on the other. Customer service is traditionally said to be a kind of manual labor. In fact, it is not so simple. How the waiter can serve attentively during the service process is the prerequisite for meeting the subconscious needs of the guests. Satisfying the subconscious needs of the guests is actually to solve the problem of advanced service. He requires the room attendant to understand the needs of the guests in a timely manner, and do the service before the guests speak, or even before the guests think about it. This requires the hotel's relevant departments to always pay attention to the detailed recording and sorting of guest history files in order to accurately grasp the information of guests' needs in a timely and accurate manner. The hotel can also use publicity boards, internal publications and other media, as well as case studies, case compilations and other forms to train employees to improve their service skills and skills. At the same time, it can also guide employees to use life experience, media common sense, small guest trends, small talk information and other methods to capture information in the process of service, so as to provide hotel guests with smart services in a timely manner. For example, when a hotel room attendant finds that a certain business customer often uses a computer, he should be aware that the computer generates radiation. Doesn't cactus absorb computer radiation? You should immediately notify the hotel florist to send a pot of cactus, put it next to the guest's computer, and write a simple and warm message. At this time, the guest will be very surprised, he will think how good the humanized service of the hotel is, and he will definitely leave an unforgettable impression on the hotel [5].

3.3. Accurately Grasp the Entry Point of Personalized Service

Personalized services have the characteristics of diversity and uncertainty. Therefore, how to meet the personalized needs of guests, the key is how to find the entry point of the service. The so-called finding points are required to provide a targeted service, providing targeted

services, grasping the key points and key links, grasping the critical points and key links in need, and uses appropriate methods based on objective situations. For example, in March of Yangchun, a distinguished guest came to a hotel in Jiangnan. Although the front desk staff warmly received him, the guest was still sad. Such details are often overlooked, but if we grasp it well, we can find a good entry point. When our attentive waiter found out this detail, after inquiring about it from various sources, it turned out that the customer was not only sick, but also signed a lottery at a Buddhist temple before arriving, so he was in a bad mood [6].

How to do? If our room attendant writes something like this on the good night card when turning down the bed: "Welcome to XX Hotel, hope our service will make you happy. I heard that you are unwell, we are very anxious. Now, Jiangnan is in the rainy season and the climate is changeable. You must pay attention to adding clothes in time, boiling water is ready for you, and you must take the medicine on time! May you have a good mood every day, happy and happy." Wouldn't the frowning guest feel at home at this time?

4. Conclusion

As a hotel manager, if you can always stick to "two hands" in terms of hotel hardware and software, pay attention to humanities, boldly innovate, and demonstrate individuality, why not form the characteristics of hotel guest rooms. In the increasingly fierce market competition, hotels will surely win more room for survival and development.

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