Research on the Green Marketing Path of Hotel in Low Carbon Economy

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Abstract. Establishing a scientific green marketing system can promote the sustainable development of China's hotel industry. According to the requirements of modern hotel environment development and low carbon economy, the paper puts forward series of hotel green marketing strategies such as developing government green policy, implementing green management, constructing green marketing mix and fostering green marketing idea.

Introduction

Since the 19th century, with the rapid economic development of the world, CO2 emissions increased rapidly, leading to global warming. China is a developing country, with China's rapid economic development and rapid emissions of CO2, the Chinese government has a deep understanding of the seriousness of this problem and began from the overall plan to curb and solve this problem. The hotel industry is an important part of China's economic development, in response to the low-carbon economy, the establishment of green marketing system can promote the sustainable development of the hotel industry, establish a good image of the hotel, guide the green consumption of tourism and promote tourism industry structure optimization and upgrading, thus contribute for China's low-carbon economic development.

The Practical Significance of Constructing Green Hotel in Low Carbon Economy

It’s Beneficial for the Hotel Industry to Deeply Practice the Scientific Development Concept

At present, all industries are actively practicing the scientific development concept and making it as the industry development concept. But the long-term extensive economic growth and development is not suited to the scientific development concept, restricting the development of the domestic industry. Therefore, in the new situation, the hotel industry to build green hotel not only meet the scientific development concept requirements, but also is an important measure to build a conservation-oriented and environment-friendly society. To actively create green hotel, promote green consumption and use green products are not only suitable for natural resource conservation, reduce operating costs, but also to effectively enhance the hotel's market competitiveness, improve the hotel's visibility and promote sustainable development. In
addition, the practice of the scientific development concept can also improve the environmental awareness of hotel employees and consumers.

**It’s Beneficial to Reduce Negative Effects of the Global Economic Crisis on Domestic Hotel Industry**

The global economic crisis has become increasingly prominent, seriously impacting the development of China's economy and hotel industry in the country's economic development has also been inevitably affected. The data show that in the first half of 2014, China's hotel industry and catering industry retail sales reached 7982.2 billion yuan, an increase of 27.4%, an increase over the same period in 2013 decreased by five percentage points. Some of China's urban hotel occupancy rate plummeted, and some city-star hotel occupancy rate is less than 40%. Hotel industry development situation is extremely grim. In order to reduce the impact of the global economic crisis on the hotel industry, the hotel industry should accelerate the construction of green hotels. Due to international tourist source is decreasing, it should increase the depth of domestic tourists, while enhancing their service levels to meet different consumption of the different levels of consumption demand.

**The Hotel Green Marketing Path in Respond to Low Carbon Economy**

**Improve the Government Green Policy**

First, to develop and improve the hotel-related standards which should include the sewage standards, carbon valve limit, environmental protection standards in the hotel building construction, the energy efficiency standards in the hotel operations and clear standards of the hotel management for relevant state departments.

Second, to improve the relevant laws, regulations and policy system. Strengthen the supervision and management of hotel management, implementing regular inspection and random checks on the hotel quality according to the corresponding regulatory standards, and combined with the dark investigation to ensure the authenticity and effectiveness of quality checks to curb the negative externalities in hotel management process.

Third, to strengthen technological innovation, establish energy efficiency, energy saving, pollution reduction, emission reduction technology research and development platform and mechanism which include research institutes, governments and enterprises, accelerate the development of energy conservation, environmental protection, resource recycling technology research and development to improve technical level and form strong technical support and protection for the hotel green management.

**Implement Green Management**

First, to establish the green management principles in hotel production and management process. This requires the hotel build and adhere to "5R" green management principles in production and management process. Research principle is the requirements that we should not meet the existing technology or process and continuous innovation, creating better management hardware or software conditions and more low-carbon, green product system. Reducing principle is to minimize the use quantity of energy and raw materials without affecting the hotel operators and the interests of consumers. Reusing principle means to increase the number of times the use of some items without reducing service standards and does not affect the interests
of consumers to reduce waste. Recycling principle means some materials can be recycled to save costs to improve the interests through the development and introduction of advanced technology. Replacing principle is using alternative materials to produce products without reducing the degree of consumer satisfaction to reduce waste of resources and threat of pollution.

Second, to strengthen green technology research and development and strengthen the transformation of green facilities and equipment. This includes three aspects: First, strengthen green technology research and development, innovative production processes and change the production process so that production and operation process pollution reduction, emission reduction and energy saving. Second, transformation of facilities and equipment, including technology-based lighting system, air-conditioning system, water pump fan frequency control system, coal stove for the hot water pipeline system, water use system based on recycling and pollution reduction technology, boiler and liquefied gas furnace transformation system based on emission reduction and pollution reduction technology, these can significantly save energy and resource consumption. Third, innovative building systems, especially green building decoration materials, such as the room decoration materials is non-polluting, no noise, low energy consumption and conservation, furniture should avoid the use of harmful chemical synthesis board, plastic or wallpaper and so on.

Cultivate and Establish Green Marketing Concept

First, improve the green awareness of internal staff and form green culture of the organizations. Hotel culture and the general sense of the staff determine the hotel marketing methods and results. To cultivate green culture is to make the organization realize the importance of environmental protection, saving resources and energy, reducing pollution and reducing emissions, learning systematic thinking, pursuing social sustainable development and unity among enterprises economic efficiency, social benefits, ecological benefits and consumer benefits.

Second, guide consumers green consumption through promotion and improve their green consumption consciousness. Hotel consumers are the ultimate link in realizing the value of hotels, and guide them to green consumption and improve their green consciousness an important link for the hotel to realize green marketing. This requires the hotel friendly reminder customers of green consumption according to the actual needs of them and supply consumer goods in the hotel which reflect green meaning. On the other hand, hotel can guide consumers enter the community and participate in various social and environmental protection activities to carry out the relevant green advertising, enhance green consumer awareness of the existing and potential consumers, guiding their green consumption.

Construct Green Marketing Mix

First, develop green prices. Price is an important means to regulate the market, to establish green price mechanism can make green marketing healthy development. In addition to the original cost factors, the cost of green products also includes ecological environment cost. Environmental costs means the enterprises pay the environmental costs in order to maintain the social-economic and ecological environment coordinated development, such as "waste" treatment costs, the introduction of environmental technology and equipment costs, technological transformation and installing environmental protection equipment cost in order to avoid environmental pollution and ecological damage, etc. The price of green product should
reflect the value of resources, technology value, environmental cost or environmental compensation. The price mechanism should adjust its consumption structure and guide its scientific, reasonable and healthy green consumption.

Second, carry out green promotions. This need the hotel promote green products to consumers through the marketing staff, explaining its green features, preaching modern ecological environment and healthy lifestyle trends to stimulate consumer desire and improve the public's green consciousness, strengthen the green image of the enterprise and enhance the green marketing of the hotel social foundation.

Summary
The establishment of green hotel in low carbon economy has a long way to go. In addition to the above-mentioned path to build green marketing, the government also need to formulate appropriate safeguards from the economic policy in order to achieve the smooth development of green hotel. For example, through the implementation of government incentives and tax incentives, supervision and encourage the hotel industry to establish a business sense of resource conservation, production of green products and create a green consumer environment. As a result, not only effectively reduce the operating costs of the hotel investment, but also won the economic support of government, this is great significant for the hotels.

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