

# Impact of Reinforcing the Social Responsibility of Hotel Enterprises on Corporate Profit Increment

Xiaoming RUAN

*Zhejiang Technology Institute of Economy, Hangzhou ZheJiang, 310018, China*

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**Abstract:** With the increasing openness of market, the operation and management models of hotel industry have gradually been known by consumers and the public. So hotel managers should seriously think about their development ways and the new direction of achievements growth. Currently commitments to wide social responsibility and initiative service for the public have become the main means to develop the profits of hotels. The genuine initiatives to seek improvements of hotel enterprises will not only meet the needs of their own development but also benefit consumers and ordinary people. Besides, it will result in the practical value far beyond original expectations.

## 1 INTRODUCTION

Since ancient times, the hotel industry has experienced the change of function and form again and again. From inns in the earliest times, it has developed into current chains of budget hotels, business hotels, as well as full-functional upscale hotels and with high quality of service, etc. It represents the progressive development of social productivity of human beings. Moreover, it also reflects their constantly updated and different personal enjoyment needs, as well as the developing achievements of science and technology and academic theories to some extent. Nowadays hotel has been an organic integration of the building combining diverse functions of lodging, dining, conference, general services and other functions. By the integration and allocation of different human and material resources, consumers can obtain their required services and hotel managers can also make profits. However, in addition to the responsibility for consumers, hotel managers should also take humane care of the public and bear the responsibilities. This goal can be achieved by undertaking activities beneficial to the society, which is different from other forms of the specific responsibilities, namely corporate social responsibility. Every enterprise in the economic development should take some social responsibilities to return citizens who give invisible supports and help to them and their social environment. When hotel enterprises take active initiatives to undertake the social responsibilities

after serious reflection on their own behaviors in management, they will achieve much more than before.

## 2 STATUS AND CHARACTERISTICS OF HOTEL ENTERPRISES' SOCIAL RESPONSIBILITIES

### 2.1 Public Concerns of Hotel's Security and Sanitation Problems

The whole operation of the hotel includes room service, catering service, conference room service and other forms of service. More and more brand hotels try to provide consumers with convenient and one-stop services in order to best meet specific demands of each customer. However, hotel is a public place where people are featured with big density, strong liquidity and complex identity. Moreover, it is difficult for hotel managers and relevant departments to obtain accurate and detailed personal information, trends and consuming motivation of each customer in the short term. Therefore, hotel managers should pay more attention to the security and strengthen it. It can effectively prevent vicious events by taking some measure such as setting monitors at possible positions, improving the alarm devices of rooms and public, further completing the customer information, etc. These

vicious events include theft, robbery, drug trafficking, prostitution and so on in the hotel. Other safety issues include fire, electric shock, falling cases, jostlement, etc and the resulted injury accidents also often occur in hotels. They may not only do irreparable harm to the customer, but also directly impact on the impression of consumers on the hotels. Furthermore, they may result in the loss of consumer source advantages and cause long-term blow to the hotel management. In addition, housing sanitation and food health of hotels are also very concerning public issues. Because the hotel supplies and food dishes that customers may touch are disinfected by related hotel authorities in collective processing, it will directly result in of large-scale infection or poisoning in case of health problems. In particular, some small hotels with incomplete business licenses and inadequate facility conditions are more prone to health problems mentioned above, resulting in very serious harm to consumers.

## 2.2 Internal Management of Hotel Enterprise Needs to Take More Social Responsibilities

In fact, hotel business and management can not break away from internal employees. Whether they are ordinary staff or senior managers, they will achieve irreplaceable personal values in their job. They are closely linked with their families, relatives and friends, and their specific demands must also reflect the wills of the public to some extent. Therefore, an important way for hotel enterprise to take social responsibilities is to meet the most urgent desires and cope with toughest problems of employees. In particular, in the current highly intensive human resources system, personal ability and work effects will give very significant impact on the overall operation of the enterprise. Hence, there is more important practical significance with staff management. Currently the main internal existing management problems include the public interest loss and warfare loss of employees and so on, which greatly affect employees' enthusiasm for work and threat the stability of the internal staff system. Besides, they can also result in problems like hotel service degradation, employees slacking and even collective strike. They will also further cause serious adverse effects on the internal management, corporate image and social security, etc. So they can not only directly cause public discontents, but also affect the hotel performance, profitability and reputation of the industry, resulting in a series of irreversible consequences.

## 2.3 Hotel Managers Should Enhance Consciousness of Social Responsibilities

In 1924 Shelton put forward the concept of corporate social responsibility, and it has been emphasized in the process of deepening again and again reform in recent years. On December 11, 2014, China Corporate Social Responsibility Forum and the Most Responsible Enterprise Awards ceremony were held in Beijing. Hundreds of guests from various industries and areas of society took part in the discussion of social responsibility issues that people focus on in recent years. They said that nowadays while people are in the pursuit of economic interests, they should think about social responsibility issues from the respective of long term. They cover natural resources and environment, social welfare and social security, public interests and so on. There are many aspects closely related with every citizen's life and they will significantly affect people's living conditions and development way. For example, some social issues involve the safe production and green production of the industrial enterprise, social financing and money management of public welfare institutions and industrial transformation of information technology. For hotel enterprises in the third industry, managers should be more sensitive and keen to find a bellwether of the market, and also actively undertake the necessary social responsibility. Some hotels ignore social appeals and industry management and lack social responsibility consciousness. The reason may lie in that the public information block makes it difficult to obtain the latest information on the superior, or their own small operating cost makes it difficult to bear the additional responsibility and managers' own consciousness, etc. In addition, some hotel managers cannot link corporate social responsibility with enterprise value closely and be aware of the far-reaching impact of taking the social responsibilities. So it is difficult for hotel managers to form a strong sense of social responsibility in daily business and management of hotels, and then it is not easy for hotels to take the initiative to play their positive roles in the whole society.

### **3 INFLUENCES OF ENHANCING THE HOTEL ENTERPRISES' SOCIAL RESPONSIBILITIES ON CORPORATE PROFIT INCREMENT**

#### **3.1 Focusing on Elemental Work and Guaranteeing the Basic Rights and Interests of Consumers**

As to undertaking the social responsibility, firstly hotel enterprises should ensure the quality of the elemental work. After all, to provide the supporting hotel services for consumers is their own work. So hotel managers should further refine job standards and improve service quality based on the original management basis, providing customers with high-quality services in every aspect whether important or trivial. Taking room service for example, managers of housekeeping department should pay attention to the job of cleaning and disinfecting the knitwear. They should make a strict sterilization and packaging transportation after washing stains and dusts according to the national standards and industry-related provisions. They should not omit any steps despite of high costs, complicated procedures and some personal reasons. On this basis, the hotel should also set the link of quality test and make the results come from a fair and open detection in order to ensure the quality of service above the industry standard. When consumers make hotel accommodation or dining services, the most important evaluation and choice criteria is still the basic quality of service. So improving the hotel service quality is prone to cater to consumers' preference, thereby forming a stable and gradually expanding customer groups and gaining greater profit margins. It is a way to bear the social responsibilities to the greatest degree that hotels provide the public with safe, healthy and secure accommodation environment and catering services, so consumers can feel at ease. This excellent self-demanding and high standard of service quality will get good feedbacks through consumers' satisfaction. Then the hotel's brand and image will be well upgraded and its value will also become more abundant.

#### **3.2 Enhancing the Internal Humanized Management and Taking Social Responsibilities Actively**

Hotel managers should take social responsibility step by step, especially facing a large number of management objects and service objects. They should scientifically divide the specific behaviors of taking social responsibility into several proper stages with a plan and purpose, in order to ensure the improvement of business management work on time. As a large organism, the hotel can only operate healthily and effectively with the support of staff. Therefore, necessary human care of the employees can solve some social problems to some certain degree, particularly in terms of employment and livelihood security issues. As to it, the hotel can provide laid-off workers, disabled people, families of soldiers and martyrs with particular jobs to ensure them stable income so that the burden on the social welfare system can be reduced. Managers can also try to set up specific award funding for children's education of staff. For some children excellent in character and learning, they can be provided with support of tuition and living expenses to better finish their studies and continue their further education. These internal humane management and special measures can not only to show the corporate cultures and employee welfares to the staff and the public, but also effectively solve some social problems. Besides, they can also help save social welfare costs and reduce the social burdens for the government and the country. For hotel managers, insisting this internal management model which can benefit the social interests will also make more people understand their corporate culture and brand image. Therefore, they can attract more attention and support from the public. Then people will transform the psychological brand recognition into actual purchase demand and consumer demand, thus making good reputation transmitted into long-term support of consumers. Even in the sluggish consuming market, they can make the most of their comparative advantages.

#### **3.3 Nurturing the Awareness of Social Responsibilities and Optimizing Plan and Image of Enterprise Development**

Hotel managers should pay attention to social responsibilities at any time. Because of the special nature of the hotel industry, its management mode of operation, promotions and specific services can be

directly conveyed to the consumer groups. Customers' social behaviors of hotel selection tendency always keep highly sensible, therefore, the so-called "seeking favorable impression" should be the ignorable focus of each brand hotel. It is a good way to win more trust and preference of customers from the side by adding active commitment to social responsibilities to the hotel development plan. Firstly, hotel managers and the operation departments should keep up with the latest social information, focus on social hot spots and respond the call of government. They should attempt to provide effective supports and helps for the public environment and public interests at their bearable costs. In addition, the development planning of hotels can be added some innovation factors, such as participation in social assistance within its capacity and providing jobs for some homeless people who have the ability to work. They can also respond the national call about environment protection to actively replace the non-energy-efficient products in hotels and reduce the use of disposable items or using new biodegradable materials. Moreover, they can also hold regular public activities to accept the inspection and feedbacks of consumers and to reward consumers who give constructive proposals and so on. These series of activities can ensure the hotel to fulfill their social obligations and commit their social responsibility within a reasonable range. They can not only solve some social problems to a large extent but also meet the development needs of the hotel itself. Apart from these, they can also convey a scientific development concept and a strong sense of social responsibility to the public. With them, they will improve their industry image and make the invisible benefits eventually condense into visible investment and operating earnings. Conscious hotel managers will ensure their own work with high quality and efficiency, and they also actively seek the developing space in their industrial edge areas. On this basis, the enterprise will form unique features and advantages quickly and stably.

#### 4 CONCLUSIONS

Hotel operation and management need a good basic service work, and on this basis managers should take complete exploration of other areas. Corporate social responsibility is one of the important areas that industry and the public focus on in current time. Hence, after hotels upgrade their own services and improve internal staff management, they should understand and analyze social responsibilities

deeply. Only in this way can scientific and effective operation solutions come about. Then hotels' activities about social responsibilities can solve social problems and benefit the public the most timely and effectively. Also corporate profit increments can come true with it.

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