

**THE SUSTAINABLE DEVELOPMENT OF
HOTEL BUILDINGS IN CHINA**

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THE SUSTAINABLE DEVELOPMENT OF HOTEL BUILDINGS IN CHINA

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**A project report submitted in partial fulfillment of the requirements for the
award of Master of Sustainable Construction Management**

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April 2023

DECLARATION

I hereby declare that this project report is based on my original work except for citations and quotations which have been duly acknowledged. I also declare that it has not been previously and concurrently submitted for any other degree or award at UTAR or other institutions.

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APPROVAL FOR SUBMISSION

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ACKNOWLEDGEMENT

I would like to thank everyone who contributed to the success of this project. I would like to express my gratitude to my research director, Tan Seong Yeow. I would like to thank Tan Seong Yeow for his valuable advice, guidance and great patience throughout the development of my research. Besides that, I would also like to thank my moderator Dr. Khor Soo Cheen for his suggestions to improve the report.

In addition, I would like to thank my loving parents and friends who helped and encouraged me to complete my studies and final report. Without the above mentioned people, I would not be able to continue my studies. Thanks again to them.

THE SUSTAINABLE DEVELOPMENT OF HOTEL BUILDINGS IN CHINA

ABSTRACT

In China, the issue of sustainable themed hotel is critical due to market competition locally and internationally. The management and customer are still lacking in awareness of the issue of sustainability yet the national regulation requires the industry to be green and conserve resources in terms of development design, maintenance requirements, resource use and waste discharge, and management awareness that affects business costs and ultimate profitability. The aim of the study is to determine the sustainable factors for the theme hotel industry. The research objective are to identify sustainability programs are being conducted by hotel management to instill awareness in the organization to remain competitive, to analyze the sustainability factors critical for theme hotels and to distinguish if being sustainable attracts customer loyalty and hotel branding. The research method utilizes a case study of a franchise brand hotel 'Shuxiangmendi' where an interview is carried among the management team, staff and customers across three different hotel branches located at Suzhou, China. The results are coded and themed in Excel format. The conclusion of the study indicates that continuous and standardized training is needed for staff awareness on sustainability. This needs to be followed up with an evaluation exercise of their performance in relation to the hotel policies regarding environmentally friendly resource, utilization, conservation and pollution control especially in regards to food waste, water and electricity monitoring and waste control behaviors. This occurs in a lack of supportive government policy that is prescriptive and punitive in nature. However, customers are satisfied and loyal to the brand due to its sustainability efforts.

Keywords: Theme hotel, sustainability management , green building, customer satisfaction

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CHAPTER 1

INTRODUCTION

1.1 Background for the Study

The competition in China's theme hotel industry is fierce, although in many cases, this is a short-term competitive strategy rather than a long-term strategy. What matters is the price, not the service. This cruel competition is not conducive to the long-term sustainable development of the industry. The concept of sustainable development should be included in the important agenda of theme hotel management, especially for some high-end theme hotels, because the source of customers brought by low room prices can not meet the profit demand of supporting facilities of theme hotels. In addition, due to the epidemic situation, hotel operation continues to be under pressure, and the supply side of the industry accelerates to clear. The stock of domestic hotels will decline from 2020 to 2021. In 2021, the number of hotels in China will reach 252000, a year-on-year decrease of 9.68%. According to the 2022 China Hotel Industry Development Report jointly released by the China Hotel Association, the School of Tourism Science of Beijing Second International Studies University and Shanghai Yingdie Enterprise Management Consulting Co., Ltd., in 2021, the number of hotel rooms in China will be 13.47 million, a year-on-year decrease of 12.13% (China Economic Industry Research, 2022). Therefore, the concept of sustainable development should be included in the important agenda of theme hotel management. The implementation of the concept of sustainable development can improve the market competitiveness, which is why the comprehensive development of sustainability is very important.

1.2 Problem Statement

As China's economic pressure continues to increase, the development of theme hotels has encountered unprecedented difficulties, and the profits of hotels are getting smaller and smaller. On the contrary, the competition of hotels is becoming more and more intense, especially the theme consumption hotels are facing the bottleneck of operating difficulties. According to relevant statistics, the average life expectancy of theme hotels in my country is 3.7 years, and the profit margin of hotels is far lower than the average value of developed countries (Lu Yan, et al., 2015). Therefore, if the theme hotel enterprises want to be invincible in the fierce competition, they must take the road of sustainable development. The problem with the unsustainable development of the current Chinese theme hotel market lies in the lack of awareness of the principles of sustainable development in terms of development design, maintenance requirements, resource use and waste discharge, and management awareness that affects business costs and ultimate profitability.

1.3 Aim and Objectives

The aim of the study is to determine the sustainable factors for the theme hotel industry.

Objective 1- To identify sustainability programs are being conducted by hotel management to instill awareness in th organization to remain competitive.

Objective 2- To analyze the sustainability factors critical for theme hotels.

Objective 3- To distinguish if being sustainable attracts customer loyalty and hotel branding.

1.4 Research Questions

1. How does management promote the awareness of sustainability principles in its hotel management to remain competitive?
2. What are the priority factors emphasised by the management in achieving sustainability?
3. How does sustainability practices by the hotel attract customer loyalty and product branding?

1.5 Study limitations

The limitations of this study include: the research method only adopts qualitative research method; the sample interviews are only consumers, higher management, lobby managers, security personnel, employees, etc. of the Shuxiangmendi Theme Hotel in Suzhou, Jiangsu Province, China, and no other Shuxiangmendi Hotel and other themed hotels in the province; the theme hotel type is only the Shuxiangmendi themed hotel with the Chinese Wu culture as the background; the sustainable standard research is only the green standard in China, and the international ISO standard only slightly improves and without elaboration.

1.6 Significance of study

In the 1990s, the world entered the "environmental protection era". The arrival of the green era has had a huge impact on the development of the world economy. As a public place for consumption and entertainment, hotels occupy and consume a large amount of natural resources, discharge a large amount of waste materials and The generation of a large amount of noise pollution is inevitable. With the gradual arrival

of the green age, people pay more and more attention to resources and environmental protection in the process of production and consumption. Creating green hotels has become an inevitable trend and a natural choice in the hotel industry (Baidu Library, 2022).

The sustainable development of the hotel industry can be realized through the construction of green hotels. Creating a green hotel is a micro approach to realize the sustainable development of tourism, and creating a green theme hotel can realize the sustainable development of the hotel itself. Green theme hotels will effectively save energy, enhance competitiveness, and reduce hotel operating costs. This will conform to the new trend of consumption, help the hotel industry expand its market share, and help the hotel establish its good corporate image and create a good reputation. Environmental problems are directly related to the cost of operating the hotel, and proper management can reduce and reduce the cost of the hotel (Baidu Library, 2022). Due to the safety, environmental protection, health and sustainable concepts advocated by green theme hotels, they are welcomed by more and more green consumers, so they are in an advantageous position in the future competition.

In short, sustainable building management is a key factor in all activities of theme hotels. If you choose reasonably, you can get twice the result with half the effort, otherwise you will get twice the result with half the effort. This study hopes to help themed hotels determine sustainability factors and take the first step towards green themed hotels.

Every hotel hopes to "live a long life" and hope to extend the life cycle as much as possible (Wang Xuebin, 2007). May the sustainable principles, factors and practices described in this study be helpful to the sustainable development of hotels.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter includes the connotation and characteristics of the theme hotel; sustainable rating, hotel certification, sustainable development legislation; management plan to promote sustainable development awareness - training, marketing, green management, etc.; sustainable factors - resource utilization (resources, water, material , food, waste and pollution emissions), facility management: design and its maintenance in relation to the local society, economy and environment; how to retain employee and customer loyalty for sustainable long-term development.

2.2 Connotation and characteristics of theme hotels

2.2.1 The connotation of theme hotel

Zhang Guan (graduated from the Central Academy of Fine Arts, a famous painter of the China Printmakers Association) believes that a theme hotel refers to a hotel that develops around a specific theme in terms of construction, decoration, environment creation and service management, and spreads a unified cultural concept to the outside world. , showing a unified cultural image. Theme hotels use this theme to create distinctive cultural divisions to attract various departments, so that customers

can get a spiritual experience while receiving services (Zhang Wan, 2006). Liu Yun (graduated from the Directing Department of the Central Academy of Drama, is a well-known contemporary writer, screenwriter, and director in China) believes that: theme hotels provide customers with accommodation, catering, The basic place needed for recreational activities. It creates the operating atmosphere of the hotel around the established theme, reflects a specific cultural division, provides subjective services, and allows customers to obtain personalized cultural experience(Liu Yun, 2006). Thus summarizing the basic definition of theme hotels: theme hotels are built and decorated around a certain theme, and provide customers with accommodation, food, entertainment, etc., aiming to bring fun and high-level entertainment to customers. Experience, so that customers can get a kind of spiritual enjoyment while receiving services.

2.2.2 theme hotels in China are divided into different types according to different standards

According to the theme content and material selection of the hotel, China's theme hotels are divided into natural scenery hotels, such as Hangzhou Luyu Mountain Villa, Xishuangbanna Tree Hotel; historical and cultural hotels, such as Jingchuan Hotel in Chengdu, with the theme of the Three Kingdoms culture; The first themed hotel, Shenzhen Venice Hotel, is packaged with the city atmosphere of Venice. It uses many architectural elements that can reflect the culture of Venice, and fully demonstrates the Mediterranean style and Venice water city culture (Ma Yanran, 2009). It was successfully established in 2003 The Shuxiangmendi chain theme hotel with Wu culture as the background and independent intellectual property rights; celebrity cultural hotels such as Xizi Hotel, because Mao Zedong stayed here 27 times, Chen Yun came here to recuperate every year from 1979 to 1990, and Ba Jin also stayed here During this long-term recuperation, the Chairman Building, Chen Yun Suite and Baquan Suite were launched, and their favorite items and decorations were kept in the rooms (Xinjiang University of Finance and Economics, 2022); artistic characteristic hotels such as Xiamen Music Island Hotel are the only ones in

Fujian Province with A characteristic hotel with a strong music color, and Jingdezhen blue and white theme hotel, with special blue and white porcelain as decoration elements, elegant and warm style, full of strong local characteristics, etc. (Baidu Library, 2022). According to different functional types, they are divided into business-themed hotels such as White Swan Hotel in Guangzhou, Jinan Yuquan Senxin Hotel, etc.; scenic-themed hotels such as Jiuzhai Paradise Hotel in Jiuzhaigou Scenic Area and resort-themed hotels such as Chimelong Wild in Guangzhou, China. The Chimelong Hotel next to the Animal World and numerous seaside resort-themed hotels in Hainan (Baidu Library, 2022).

2.2.3 characteristics of theme hotels

As a special type of hotel, themed hotel has the characteristics of cultural distinctiveness, profound connotation, aesthetics of expression, and professionalism of employees.

2.3 Sustainability Ratings, Hotel Certification, Sustainability Legislation

2.3.1 Chinese hotel sustainability legislation and sustainability rating

2.3.1 China's sustainable legislation and sustainable ratings for hotels include "Green Hotel Rating Regulations" (SB/T10356-2002) (China Hotel Association, 2002), "Green Tourism Hotels" (LB/T007-2015) (National Tourism Administration of the People's Republic of China, et al., 2015), "Green Hotel" (GB/T21084-2007) (Department of Commercial Reform and Development, Ministry of Commerce of the People's Republic of China, et al., 2007). National standards are formulated based on commercial industry standards, tourism industry standards, and other local standards. Since the issuance of national standards, commercial industry standards have been abolished, but the evaluation of green hotels based on tourism industry standards is still in progress (Luo Dongxia and Li Chunying, 2013) .

1. "Green Hotel Rating Regulations" (SB/T10356-2002) (China Hotel Association, 2002).

Purpose: This standard stipulates the requirements that hotels, guesthouses, resorts, restaurants, restaurants, restaurants and other enterprises that apply for "green hotel" review should meet.

This standard is drafted by the China Hotel Association. Green hotels are divided into five levels: A, AA, AAA, AAAA, and AAAAA, with AAAAA being the highest level. Ginkgo leaves with Chinese characteristics are used as symbols respectively.

(1) Grade A

It means that the hotel complies with national laws and regulations on environmental protection, sanitation, safety, etc., and has begun to implement some measures to improve the environment, and has made time commitments on key environmental principles.

(2) AA grade

It said that the hotel has made certain efforts in providing green services for consumers and reducing the impact of business operations on the environment, and has achieved initial results.

(3)AAA level

It means that through continuous practice, the hotel has made fruitful progress in terms of ecological protection and rational use of resources, and is in a leading position in the industry in the region.

(4)AAAA level

It means that the hotel's services and facilities have been highly recognized by the society in the practice of improving ecological benefits, and it has continuously put forward new innovations, and it is in the leading position in the domestic hotel industry.

(5) AAAAA level

It means that the ecological efficiency of the hotel is in the leading position in the world hotel industry, and its various measures of continuous improvement have been adopted and imitated by hotels at home and abroad.

2. "Green Tourism Hotels" (LB/T007-2015) (National Tourism Administration of the People's Republic of China, et al., 2015)

Purpose: This standard is designed to provide guidance for creating green tourist hotels and implementing environmental management. And provide practical suggestions on creating green tourism hotels, implementing and strengthening environmental management.

Approved by the National Tourism Administration, "Green Tourist Hotel" is the tourism industry standard. This standard was proposed by the National Tourism Administration, released on December 23, 2015, and implemented on February 23, 2016.

Green Hotel: A hotel that takes sustainable development as its concept, adheres to clean production, maintains hotel quality, advocates green consumption, rationally uses resources, protects the ecological environment, and assumes responsibility for the community and the environment.

Green hotels are divided into two grades: gold leaf level and silver leaf level.

Gold Leaf should have:

(1) The hotel establishes a green management organization and forms a management network;

(2) Consciously abide by national laws and regulations on energy conservation, environmental protection, sanitation, epidemic prevention, and planning;

(3) Install water, electricity and gas meters by region and department, and have a complete statistical ledger;

(4) Boiler installation of dust removal treatment equipment;

(5) The oil fume purification device is installed in the kitchen and is operating normally;

(6) The sewage treatment facilities are complete or connected to the urban sewage pipe network, and the waste water exceeding the standard is not directly discharged into natural environments such as rivers;

(7) After the hotel is newly built or rebuilt, the indoor air quality shall comply with GB50325. For restaurants in operation, the indoor air quality should comply with GB/T18883. (LB/T007-2015, 2015)

(8) Do not process and sell foods that use wild protected animals as raw materials;

(9) No major environmental pollution accidents and no environmental complaints within one year;

(10) Achieve 240 points or above in Appendix A "A.2 Assessment Item Checklist".

Silver Leaf should have:

(1) The hotel establishes a green management organization and forms a management network;

(2) Consciously abide by national laws and regulations on energy conservation, environmental protection, sanitation, epidemic prevention, and planning;

(3) Install water, electricity and gas meters by region and department, and have a complete statistical ledger;

(4) Boiler installation of dust removal treatment equipment;

(5) The oil fume purification device is installed in the kitchen and is operating normally;

(6) Do not directly discharge excess waste water to natural environments such as rivers;

(7) Do not process and sell food that uses protected wild animals as raw materials;

(8) There have been no major environmental pollution accidents and no environmental complaints within one year;

(9) Achieve 180 points or above in Appendix A "A.2 Assessment Item Checklist".

3. "Green Hotel" (GB/T21084-2007) (Department of Commercial Reform and Development, Ministry of Commerce of the People's Republic of China, et al., 2007).

Purpose: Saving resources, protecting the environment and providing safety and health services are the directions for the harmonious development of the hotel industry. This standard is formulated to guide hotels and restaurants to develop green service products and market green consumption environments.

Green hotels are divided into five levels: one-leaf, two-leaf, three-leaf, four-leaf, and five-leaf Logo. Use one to five leaves to represent one to five levels of Chinese restaurants. The five-leaf level is the highest level)

Green hotels are divided into five grades according to the different degrees of results achieved by hotels in saving resources, protecting the environment, and providing safe and healthy products and services. Please refer to Appendix A for details on the green hotel evaluation rules.

Five-leaf level is assessed by the Office of the National Green Hotel Working Committee (hereinafter referred to as the national assessment structure), and four-leaf level and below are assessed by the green hotel working committees of provinces, autonomous regions, municipalities directly under the Central Government, and cities under separate state planning (hereinafter referred to as provincial-level assessment agencies). National Green Hotel Working Committee for the record.

This standard is applicable to restaurants engaged in business operation. Catering enterprises can refer to the relevant provisions.

The full score of the evaluation standard is 300 points. Hotels with a score of 280 points or more are rated as five-leaf level green hotels; hotels with scores of 250 points (including 250 points) are rated as four-leaf level green hotels; Hotels with 220 points (including 220 points) are rated as three-leaf green hotels; hotels with

scores of 200 points (including 200 points) are rated as second-leaf green hotels; Leaf-level green hotel.

Through the comparative analysis of three domestic green hotel standards, it can be found that the national standard for green hotels focuses on green guest rooms, green catering and green design, and has quantitative assessment rules. The assessment grades from level one to level five are more reasonable, adding specific process specification clause is the improvement of the industry standard of green hotel tourism. From the perspective of the detailed rules of the green hotel standard, China's national green hotel standard has included all the key elements of the hotel's green management (Luo Dongxia and Li Chunying, 2013). However, China's current national standards for green hotels only have quantitative assessment rules, and there is still a lack of qualitative descriptions of standards at all levels, and China's certification agencies are government-led (Baidu Library, 2022). Therefore, in the future, China's green hotel certification should involve more independent third-party certification bodies with professional quality in green hotel operation (Luo Dongxia and Li Chunying, 2013).

2.3.2 Hotel ISO certification

ISO is the abbreviation of the world's largest International Organization for Standardization. It was established on February 23, 1947, and its predecessor was the "International Federation of Standardization Associations" (ISA for short) established in 1928. The members of ISO are composed of national standardization organizations from more than 100 countries in the world. The national organization representing China to participate in ISO is China State Bureau of Technical Supervision (CSBTS). ISO has close ties with the International Electrotechnical Commission (IEC), and China's national agency participating in IEC is also the State Bureau of Technical Supervision (Zhihu, 2019).

ISO is an industry standard certification standard. Only through the ISO "quality, environment and health" three-system certification can it be recognized by more customers and consumers.

ISO9001: quality management system, specifically for the quality management of enterprises, the first choice for bidding, and many large customers require enterprises to have this. ISO14001: Environmental management system, aiming at the production environment of the enterprise, sewage discharge, energy saving and environmental protection, the enterprise has achieved the concept of green energy saving and environmental protection through passing it. ISO18001 is now changed to 45001: Occupational Health and Safety Management System. Aiming at the health and safety of the employees of the enterprise, the enterprise effectively guarantees the safety of employees by explaining that the safety precautions have been improved, and timely discovers and investigates potential safety hazards. (Zhihu, 2020) These three systems are a comprehensive quality management system with full participation, overall control, and continuous improvement. The core is to meet the explicit or implicit quality requirements of customers as the standard.

The documented system stipulated by it has a strong binding force. It runs through the entire process of the quality, environment, and occupational health and safety management system, so that all links in the system are linked, supervised and promoted each other. Any disconnection or failure may directly or indirectly affect other departments or other links, or even affect the entire system.

In China, currently ISO9001, ISO14001, and ISO45001 are the three voluntary certification projects that hotel companies do most. As an important part of the service industry, the hotel industry is facing challenges brought about by increasingly fierce competition on the one hand. The focus is on these three sets of standards. In recent years, many hotels in my country have passed the certification of these three ISO systems, and initially formed a relatively strong concept of customer service and continuous improvement, which is conducive to the sustainable development of hotels.

ISO9001 quality management system, ISO14001 environmental management system and ISO45001 occupational health and safety management system, all three

system standards have requirements for internal audit, but the regulations are not completely consistent.

- (1) The internal audit time is different: the ISO9001 quality management system standard requires a planned time interval; the ISO14001 environmental management system standard requires a planned time interval; the ISO45001 occupational health and safety management system standard requires regular occupational health and safety management system audits , therefore, the review cycle should be clarified.
- (2) The requirements of the three systems are different: the quality system must meet the requirements of quality management and customer satisfaction, the environmental management system must obey the needs of many related parties, especially the requirements of laws and regulations, and the occupational health and safety management system should pay attention to the internal employees of the organization. Personal rights.
- (3) The ISO9000 standard is a commitment to customers; the ISO14000 standard is a commitment to the government, society and many related parties (including shareholders, lenders, insurance companies, etc.); ISO45001 is a commitment to employees and society and other related parties.

Enterprises applying for ISO9001 quality management system certification, ISO14001 environmental management system certification, and ISO45001 occupational health and safety management system certification need to prepare the following materials:

- (1) A copy of the business license of the enterprise and a copy of the qualification certificate;
- (2) The verification report of the enterprise's measurement and testing equipment;
- (3) The employment certificate of the special post;
- (4) Level 1, 2, and 3 documents including quality manual and program documents;
- (5) Information on supply and marketing of the enterprise; information on human resources of the enterprise;

- (6) Company profile and number of existing employees;
- (7) Management review, internal audit, satisfaction and other information. (Zhihu, 2020).

2.4 Management plans to promote sustainability awareness

2.4.1 Human resources training

1. Strengthen the implantation of theme hotel culture in training. The theme hotel corporate culture construction should highlight the role of employees' awareness and concepts in the survival and development of the hotel, pay attention to the main role of employees, coordinate interpersonal relationships, achieve the best combination, and form the largest overall force of the hotel. Strengthening the theme hotel culture in the training can effectively promote the development of the training work, enhance the trust, understanding, emotion and communication between the hotel and the employees, promote the development of the hotel and the employees themselves, and maintain and develop the creativity of the employees. While training employees on business skills, strengthen the training of employees' theme hotel culture, so that employees have a strong sense of identity and belonging to the hotel, so that their values and work goals tend to be consistent, and then form a stable team spirit (Wang Yu, 2012). This is the fundamental way to improve the service quality of the theme hotel and keep the hotel strong and sustainable.

2. Strengthen the evaluation of training effects. The evaluation of theme hotel training effect can be done from four aspects. The first is to pay attention to the responses of the employees who participated in the training, and mainly evaluate whether the participants are satisfied with the theme, content, form, progress, environment and facilities of the training. The evaluation methods can be observation, interview, opinion consultation, and sample survey. The second is to test the knowledge of the trainees. It mainly evaluates whether the trainees have mastered the methods and skills taught in the training. The assessment methods include written examinations, practical operations, and symposiums. The third is to investigate the

behavior of the trainees, mainly to evaluate whether the work behavior of the trainees has changed after returning to work, and whether the work performance has improved. The evaluation methods include behavior observation, job performance evaluation, all-round interviews, employee skill competitions, etc. . The fourth is to measure the effectiveness of the training project, combining the evaluation of the training project with the improvement of the performance of the theme hotel. The evaluation method is determined according to the method of hotel performance evaluation and performance evaluation. necessary qualitative analysis (Wang Yu , 2012).

2.4.2 Vigorously develop green marketing

Green marketing is an important path to realize the sustainable development of theme hotels. The implementation of green marketing can publicize the business philosophy and characteristics of theme hotels, so that more people can realize the benefits of green theme hotels and ecological theme hotels. Therefore, theme hotels should vigorously develop green marketing. First of all, theme hotels should use the Internet to build hotel portals, promote hotel theme features, and actively carry out online order services; secondly, build a hotel brand to achieve brand marketing, and then drive the sustainable development of the hotel (Wang Fang , 2020). In addition, theme hotels should actively promote joint marketing, establish cooperation with other hotels, and make full use of the advantages of other hotels to make up for their own disadvantages, so as to realize resource sharing and save hotel operating costs.

2.4.3 Deepen the implementation of hotel green management

Hotel managers must fully understand the importance and urgency of sustainable development of theme hotels from a strategic height, and recognize that the ecological environment and natural resources are the foundation of human survival

and development, so as to continuously enhance their sense of social responsibility and mission. In order to implement the manager's green business philosophy and realize the hotel's goal of greening, the hotel must form specific rules and regulations to virtually regulate the behavior of employees, so that they abide by the rules and regulations, and gradually establish and strengthen green awareness and concepts. At the same time, theme hotels should carry out all-staff training to cultivate green employees, so that employees have green awareness, establish green marketing concepts, and realize green services. For example, the Hong Kong ISL Hotel established a "Green Committee", set up full-time environmental management personnel, EMS managers and ISO14001 supervisors, through continuous training for all staff, repeatedly emphasized the significance of the hotel's green plan, cultivated employees' awareness of green management and operation, and taught For the content of the EMS system, there is a handbook of green travel instructions (Chen Jing , 2011). In terms of theme hotel marketing, it is necessary to pay attention to doing a good job in green publicity, advocate the concept of green consumption, and cultivate the public's positive and correct concept of green consumption, so that it can become the basic driving force for the concept of circular economy. For example, many hotels in Australia offer preferential room rates to guests who support environmental protection. In addition to this method is worth learning, they can actually give guests fruits, etc., to encourage and support guests' environmental protection actions (Chung,LH and Parker,LD, 2008).

2.4.4 Improve consumers' awareness of green consumption

The sustainable development of theme hotels also needs to rely on the support of consumers. If consumers do not cooperate with the green management of the hotel, it will inevitably hinder the sustainable development of the hotel. Therefore, it is very important to improve consumers' awareness of green consumption. In the process of promoting sustainable development, hotel companies should increase publicity, improve consumers' awareness of green consumption, and encourage consumers to join in the construction of green-themed hotels and ecological-themed hotels (Wang

Fang , 2020). In addition, the hotel can also take some incentive measures to mobilize the enthusiasm of consumers to participate in the construction of green-themed hotels and ecological-themed hotels. Measures can allow more people to cooperate with the hotel's green management, and then better achieve green development.

2.4.5 Financial and Economic Incentives Program

In order to encourage environmental renovation and construction awareness of green buildings in hotels, many governments, agencies and organizations around the world have developed various financial and economic incentives. These incentives include tax breaks, direct grants, and newer concepts such as reduced insurance premiums and funding for the development of sustainable development projects.

2.4.6 Obtain support plan for government policies and regulations

Currently, environmental regulations for the hospitality industry mainly focus on the following areas: water management, handling of hazardous materials, and sanitation and safety. But the future legislative process will involve many aspects such as hotel design, construction and operation. Product life cycle assessment (from the extraction of raw materials to the environmental impact assessment of waste degradation) as a development management policy has also been accepted by hotel operators, especially in the EU region. Hospitality practitioners will need to monitor legislation at the national and local levels to properly plan for operating practices and associated capital expenditures that may be required in the future. Hospitality practitioners will need to monitor the legislative process at the national and local levels in order to more rationally plan for the operating practices and capital investments that may be required in the future, thereby raising awareness to achieve sustainable development (Yang Ge, 2017).

2.5 Sustainability factors

2.5.1 Resource Utilization

1. **Energy.** Energy consumed in hotel operations includes heating, ventilation and air conditioning (HVAC), lighting, cooking fuel, and various electrical needs. From a facility management point of view, the main issue is to reduce the intensity of energy use, which can be done through building engineering-based technologies. The energy-saving measures in the hotel lobby area mainly include lighting renovation, minimization of power plug load and sealing of the top of the building. Major energy-saving measures in the operational area include improved equipment and equipment scheduling, rigorous sensor calibration, elimination of simultaneous heating and cooling, and regular maintenance of building ventilation. In addition, advances in the latest renewable energy technologies (including solar, geothermal and wind power, etc.) have also enabled these alternative energy sources to be widely used in hotel facilities, thereby reducing costs and bringing economic benefits (Yang Ge, 2017).
2. **Water.** Water consumption in hotels is similar to domestic water needs (including restrooms, F&B, laundry rooms), and water treatment facilities (including HVAC, garden irrigation, cleaning and maintenance). In some cases, hotels also collect and treat wastewater or stormwater, such as greywater systems that allow hotels to take water from washroom sinks or sinks and use it to flush toilets or irrigate gardens. Current major water conservation measures include renovations to hotel fixtures, less frequent linen and towel washing, HVAC and plumbing improvements, and the use of rainwater harvesting and irrigation systems (Wang Ting, 2022).
3. **Waste.** Waste generated by hotels includes industrial waste from construction works and renovations, daily consumables (such as paper, toner, and batteries), durable goods (such as furniture, office equipment, and electrical appliances), food waste, hazardous substances (such as cleaning solvents and fluorescent bulbs). There are a number of ways hoteliers can reduce, reuse and recycle waste

to reduce processing and transportation costs. A growing number of providers are now also offering waste treatment services, which process waste into alternative energy sources such as natural gas or biodiesel and sell it to hoteliers at low prices.

4. **Materials.** The green building materials used in the buildings of the theme hotel do not use materials containing chemical substances and materials for bonding and decoration. The coatings, fillers, sealants, adhesives, floor coverings, wall coverings and furniture in the room will emit VOC, that is, "volatile organic compounds". The impact of VOC on human life is compared to passive smoking, and even Make occupants suffer from "building syndrome", or cause allergies or cancer, which requires that green rooms should use non-polluting "green decoration materials" and low energy consumption, saving non-renewable resources, and "ecological decoration" that is conducive to ecological balance Material". The floor of the guest room should be made of unprocessed floor materials or natural stone. The production of furniture should avoid the use of chemically synthesized boards, plastic boards or wallpapers that may cause allergic reactions, and unprocessed wood and glass products or bamboo and rattan products can be selected. As for the decoration of the kitchen, non-polluting materials such as ceramic tiles, stainless steel or glass can be used. Even if compound materials are used as decorative materials, the VOC content should be controlled. According to the measurement, the VOC content in the room is less than 3 millimeters per cubic meter, which will not cause harm to people. In addition, guest rooms should use green products, such as natural fiber, cotton, linen products, green stationery, green small refrigerator, etc. (Baidu Library, 2022).
5. **Food.** The main products of the theme hotel are the dishes and drinks provided by the catering department. The quality characteristics and attributes of food, namely: "no pollution, no pollution, safety, high quality", can be eaten with absolute confidence. An effective sustainable approach is for hotels to cooperate with rural areas to establish green agricultural bases and require them to produce various organic foods using "organic farming" farming methods.

6. Pollution emissions. The sustainability of environmental protection is reflected in China's signing of the Copenhagen Emission Reduction Agreement. From a macro perspective, all walks of life will reduce environmental pollution. The aspects of the hotel industry that put pressure on the environment mainly include energy consumption (emission reduction), detergent and garbage disposal (pollution reduction), etc. Therefore, China's domestic requirements for environmental protection are promoting environmental sustainability. For example, hotels in cities have basically eliminated coal-fired boilers and replaced them with gas-fired boilers and direct-fired engine systems. Depending on the region, local governments also have incentive policies for energy conservation and environmental protection. For example, the Binhai New District of Tianjin Municipality in my country has many preferential policies for enterprises in this regard, such as subsidizing equipment renovation and setting up energy conservation and emission reduction bonuses. Hotels are also benefiting from the promotion of environmental sustainability, such as energy saving through the cooperation of air-conditioning inverters; setting up environmental protection labels to allow guests to participate in environmental protection, thereby reducing washing costs (Wang Yu and Liu Yue, 2012).

2.5.2 Facilities Management

2.5.2.1 Design method of hardware facilities of theme hotel

(1) Site selection and layout of themed hotel buildings

The hotel is an important place to provide entertainment and rest for passengers. It has high requirements on the environment. At the same time, due to the characteristics of the hotel building, it has a direct and serious impact on the construction environment. In this regard, in the site selection process of the theme hotel, it is necessary to comprehensively examine the surrounding environmental conditions and the impact of relevant factors on the hotel building, including the surrounding traffic conditions, natural environmental conditions, geographical and landform conditions, animal and plant community conditions, etc., combined with

specific characteristics Make reasonable plans. For the architectural layout of the theme hotel, it is necessary to consider the volume of the building on the basis of considering the surrounding environment, resolve it according to the geographical environment of the site, and divide the building volume into zero, so that the building and nature can be integrated and coordinated, and the hotel building should be weakened The negative impact on the natural environment improves the overall quality of the theme hotel building (Liu Zhao , 2020).

(2) Energy-saving thermal insulation design of theme hotel buildings

The comfort of the indoor environment of various types of buildings is more important for buildings, especially hotel buildings, especially green-themed hotel buildings. Therefore, in the hotel architectural design, strictly control the indoor temperature and humidity. For temperature regulation and control, it is necessary to do a good job in building thermal insulation design.

For the thermal insulation design of hotel buildings, the focus is on the design of the outer wall and the roof. The specific implementation methods in the design include: wall thickening design, roof thickening design and application design of new thermal insulation materials, etc. You can choose lightweight insulation materials such as extruded polystyrene boards; you can improve the building structure, such as: earth-covered buildings, sandwich walls, adding ventilation layers in roof design, designing elevated roof forms, designing roof gardens, designing roof pools, etc. Improve the thermal insulation capacity of the wall and roof enclosure structure without affecting the building facade and greatly increasing the construction cost.

In the hotel building envelope, doors and windows dissipate more heat. In the process of realizing ecological energy-saving design, energy-saving glass can be selected, so that the thermal insulation effect of the hotel building can be improved. For example, the winter air in Xinjiang is cold in our country. The doors and windows can be designed with hollow or inert gas-filled multi-layer Low-E glass and silicon airgel special glass to effectively block the heat loss path and ensure the integrity of the hotel building's peripheral structure. Insulation performance can achieve the purpose of building energy saving, create a healthy and comfortable indoor temperature environment for passengers, and reduce the resource

consumption of building operation. However, the summer in southern China is very hot. In order to prevent the building from absorbing a large amount of heat, it is necessary to take external sunshade measures and choose heat-reflecting glass in the design of the external windows to reduce the indoor temperature as much as possible and avoid consuming more cooling energy (Liu Zhao , 2020).

(3) Lighting and ventilation design of theme hotel buildings

In the lighting and ventilation system of a building, exterior windows play an important role. Hotel buildings should increase the area of exterior windows as much as possible under the premise of meeting the corresponding thermal insulation requirements to achieve a reasonable window-to-floor ratio, so as to optimize the indoor light environment. Scientific optimization. Increase the opening area of external windows, or increase the configuration of ventilation facilities, improve the natural ventilation capacity of hotel buildings, and optimize the indoor air quality of hotel buildings.

This requires the theme hotel architects to conduct a comprehensive survey of the surrounding environment of the building site, and through detailed analysis and research, improve the light environment and wind environment according to the design requirements of the theme hotel building. Arrange in the upwind direction, arrange the auxiliary functions in the downwind direction, take advantage of the natural wind to improve the freshness of the air, and effectively remove dirty gases; increase or decrease the corresponding window area according to the dominant wind direction in summer and winter; it is also possible to add skylights In this way, natural light can be injected into the room to improve the quality of the light environment in areas that cannot be irradiated; structural facilities such as wind-catching walls and ventilation towers are designed to promote the indoor and outdoor temperature to play a leading role in the natural flow of air and improve the indoor ventilation effect (Liu Zhao , 2020).

For architectural lighting design, there are the following points: adopt skylight and atrium design, this design form can make rational use of roof lighting, introduce sunlight into the building, and make full use of natural light resources; use large-area floor-to-ceiling windows for lighting, or use side The glass curtain wall design of the wall, according to the actual environment of the hotel building, the size and

orientation of the curtain wall are reasonably designed to increase the amount of natural light resources inside the building.

(4) Acoustic environment design of theme hotel buildings

For the acoustic environment design, it mainly involves the control of noise and the production of pleasant sound in the architectural design of the hotel. In the design of noise control, green planting measures can be taken to block and absorb external noise with the help of different height differences of green plants. The design integrates water environment and green planting, and configures natural flowing water settings in indoor and outdoor safe environments to create a rich and pleasant environment. For example, in the water courtyard of Capella, a luxury resort hotel in Sanya, water landscapes are set in the design to block the influence of external noise, bring people pleasant natural sounds, and enhance the experience and comfort of tourists.

In the noise control design of themed hotel buildings, other design methods can also be used. For example, oriented optimization design, door and window design, wall design, etc., through these ways to achieve the purpose of noise reduction. For example, increase the thickness of the wall and add sound insulation and sound-absorbing materials in the wall to reduce the impact of outdoor noise on the interior; for example, the outer window glass adopts multi-layer insulating glass to improve the sound insulation performance of the outer window.

(5) Greening landscape design of theme hotel buildings

The landscape design of the hotel building should do a good job in the inheritance and continuation of the surrounding natural environment, integrate more regional culture into the design, create a hotel leisure venue with a unique sense of experience, and provide people with a unique vacation experience by optimizing the hotel courtyard environment. Improve the quality and value of hotel buildings.

For the green landscape design of theme hotel buildings, the following aspects can be considered: first, green plants of local species are mostly used in green landscape design, so as not to affect the original ecosystem and biological chain; Types, reducing human resources and costs for later maintenance; third, link building greening landscape design with rainwater management and fire protection design,

and reduce the risk of natural disasters while ensuring beautiful landscape through reasonable planning and design, for example, designing rain gardens, planting grass Ditch, seepage brick pavement, etc., to build an elastic rainwater system, mainly for infiltration and use, supplemented by discharge, so as to reduce the damage to hotel buildings caused by flood disasters and the threat to the personal safety of holiday guests (Liu Zhao , 2020).

2.5.2.2 Improve the production form of green facilities

From production design, energy and raw material selection, equipment maintenance and management, etc., to achieve the most rational use of natural resources and energy, maximize economic benefits, and minimize harm to people and the environment. It is necessary to save resources as much as possible and improve the utilization rate of resources. Ecological construction and environmental protection should be emphasized throughout the process of production and service provision. Properly handle the relationship between economy, resources, environment and society, rely on advanced technology represented by information technology, provide strong technical support for reducing resource consumption and environmental pollution in economic development, and avoid the "pollution first, governance later" approach old road. The theme hotel adopts energy-saving and environmental protection equipment for production and processing in terms of production equipment and facilities, and realizes the management of water, electricity and gas based on the system and awareness, so that everyone has the awareness of energy conservation and everyone participates in energy conservation. Effect (Baidu Library, 2022).

2.5.2.3 Set up an environmental inspection department

In order to ensure the effective implementation of theme hotel facilities management, an environmental protection supervision department should be established, the jurisdiction and functional authority of the environmental protection supervision department should be expanded, and the whole process supervision should be implemented in all departments and production links of the hotel. Whether the raw materials purchased from the hotel meet the requirements of green environmental protection, whether the equipment and facilities meet the industry energy-saving certification standards, whether it causes pollution to the environment, whether the use of resources causes waste, etc.

2.6 How to retain employee and customer loyalty for sustainable long-term development

2.6.1 How to retain theme hotel customers to achieve sustainable long-term development

The scale expansion of my country's hotel industry is accelerating, and the market competition is becoming increasingly fierce. How to attract and retain loyal customers has become the key to competition in the theme hotel industry.

The customer loyalty marketing theory is developed on the basis of the popular corporate image design theory in the 1970s and the customer satisfaction theory in the 1980s. Its main content can be expressed as: the enterprise should meet the needs and expectations of customers as the goal, effectively eliminate and prevent customer complaints and complaints, continuously improve customer satisfaction, promote customer loyalty, and establish a relationship between the enterprise and customers. A "quality value chain" of mutual trust and interdependence. Jill Griffin, a senior marketing expert in the United States, believes that customer loyalty refers to the degree to which customers often repeat purchases due to their preference for companies or brands (Dalian University of Finance and Economics, 2022).

The author believes that customer loyalty refers to the number of times customers choose the same company first and long-term when they have the desire to

consume. The more times customers choose this company, the higher the loyalty, and vice versa. From this point of view, loyal customers can bring considerable benefits and good reputation to the company. Therefore, it is necessary to analyze how theme hotels should cultivate loyal customers.

1. Shaping the service image of green enterprises

The corporate image is formed by word of mouth among customers, and the best way for customers to recommend the company to other customers is to provide the best service, so that customers have the desire to buy here? Therefore, improving service quality and realizing product quality optimization is the only way for every enterprise. The company's actions must be based on customer satisfaction, take the initiative to think about customers, and move customers with human feelings and sincerity in exchange for customer satisfaction and loyalty. According to foreign marketing strategy research, the vast majority of customers will reject companies with poor service quality. They will generally choose companies with the same hardware configuration but excellent service quality, or spend more money to choose companies with better quality (docin, 2021).

As a green-themed hotel, it is necessary to maintain its low-carbon and environmental-friendly image at all times, not only through substantive measures such as internal production, service and management training, but also through external corporate culture promotion and brand building.

There are many ways to enhance the value of customers' brands, such as making customers feel good about the brand, inducing customers to make more positive comments on the brand, etc., so that they are unwilling to buy products of other brands. The ultimate goal of enhancing customer brand value is to make customers feel that the brand is the most suitable for me. The success rate of enhancing customer brand value depends on marketing strategy and communication strategy. A good marketing strategy is the main driving force to enhance the brand value, and the communication strategy is the most important thing to promote the effectiveness of the marketing strategy. A good communication strategy combined with a marketing strategy can tap more potential customers. The communication strategy and marketing strategy must not only be consistent, but also more effective (docin, 2021). To this end, the theme hotel should do the following:

(1) First, make an assessment of the theme hotel's ability to attract new customers, and then formulate a communication strategy based on the ability to ensure that the communication strategy can prompt existing customers to buy products here or recommend the brand to others. Communication strategies should be formulated with the customer's communication chain as the starting point. Carry out marketing work from the aspects that customers can hear, see and experience, and observe the customer's reaction, and adjust the strategy in time. (2) The staff code of conduct and daily behavior norms of the theme hotel should be consistent with the needs of customers. So that customers can feel the hotel's daily behavior training for employees and the degree of respect for customers. The daily behavior training of hotel staff should be consistent with the needs of customers. The hotel should educate employees on confidentiality policies to ensure that employees will not leak the privacy of customers, so that customers have a sense of security in the hotel. The hotel should actively participate in the community's environmental protection activities to promote its green theme hotel concept. In terms of employee policies, an open and transparent green policy should also be adopted, not only to be green externally, but also to implement a green policy in the internal operation of the hotel (docin, 2021).

2. Improve the quality of service to customers

First of all, customers have the right to be informed of the content of green services, what is the difference from previous non-green services, what improvements are made, and what more cutting-edge concepts are there. For example, in the traditional concept of consumption, there is no doubt that theme hotels provide customers with non-recyclable daily necessities such as disposable toothbrushes, disposable paper cups and disposable slippers. Therefore, customers often do not ask specific questions when checking in. Details, and since the green theme hotel wants to subvert this traditional concept, the hotel service staff should inform the customer at the first time and respect the customer's choice. Of course, the hotel must also ensure that these recyclable daily necessities have undergone strict disinfection treatment to ensure the safety and health of customers, in order to persuade customers to choose green services.

Secondly, it is necessary to ensure that the overall service quality that customers receive in the hotel cannot be worse than before. Of course, we have reasons to believe that a complete system of low-carbon and circular economy for green-themed hotels can fully ensure that while providing green services, the service quality can be improved at the same time. . Hotels no longer use disposable items, which may not be worth much in the eyes of customers, but customers will feel that their services have been lost, and they will use the previous standards to measure the current service quality. Therefore, green-themed hotels should reduce prices or increase other forms of services to compensate. If the variety of services provided by the hotel is less, and the price has not been reduced accordingly, it will give you a feeling that the hotel has made a lot of profit. This behavior appears to be unfair to customers. Perhaps we can explain to customers that the increased non-disposable investment and increased disinfection costs actually increase the cost for the hotel. But this kind of explanation is weak, the customer does not get the benefit of practical significance, the customer entering the store to consume is to spend the money they deserve to get the service they deserve. In another way of thinking, we can inform customers that the so-called disposable products are not necessarily healthy and safe, and the production and supervision of many disposable products cannot be guaranteed. The theme hotel adopts non-disposable daily necessities, which are not only more beautiful and more comfortable in use, but also more importantly, safer, healthier and more environmentally friendly. For example, the disposable slippers of theme hotels are usually of poor quality, with thin soles, which are not comfortable to wear. However, if you put on more comfortable ordinary slippers and high-end slippers, customers will not only feel comfortable but also have a face. The use of cloth slippers in the hotel in winter will make customers feel warmer, and in summer, wearing cool and personalized sandals and slippers will also make customers more comfortable to wear. Therefore, because how to let customers know that the new green service method is better than before is what the hotel needs to do. Of course, if the hotel implements environmental protection incentives, it calls on guests to bring their own daily necessities, and customers who use their own daily necessities can get discounts, or give customers free fruits and entertainment services, etc., to encourage customers to take environmental protection actions (docin, 2021).

3. Improve green products and develop green services

Green product design is conducive to improving the service quality of theme hotels. Green tourism has now become a new trend of green and environmental protection consumption, leading people to choose environmentally friendly and healthy products with low pollution, low energy consumption and low carbon emissions in tourism activities. In order to comply with the green economy, many famous hotels have paid great attention to the design of hotel green products in recent years, especially in tourist resorts, adopting green and environmental-themed hotel architecture and residential design concepts, introducing the methods and values of green tourism into hotel life, It increases the psychological satisfaction of guests who are eager to experience green, health and culture during their stay. Hoshinoya, a hot spring-themed hotel in Karuizawa, Japan, is a good example. The hotel has developed a method that does not require air conditioning - "Fenglou", which is a facility decorated on a small Japanese-style roof with half-closed windows. It will discharge the warm air during the day and introduce the refreshing cool wind at night, so that people can enjoy the cool and pure air in the night sky indoors (Lin Dantong and Dong Jun, 2013).

4. Government-enterprise linkage, strengthen the publicity of green concepts, and guide people to green consumption

The key for hotels to establish green service awareness is to change the current service concept. Hotels seem to be the tertiary industry, but they have to provide customers with a lot of reprocessed products. Therefore, hotel managers need to re-understand their own position in the hotel industry. First of all, it is necessary for all managers and ordinary employees to unswervingly, extensively and deeply understand the concept of green theme hotels. Without the implementation of the concept, how can we talk about green managers and employees, let alone green services and production. Only by thoroughly implementing the awareness of green service can there be a real green theme hotel. Located in the ISL Hotel in Hong Kong, my country, the "Green Service Committee" was established a few years ago, and full-time personnel were set up to continuously train and deepen the green service concept of employees, always emphasizing the practical significance of the hotel's green service system, and cultivating employees' green management and The management awareness allows employees to have a green service awareness and form from the heart. The hotel has made a manual of green service instructions,

which everyone can memorize and practice green service with heart. Secondly, it is necessary to do a good job in the publicity and education of theme hotel services, guide customers to consume more environmentally friendly and healthy, and let customers realize that environmentally friendly consumption is a new trend, new concept and new measure that will benefit thousands of years and benefit generations. At present, the awareness of environmental protection among consumers in our country is generally not high. Many people think that spending money when going out is just for enjoyment, and the daily necessities in the guest room should be changed every day. This shows that the general quality and environmental awareness of our consumers are not high. This requires the correct guidance of the hotel, but also the attention of the government and our education department. It is important to improve our scientific quality, but it is more important to improve our civilized quality. If we only talk about economic development but not sustainability, then our development will not last long and will be ruined for thousands of years.

To develop green themed hotels, the government's responsibility is also important. How to promote the "niche" environmental protection behavior of the original green theme hotel in the entire hotel industry, so that all hotel service managements recognize the benefits and importance of green hotel services, and integrate green services into our service industry, Especially in the core of the hotel industry, the concept of low-carbon, green, and environmentally-friendly sustainable services has not only become a trend, but also a natural service form and awareness. On the other hand, the government should guide the general public through various channels to increase their awareness and recognition of the new concept of green theme hotels, and improve the environmental protection awareness of our people. Of course, it is the most urgent and direct task for the government to do a good job of education from the source, and to improve the quality of our citizens in essence (docin, 2021).

5. Attract green consumers

Green consumption refers to consumption that is more low-carbon, environmentally friendly and sustainable. People who consume are called green consumers. According to a survey by the American Hotel Association, there are about 43 million people in the United States who call themselves "green tourists", and more data show

that they can spend nearly 10% more to choose more environmentally friendly and low-carbon products and services. Then develop green-themed hotels, elevate the hotel's personal profit-making behavior to the level of corporate culture, corporate responsibility and social influence, and integrate the hotel's own contribution to environmental protection and new cognition, new exploration and new achievements of environmental protection concepts. Communicating with people of insight in the society and ordinary environmental protection people at any time, this method not only conforms to the purpose of our beautiful vision of harmonious coexistence between human beings and nature, but also makes the hotel stand out in the competition in the industry, gaining more public recognition and recognition Identity. A hotel in Miami, USA once launched a promotional activity called "Green Hotel", which became a real case of successfully attracting environmental protection consumption. The hotel has a total of 330 guest rooms, in which 19 rooms have been experimentally installed with air and water filtration devices (Retchid Kat, 2021). Although the green room costs \$5 more per day than the regular room, customers are happy to accept it, and the response is enthusiastic, and the supply of green rooms exceeds the demand. The following year the hotel increased the number of green rooms to 38.

Of course, for the situation that consumers in our country generally do not have a strong environmental protection concept, this requires the hotel to "lure others to benefit" customers while guiding the concept of environmental protection. Although green-themed hotels have canceled disposable cups, strictly sterilized teacups are more hygienic, healthy, comfortable and sustainable to use.

6. Collect customer suggestions in time and create personalized services

Develop personalized services on traditional products and services. Emotional service is the most important part of personalized service. Emotional service can not only improve the relationship value between hotels and customers, but also an important factor to improve customer satisfaction and loyalty. To meet personalized needs, we must start from the following points:

(1) Understand the consumption trends and personal preferences of local customers, such as customers' eating habits, living habits and consumption preferences. Then increase as much as possible in this hotel.

(2) On the basis of providing standardized services, hotels should expand personalized services as much as possible, and gradually achieve systematization, so as to improve the characteristics of the hotel and strengthen customer loyalty. For example: analyze the advantages and disadvantages of the hotel service process based on customer opinions and the hotel's own situation, try to learn from each other's strengths to achieve the goal of providing customers with the best service. In addition, employees and grassroots managers can be mobilized to collect successful cases and Sort out and summarize, deeply analyze the reasons for the success of the case, and extract a standardized service method (docin, 2021).

Without affecting the overall development strategy, the hotel can flexibly use the funds in hand to make the hotel different from other hotels of the same level. For example, in the layout of the internal layout, some hotels reflect the luxury style, some hotels reflect the warm style, and some hotels reflect the theme style. The hotel can choose its own style according to its own corporate culture, local cultural customs and other aspects. The personalized layout can not only attract customers who pursue material culture, but also attract some lovers of spiritual culture, such as young consumers with high income and high education.

Expand the hotel's customer coverage. Moreover, according to a large survey of hotel customers, the reason most people stay in hotels is travel, and young people are travel enthusiasts. They pay more attention to the personality of decoration. Hotels can start from this aspect to expand their own The customer side of the hotel.

2.6.2 How to retain theme hotel employees to achieve sustainable long-term development

In the process of modern hotel management, the cultivation of employee loyalty is an important topic. Comprehensively analyzing the relationship between service theory, customer loyalty, employee loyalty and corporate profits, employee loyalty is one of the key factors for company development, benefit, and ultimate profitability. This view has been confirmed by more and more studies. Companies with higher

employee loyalty index scores almost 200% higher shareholder return than companies with lower loyalty index (Gao Fuxia, Li Ting, Li Zhi, 2006).

1. Performance management

"It's not about scarcity, it's about inequality." I believe this is a truth that applies to employees at all levels. The manager's bureaucratic style or unfair assessment will seriously affect the willingness of employees to devote themselves to work, thereby affecting the quality of work. It is a pity that many managers lack attention to the feelings of their subordinates. The reason why employees of Japanese companies are loyal and dedicated to the company is not because of nature. The real reason is that the company is responsible for them in all aspects: regular employees will enjoy the careful training and family-like care given by the company from the first day they enter the company. care. The loyalty and responsibility of the enterprise to the employees impresses and infects the employees, urging them to repay the enterprise with ten times or a hundred times their loyalty (Fan Wen Center, 2022).

2. Career Planning

Career planning is actually an important way to cultivate the professional loyalty of hotel employees. It refers to the comprehensive analysis and weighing of the interests, hobbies, abilities, specialties, experiences and deficiencies of the employees on the basis of measuring, analyzing and summarizing the subjective conditions of the employees, together with the hotel management and the employees themselves. Combined with the characteristics of the industry and the actual situation of the theme hotel, according to the occupational orientation of the employees, determine their best career goals, and make effective arrangements for the realization of this goal.

Career planning is an interview, which may be one or more, and should usually be attended by the employee and their direct and indirect supervisors together with Human Resources. For example, we can make a series of plans and actions such as short-term and long-term personal career planning, career positioning, stage goals, path design, evaluation and action plans for a certain front desk receptionist. What conditions are needed to be a senior receptionist? What conditions do the foreman,

the supervisor, and the manager need respectively, let the employee find the gaps by himself, and help him work hard to narrow these gaps (Fan Wen Center, 2022).

The purpose of career planning for employees is not only to help individuals find a job according to their qualifications and conditions, to achieve and realize personal goals, but more importantly, to help individuals truly understand themselves, make career plans for themselves, plan for the future, and plan for life. To further assess the advantages and limitations of the internal and external environment in detail, and to design their own reasonable and feasible career development directions under the circumstances of "weighing the external situation and measuring one's own strength".

3. Provide good economic security

In any career, employees are an important prerequisite for retaining employees in terms of salary and treatment, but at the same time they can also share the results of their work, so that employees can get better material in life, and they can also improve employees' desire to pay better for this job and complete this job better. However, in terms of salary and treatment, general hotel companies can meet this requirement and give them enough protection. We must really care about our employees, so that they can feel the company's care for employees while gaining an economic foundation, so that they can coexist and work together with the hotel company (Fan Wen Center, 2022).

4. Understand what loyalty really means

The management of theme hotels must always understand the true meaning of the word "loyalty". Today's enterprises are two-sided in terms of loyalty, not only referring to the aspects of hotel employees. The meaning of loyalty should not be limited to narrow feudal ideas, regardless of right or wrong. That is to say, the loyalty of employees means responsible behavior, commitment to work, commitment to responsibility between teams, etc. In his speech, Mr. Li Ka shing from Hong Kong said that as long as he is loyal enough and implements his responsibilities and commitments, he will become a successful person in the future. The significance of these words shows that enterprises and employees are successful managers of

modern enterprises as long as they try their best to fulfill their responsibilities and commitments (Fan Wen Center, 2022).

5. Make the employees of the theme hotel have their own sense of accomplishment

For example, take the employees born in the 1980s as an example. Their requirement is that they must have meaningful work. As managers, they should help employees understand the meaning and importance of work, and finally help employees experience success as soon as possible. Satisfaction, however, according to the current investigation by professionals, the turnover rate of college graduates in the first year of work in the past 20 years is very high, accounting for about 30%, which means that in the 21st century, the social economy is rapidly developing. Today, the enterprise should combine the overall development with effective employees, so as to bring the enterprise in line with international standards (Zhao Ruimei and Li Guiyun, 2003).

6. Set high goals and expectations for employees.

Now as an enterprise, an attractive enterprise should be a company that can constantly challenge itself and continuously surpass its business philosophy. The trust of personnel, only really outstanding talents like to meet all kinds of challenges, they must constantly put forward the business philosophy of the enterprise, and provide new and successful job opportunities for employees. Among many companies, the managers of China Midea Group are a team that is praised by the industry. The development process from a scale of 1 billion to 100 billion directly proves that a successful company must go beyond ideals and meet its own requirements. It takes high skills to lead the employees to make progress together, and it is the same for theme hotel companies. It is necessary to improve the quality requirements of managers themselves, so as to give employees trust and provide employees with new career planning, so as to meet the future requirements of the company. Development requirements in order to lead the success in the industry (Fan Wen Center, 2022).

7. Create a positive corporate culture to increase employee loyalty.

Integrating the concept of sustainable development into corporate culture can attract and retain talents. According to a survey conducted by the online job search

company Monster in 2007, 80% of young job seekers hope that their work can have a positive impact on the environment, and 92% Young people are more likely to work for a company that is perceived as more environmentally friendly (Environmental friendly). The data within the hotel industry also show that working in a hotel that pays more attention to environmental protection and adheres to the concept of green development will increase the loyalty of employees (Yang Ge, 2017).

Through the qualitative research method analysis of the fifth Shuxiangmendi theme hotel in Suzhou City, China, it is necessary to create a green theme hotel and exercise sustainable building management in order to make the theme hotel take the road of sustainable development, so we must pay attention Green rating, ISO certification, and sustainable development legislation of theme hotels; management plans for theme hotels to promote awareness of sustainable development, such as: training, marketing, green management, etc.; factors for sustainable development of theme hotels, such as facility design and maintenance , the use of energy, water and materials, the control of pollution and waste, and the impact on the local socio-economic and environment; how the theme hotel retains the loyalty of employees and customers to achieve sustainable long-term development. We should treat the above analysis with a scientific and rigorous attitude, actively apply it to practice, and promote my country's theme hotels to a higher level. We have reasons to believe that under the guidance of the correct idea of sustainable development, Chinese themed hotels will have a brighter future. Make extraordinary contributions to our entire Chinese hotel industry.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter will discuss the research methods to be used in this study. Therefore, this study will use qualitative methods to collect information.

3.2 Research Method

Detailed research and analysis of a particular problem or problem using scientific techniques. Two methods are used in this paper, including case study method and grounded theory method.

3.2.1 Qualitative

Qualitative research method is an activity in which researchers themselves are used as research tools to conduct a holistic study of social phenomena by adopting various data collection methods under natural circumstances, analyzing data and forming theories by inductive methods, and constructing their behaviors and meanings through interaction with research objects to obtain explanatory explanations. For this study, the data collection methods used are "case study method" and "grounded

theory method". For qualitative, the target interviewees will be senior executives, lobby managers, logistics personnel, ordinary employees, customers and so on.

3.2.2.1 Case Study method

Case study method refers to the continuous investigation of an individual, a group or an organization over a long period of time, so as to study the whole process of its behavior development and change. This research method is called case study method (Baidu Encyclopedia, 2023). The data collection of the case study in this paper specifically uses the interview method, so the interview must be as direct as possible to collect detailed information related to the research objective. In interviews, interview time is an important factor. It should be designed to make the interviewee feel comfortable in the shortest possible time, as interviewee workloads are often high.

The interview consists of three parts -- Literature Review, specific Relevance, and Specific Questions. The information obtained is as follows:

Part A: Literature Review

Part B: Relevance

Part C: Specific Questions

The table 3.1 is as follows:

Literature review	Relevance	Question
Category of hotel	As Introduction	Q1) How would you describe your theme hotel and who is your target customers
		Q2) How would you describe sustainability in this theme hotel business?
		Q3) Does being sustainable help enhance your image and presence in the market?

Sustainability ratings and legislation	Objective 2	Q1) How you describe your hotel as being sustainable in attaining sustainability ratings or complying with any sustainability legislations
	Objective 2	Q2) Does your organization hope to achieve higher sustainability standards
	Objective 2	Q3) Describe how your hotel ISO9001/ ISO14001/ ISO45001 help in your management process in meeting sustainability?
Internal management process for sustainability	Objective 1	Q1) Describe the internal human resource training you provide for employees and how this helps in creating awareness about the sustainability
	Objective 1	Q2) Describe your process of evaluating your employees performance in meeting your sustainability objectives.
	Objective 1 and 2	Q3) Do you have any policies and programs in conserving resources in your hotel in aspects such as electricity, heating/cooling, water, detergent use etc.
	Objective 1	Q4) how does your hotel minimize waste through the 3R of reduce, reuse and recycle ?
Marketing of hotel	Objective 3	Q1) Do you perceive benefits in marketing your hotel as being ‘green’ and sustainable?
	Objective 3	Q2) What are your thoughts on customer satisfaction and demands for theme hotel and does being sustainable enhance customer loyalty
	Objective 3	Q3) Are your employees satisfied with the sustainability of the hotel and their career development to remain long term?
Factors for sustainability	Objective 2	Q1) How would you describe the awareness among management for sustainability and how much is its priority and role in the success of the

		hotel business?
	Objective 2	Q2) In your opinion, is the sufficient budget, tax incentives for you to carry out sustainability objectives?
	Objective 2	Q3) Do you perceive that the government policies and regulations on sustainability is a good support in your achievement of sustainability?
	Objective 2	Q4) Currently which of your resource utilization is sustainable and which requires improvement? (Please compare between : Energy, water, waste, materials, food, pollution emissions)
	Objective 2	Q5) Describe the types and frequency of maintenance you carry out for your building facilities (Rooms, common recreational facilities, passageways, mechanical systems, external landscaping, utilities, decorations)
	Objective 2	Q6) Do you utilize any green energy or water saving products or technologies in your hotel?
	Objective 2	Q7) How would you describe how quality of service is part of sustainability in this theme hotel business. Please provide some examples.
	Objective 2	Q8) Describe how you provide for and obtain feedbacks on your sustainability efforts.
	Objective 2	Q9) Do you feel if the hotel has any positive impact in being a part of sustainable development?

Table 3.1: Literature Review, specific Relevance, and Specific Questions.

The subjects of the case study are senior executives, lobby managers, logistics personnel, ordinary employees, customers and so on.

3.2.2.2 Grounded theory method

Grounded theory is one of the basic research methods. It refers to the research method of establishing theories on the basis of empirical data. Researchers generally do not have theoretical hypotheses before the research starts, but directly start from practical observation, summarize empirical generalizations from the original data, and then rise to the theoretical research method (MBA think tank). Encyclopedia, 2023).

The research objects are senior executives, lobby managers, logistics personnel, ordinary employees, customers and so on of the theme hotel of Suzhou scholar family.

3.3 Information software analysis technology

All major software usage processes are based on the same procedures as manual encoding: marking up text segments according to the meaning of the text (encoding), and then finding relationships between these marked segments (retrieval). Essentially, the software automates the process you are about to use manually. That said, I think there are two practical issues that can affect my reasons for choosing a particular software. First, there's the amount of data I have, if I'm in the middle of an interview, then it's not hard to track my code over a few interviews, but when I have 10 or more, it becomes very difficult. Secondly, I want the degree to which my code is systematically searched. If there is no software. I have to constantly flip back and forth through the data, and I use software to make this process easier. Therefore, I choose Excel spreadsheet software for data information analysis, and I choose Excel spreadsheet software for the following three specific reasons:

a) I have no more than 10 respondents, so it is manageable.

b) The original interview is in Chinese and translated into English using translation software.

c) Excel spreadsheets allow columns to be color-coded and hidden for visual comparison and display relationship analysis.

3.4 Study area and population

The target location for the interview was Suzhou, China. The target interviewees will be senior executives, lobby managers, logistics staff, ordinary staff, customers and so on.

CHAPTER 4

RESULTS AND DISCUSSIONS

4.1 Introduction

Chapter 4 presents the results of data collection and will be summarized and discussed in this study. The information collected includes a preliminary analysis of the collected data, the background of the responses, reliability testing, and analysis of sustainability factors in the subject hotel industry.

4.2 preliminary Analysis

In this study, there are 22 interview questions. Executives, lobby managers, logistics personnel, ordinary employees and customers of three Suzhou books-themed hotels were interviewed. The first books-themed hotel involved 2 executives, 6 employees (who answered some questions) and 2 customers (who answered some questions). The number of interviews involved in the second hotel is 3 executives, 4 employees (to answer some questions) and 3 customers (to answer some questions); The third bookish theme hotel involved interviews with 2 executives, 6 employees (to answer some questions) and 2 customers (to answer some questions). Specific data were collected by interview and EXCEL software technology.

4.3 Respondent Demographic

The interviewees in this study are executives, business managers, lobby managers, logistics staff, general staff and customers from three scholarly themed hotels in Suzhou. In this study, case study was used to collect data through interviews. Part A of the interview discussed the respondent's name, gender and current position. Part B of the interview discussed the respondent's answers about the sustainable factors of the subject hotel industry.

4.4 Coding Analysis and Theme Analysis

Executives, business managers, lobby managers, support staff, logistics staff, ordinary staff and customers from the three shuxiangmendi themed hotels in this study were interviewed. A total of 30 interviewees were interviewed, with 10 interviewees in each group coming from three different shuxiangmendi themed hotels. Data was collected through coding analysis of interview data. The coding analysis and Theme analysis for this study are presented below.

Objective 1	
Question 1) Describe the internal human resource training you provide for employees and how this helps in creating awareness about the sustainability	Coding:
(Mr. Wujie, lobby manager of the hotel) MANAGEMENT (shuxiangmendi hotel 1) The hotel has its own rules and regulations for green and sustainable development. The staff set up the concept of sustainable development from their daily work and put it into practice.	No training/ rely on prescriptive framework
(Mr. Dailong, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel2) Green marketing and service quality training.	Available training - green marketing and quality
(Ms. Mayonghong ,Hotel supervisor)	Training or customer service

<p>MANAGEMENT(shuxiangmendi hotel3)</p> <p>Training on customer etiquette and handling related incidents, customer service, emergency planning, etc.</p> <p>Provide appropriate and reasonable protection to employees, improve their sense of corporate identity and belonging, so as to achieve sustainable development.</p>	<p>and employee loyalty</p>
<p>Theme conclusion:</p> <p>Some hotel branch have basic prescriptive approach for employees to follow. Better improvement utilize training such as customer service , employee training. Training for management includes green marketing and quality control.</p>	
<p>Question 2) Describe your process of evaluating your employees performance in meeting your sustainability objectives.</p>	<p>Coding:</p>
<p>(Mr. Wujie, lobby manager of the hotel)</p> <p>MANAGEMENT(shuxiangmendi hotel 1)</p> <p>Conduct weekly report, monthly summary and quarterly survey management, timely improve the internal materials such as ledger and establish relevant rules and regulations.</p>	<p>Internal improvement process implemented</p>
<p>(Mr. Dailong, lobby manager of the hotel)</p> <p>MANAGEMENT(shuxiangmendi hotel2)</p> <p>Check their attendances.</p>	<p>No internal process</p>
<p>(Ms. Mayonghong ,Hotel supervisor)</p> <p>MANAGEMENT(shuxiangmendi hotel3)</p> <p>Compare the number of guests served by staff before and after implementing sustainable development.</p>	<p>statistic based performance</p>
<p>Theme conclusion:</p> <p>Some internal evaluation process in implemented inconsistently and may refer to statistics for decision.</p>	
<p>Question 3) Do you have any policies and programs in conserving resources in your hotel in aspects such as</p>	<p>Coding:</p>

electricity, heating/cooling, water, detergent use etc?	
<p>(Mr. Wujie, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 1)</p> <p>For the consumption of materials such as water and electricity, there are special personnel management, to restrain unnecessary waste behavior, detergent and other cleaning materials according to the overall use of unified distribution, more return and less compensation.</p>	Waste monitoring team/ modify waste behaviour
<p>(Mr. Dailong, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel2)</p> <p>Waste sorting, scientific planning, use of green products.</p>	statistic based pianning
<p>(Ms. Mayonghong ,Hotel supervisor) MANAGEMENT(shuxiangmendi hotel3)</p> <p>At er and electricity saving facilities have been adopted, and pollution-free and green waste treatment has been carried out, and a green and environmental pollution discharge method has been adopted.</p>	Facilities and technology focused
<p>(Mr. Li Wei, Hotel logistics staff) STAFF EMPLOYEE (shuxiangmendi hotel 1)</p> <p>Yes, using energy-saving technology. Excessive energy consumption is one of the major issues hotels have to face. Installing and using energy-efficient equipment is good for both the environment and the hotel. With some basics like smart thermostats and sensors, hotels can reduce overall energy consumption by 20%.</p>	Facilities and technologised focused but with smart technologies.
<p>(Mr. Cui Qi, Director of Hotel Marketing Department) STAFF EMPLOYEE (shuxiangmendi hotel 2)</p> <p>Yes, recycling. As is well known, hotels produce a large amount of garbage every day. Because most of the hotel's waste includes food, office paper, aluminum cans, and plastic bottles, it is actually very appropriate</p>	Waste management focused

<p>and effective for the hotel to implement a recycling plan. By implementing various recycling strategies, hotels can reduce expenses and significantly reduce their impact on the environment.</p>	
<p>(Mr. Wang Lei, customer) CUSTOMER (shuxiangmendi hotel 3) Yes, compost food. Recently, more and more hotels have realized the benefits of composting food waste instead of discarding it. Hotels throw away a large amount of food every day, especially in self-service hotels. Unfinished food can be distributed to people who lack food, such as sending it to local shelters, or if it cannot be consumed, it can be used as fertilizer.</p>	<p>Waste management focused-(food)</p>
<p>Theme conclusion: Conservation methods includes waste management especially on food waste, use smart technologies to reduce water and electricity as well as using management techniques such as audit monitoring and behavior modification and control to avoid waste.</p>	
<p>Question 4) how does your hotel minimize waste through the 3R of reduce, reuse and recycle ?</p>	<p>Coding</p>
<p>(Mr. Wujie, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 1) The hazardous waste should be treated in special dustbins to avoid pollution; other waste should be collected, classified and treated in a unified manner; water resources should be uniformly connected to municipal pipelines and treated into intermediate water for reuse in sewage treatment plants.</p>	<p>3R- hazard waste disposal and water filtration technology</p>
<p>(Mr. Dailong, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 2) Reduce consumption of disposable products, recycle water and so on.</p>	<p>3R- grey water recycling for landscape</p>

<p>(Ms. Mayonghong ,Hotel supervisor)</p> <p>MANAGEMENT(shuxiangmendi hotel 2)</p> <p>Reducing energy consumption, water recycling, used water flushing toilets and so on</p>	<p>3R-reducing energy consumption and water filtration technology</p>
<p>(Mr. Feng Yang, Hotel Logistics Director)</p> <p>STAFF EMPLOYEE (shuxiangmendi hotel 1)</p> <p>Use clean energy. First, make full use of clean renewable energy such as solar energy, wind energy, hydro energy, geothermal energy and tidal energy; second, vigorously promote the clean use of conventional energy such as coal, liquefied gas and gas; third, make full use of waste heat; The fourth is to use energy combustion purification equipment .</p>	<p>Clean energy focused</p>
<p>(Mr. Qin Zhiwei, member of the hotel support team)</p> <p>STAFF EMPLOYEE (shuxiangmendi hotel 2)</p> <p>Adopting various pollution control technologies to minimize the amount of waste and recycle it as much as possible; By continuously improving management, various risk factors are reduced.</p>	<p>3R- grey water recycling for waste pollution</p>
<p>(Mr. Zhu Liang, Hotel Office Manager)</p> <p>STAFF EMPLOYEE (shuxiangmendi hotel 2)</p> <p>Use cleaning products. Reduce or even prohibit the use of precious or rare raw materials to avoid accelerating the depletion of this resource, and avoid cooking food with rare and endangered animals and plants. Cleaning products require packaging to be as simple as possible, easy to recycle and reuse, or capable of natural degradation in the environment.</p>	<p>Clean products focused</p>
<p>Theme conclusion:</p> <p>Waste is minimized by 3R technologies and methods focusing on waste disposal, reusing greywater for landscaping, filter pollution, and primarily used clean products and energy.</p>	

Question 1) Describe the internal human resource training you provide for employees and how this helps in creating awareness about the sustainability	
Objective 2	
Question 1) How you describe your hotel as being sustainable in attaining sustainability ratings or complying with any sustainability legislations	Coding
(Mr. Wujie, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 1) The hotel uses green cleaning products and the treatment and disposal of garbage classification, are in line with relevant laws and regulations.	green products / 3R program as per law
(Mr. Dailong, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 2) Active cooperation.	green products / 3R program as per law
(Mr.Zhangkeqing , general manager of the hotel) MANAGEMENT(shuxiangmendi hotel 3) Comply with the call of the government, actively respond to relevant policies, and achieve sustainable development of the company while reducing the burden of the enterprise.	green products / 3R program as per law
Theme conclusion: By using legally approved green products and complying to 3R programs initiated by the authorities.	
Question 2) Does your organization hope to achieve higher sustainability standards?	Coding
(Mr. Wujie, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 1) Yes.	Aim for 5 star green hotel
(Mr. Dailong, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 2)	Aim for 5 star green hotel

Yes	
(Mr.Zhangkeqing, general manager of the hotel) MANAGEMENT(shuxiangmendi hotel 3) Yes.	Aim for continuity
(Mr. Ma Wei ,hotel waiter) STAFF EMPLOYEE (shuxiangmendi hotel 1) Hope, our business can develop for a long time,	Aim for continuity
(Ms. Liu Ying,Hotel Attendant) STAFF EMPLOYEE (shuxiangmendi hotel 2) I hope that the sustainable development of the hotel will give me a sense of belonging, a stable job, and no need to worry about unemployment.	Aim for continuity
(Mr. Li Hao, responsible for hotel logistics) STAFF EMPLOYEE (shuxiangmendi hotel 3) I hope that sustainable development can give me a sense of achievement and give me more space in my career.	Aim for continuity
Theme conclusion: Maintain current standards but hope to improve to highest 5 start green hotel.	
Question 3) Describe how your hotel ISO9001/ ISO14001/ ISO45001 help in your management process in meeting sustainability?	Coding
(Mr. Wujie, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 1) This is a practical innovation of management concept, and the only way to test the truth is practice. (Mr. Wujie, lobby manager of the hotel) .	NOT aware of implication or usefulness
(Mr. Dailong, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 2) Not much help.	NOT aware of implication or usefulness
(Mr.Zhangkeqing, general manager of the hotel)	NOT aware of implication or

<p>MANAGEMENT(shuxiangmendi hotel 2)</p> <p>Comply with the call of the government, actively respond to relevant policies, and achieve sustainable development of the company while reducing the burden of the enterprise.</p>	usefulness
<p>Theme conclusion:</p> <p>Management DOES NOT use ISO certification.</p>	
<p>Question 4) Do you have any policies and programs in conserving resources in your hotel in aspects such as electricity, heating/cooling, water, detergent use etc.</p>	Coding
<p>(Mr. Wujie, lobby manager of the hotel)</p> <p>MANAGEMENT(shuxiangmendi hotel 1)</p> <p>For the consumption of materials such as water and electricity, there are special personnel management, to restrain unnecessary waste behavior, detergent and other cleaning materials according to the overall use of unified distribution, more return and less compensation.</p>	waste monitoring team/ modify waste behaviour.
<p>(Mr. Dailong, lobby manager of the hotel)</p> <p>MANAGEMENT(shuxiangmendi hotel 2)</p> <p>Waste sorting, scientific planning, use of green products.</p>	statistic based planning
<p>(Ms. Mayonghong ,Hotel supervisor)</p> <p>MANAGEMENT(shuxiangmendi hotel 3)</p> <p>ater and electricity saving facilities have been adopted, and pollution-free and green waste treatment has been carried out, and a green and environmental pollution discharge method has been adopted</p>	Facilities and technology focused
<p>(Mr. Li Wei, Hotel logistics staff)</p> <p>STAFF EMPLOYEE (shuxiangmendi hotel 1)</p> <p>Yes, using energy-saving technology. Excessive energy consumption is one of the major issues hotels have to face. Installing and using energy-efficient equipment is</p>	Facilities and technologised focused but with smart technologies.

<p>good for both the environment and the hotel. With some basics like smart thermostats and sensors, hotels can reduce overall energy consumption by 20%.</p>	
<p>(Mr. Cui Qi, Director of Hotel Marketing Department) STAFF EMPLOYEE (shuxiangmendi hotel 2)</p> <p>Yes, recycling. As is well known, hotels produce a large amount of garbage every day. Because most of the hotel's waste includes food, office paper, aluminum cans, and plastic bottles, it is actually very appropriate and effective for the hotel to implement a recycling plan. By implementing various recycling strategies, hotels can reduce expenses and significantly reduce their impact on the environment.</p>	<p>Waste management focused</p>
<p>(Mr. Wang Lei, customer) CUSTOMER (shuxiangmendi hotel 3)</p> <p>(Mr. Wang Lei, customer)</p> <p>Yes, compost food. Recently, more and more hotels have realized the benefits of composting food waste instead of discarding it. Hotels throw away a large amount of food every day, especially in self-service hotels. Unfinished food can be distributed to people who lack food, such as sending it to local shelters, or if it cannot be consumed, it can be used as fertilizer.</p>	<p>Waste management focused-(food)</p>
<p>Theme conclusion:</p> <p>Conservation methods includes waste management especially on food waste, use smart technologies to reduce water and electricity as well as using management techniques such as audit monitoring and behavior modification and control to avoid waste.</p>	
<p>Question 5) How would you describe the awareness among management for sustainability and how much is its priority and role in the success of the hotel business?</p>	<p>Coding</p>
<p>(Mr. Gaohaiyang , Hotel Marketing Department director)</p>	<p>Non- involvement in decision making</p>

<p>MANAGEMENT(shuxiangmendi hotel 1)</p> <p>Management has decision-making power and leadership, is the key to the implementation of a project, has a pivotal role. Management has decision-making power and leadership, is the key to the implementation of a project, has a pivotal role.</p>	
<p>(Mr. Jiangkai, Minister of Commerce)</p> <p>MANAGEMENT(shuxiangmendi hotel 2)</p> <p>Management's awareness of sustainability is very important and powerful.</p>	involved in decision making
<p>(Ms. Mayonghong ,Hotel supervisor)</p> <p>MANAGEMENT(shuxiangmendi hotel 3)</p> <p>Management's awareness of sustainability is very important and powerful</p>	involved in decision making
<p>(Mr. Li Bingbing, Director of Hotel Operations Department)</p> <p>STAFF EMPLOYEE (shuxiangmendi hotel 1)</p> <p>Managers have a mindset of understanding and analyzing problems, which is very important for management and operation. A team of executives with management wisdom is of great value to the enterprise. This will drive the transformation of the thinking and behavioral methods of the entire hotel staff, ensure the smooth implementation of strategic goals, hotel culture, and hotel management and operation development, form the management ideas that the hotel possesses, broaden the perspective of the entire hotel staff, and open up the thinking path of hotel operation</p>	involved in decision making
<p>(Ms. He Ting, Hotel Attendant)</p> <p>STAFF EMPLOYEE (shuxiangmendi hotel 3)</p> <p>The management controls the entire process of the cause, development, and outcome of a thing. Supervise</p>	NOT involved in decision making

the activities of employees, supervise assets and business activities, and control the entire quality process. Its purpose is to enable enterprises to develop healthily according to the established goals and directions.	
(Mr. Wang Youde,customer) CUSTOMER (shuxiangmendi hotel 3) The management is an important "organ" of the hotel! Society and enterprises are an "organism", and the hotel itself will not "decision-making, activities, and operations". There has to be a living management in it for it to work.	NOT involved in decision making
Theme conclusion: Management is not involved in decision making on sustainability.	
Question 6) In your opinion, is the sufficient budget, tax incentives for you to carry out sustainability objectives?	Coding
(Mr. Gaohaiyang , Hotel Marketing Department director) MANAGEMENT(shuxiangmendi hotel 1) Yes.	Error. There is no green tax incentive in China
(Mr. Jiangkai, Minister of Commerce) MANAGEMENT(shuxiangmendi hotel 2) There is no sufficient budget for the time being	insufficient budget
(Ms. Mayonghong ,Hotel supervisor) MANAGEMENT(shuxiangmendi hotel 2) There is no sufficient budget for the time being.	Insufficient budge
Theme conclusion: Not enough budget and NO government support.	
Question 7) Do you perceive that the government policies and regulations on sustainability is a good support in your achievement of sustainability?	Coding

<p>(Mr. Gaohaiyang , Hotel Marketing Department director)</p> <p>MANAGEMENT(shuxiangmendi hotel 1)</p> <p>This is in line with the country's scientific outlook on development. We always take the Party's policies and concepts as our spiritual banner.(Meeting national standards will not result in punishment).</p>	<p>Lack support.</p> <p>Legislation is offence driven.</p>
<p>(Mr. Jiangkai, Minister of Commerce)</p> <p>MANAGEMENT(shuxiangmendi hotel 2)</p> <p>Yes</p>	<p>Lack support.</p> <p>Legislation is offence driven.</p>
<p>(Ms. Mayonghong ,Hotel supervisor)</p> <p>MANAGEMENT(shuxiangmendi hotel 3)</p> <p>Yes</p>	<p>Lack support.</p> <p>Legislation is offence driven</p>
<p>Theme conclusion:</p> <p>its top - down approach by government directive and is offence driven.</p>	
<p>Question 8) Currently which of your resource utilization is sustainable and which requires improvement? (Please compare between : Energy, water, waste, materials, food, pollution emissions)</p>	<p>Coding</p>
<p>(Mr. Gaohaiyang , Hotel Marketing Department director)</p> <p>MANAGEMENT(shuxiangmendi hotel 1)</p> <p>For example, waste can be reused, the hotel does a good job of classification management, the unified recycling of waste treatment station, for the available waste can be secondary processing and reproduction.</p>	<p>Waste processing/improve in resource use</p>
<p>(Mr. Jiangkai, Minister of Commerce)</p> <p>MANAGEMENT(shuxiangmendi hotel 2)</p> <p>Energy, water and waste are sustainable. Food and pollution emissions need to be improved</p>	<p>Waste processing/improve in resource use (Food and pollution emissions).</p>
<p>(Ms. Mayonghong ,Hotel supervisor)</p>	<p>Waste</p>

MANAGEMENT(shuxiangmendi hotel 3) Energy, water and waste are sustainable. Food and pollution emissions need to be improved.	processing/improve in resource use (Food and pollution emissions)
Theme conclusion: Waste and pollution processing and need better management in resource especially food	
Question 9) Describe the types and frequency of maintenance you carry out for your building facilities (Rooms, common recreational facilities, passageways, mechanical systems, external landscaping, utilities, decorations).	Coding
(Mr. Gaohaiyang , Hotel Marketing Department director) MANAGEMENT(shuxiangmendi hotel 1) As for the safety facilities, we conduct a comprehensive inspection every quarter and have special personnel to take care of them. As for the construction facilities, we maintain and manage them properly on a regular basis.	inspection/ trained personnel/ maintenance team/ planned maintenance focused.
(Mr. Jiangkai, Minister of Commerce) MANAGEMENT(shuxiangmendi hotel 2) We regularly inspect and maintain building facilities(rooms, public entertainment facilities, access roads,mechanical systems, exterior landscaping, utilities, decorations),and systematically maintain them every six months.	inspection/ trained personnel/ maintenance team/ planned maintenance Focused
(Ms. Mayonghong ,Hotel supervisor) MANAGEMENT(shuxiangmendi hotel 3) Every three months, we check and maintain the rooms, elevators, electrical system and water supply.	inspection/ trained personnel/ maintenance team/ planned maintenance Focused

<p>Theme conclusion:</p> <p>Utilise periodic maintenaced which are planned and inspected by dedicated maintenance teams.</p>	
<p>Question 10) Do you utilize any green energy or water saving products or technologies in your hotel?</p>	<p>Coding</p>
<p>(Mr. Gaohaiyang , Hotel Marketing Department director)</p> <p>MANAGEMENT(shuxiangmendi hotel 1)</p> <p>Yes, we can use solar energy for electricity</p>	<p>solar and photovoltaic</p>
<p>(Mr. Jiangkai, Minister of Commerce)</p> <p>MANAGEMENT(shuxiangmendi hotel 2)</p> <p>Yes.</p>	<p>Solar, photovoltaic, and rainwater collection.</p>
<p>(Ms. Mayonghong ,Hotel supervisor)</p> <p>MANAGEMENT(shuxiangmendi hotel 3)</p> <p>Yes.</p>	<p>Solar energy, photovoltaics, rainwater harvesting, gray water utilization</p>
<p>Theme conclusion:</p> <p>Selective technologies are by priority: solar, photovoltaic , rainwater harvesting and lastly gray water reuse.</p>	
<p>Question 11) How would you describe how quality of service is part of sustainability in this theme hotel business. Please provide some examples.</p>	<p>Coding</p>
<p>(Mr. Gaohaiyang , Hotel Marketing Department director)</p> <p>MANAGEMENT(shuxiangmendi hotel 1)</p> <p>Yes, because we are an innovative hotel (friendliness and attentive to customers lead to emotional attachment for customers to return).</p>	<p>customer relationship</p>
<p>(Mr. Jiangkai, Minister of Commerce)</p> <p>MANAGEMENT(shuxiangmendi hotel 2)</p>	<p>customer relationship</p>

<p>Sustainable development, good business is formed through word of mouth between customers, and the best way for customers to recommend the company to other customers is to provide the best service, so that customers have the desire to buy here</p>	
<p>(Ms. Mayonghong ,Hotel supervisor) MANAGEMENT(shuxiangmendi hotel 3) High-quality service can not only attract customers, but also bring considerable economic benefits to the hotel. On the contrary, poor service can not only attract guests, but also cause the loss of customers to the hotel</p>	Service quality
<p>(Ms. Wang Min,receptionist) STAFF EMPLOYEE (shuxiangmendi hotel 1) For the hotel industry, if the service quality fails to satisfy the customers, it will not only increase the difficulty of customer maintenance, but also cause the loss of potential customers, which will directly affect the economic benefits of the hotel. Therefore, improving the service quality of the hotel is of great significance to promote the long-term and sustainable development of the hotel.</p>	Service quality
<p>(Mr. Wang Chao, hotel market researcher) STAFF EMPLOYEE (shuxiangmendi hotel 2) Service is a kind of intangible product, which is to maintain the relationship between the brand and the customer. With the increasing degree of product homogeneity, creating a high-quality brand service system and providing customers with satisfactory service has become an important weapon for the sustainable development of enterprises</p>	Service quality
<p>(Mr. Shi Lei,customer) CUSTOMER (shuxiangmendi hotel 1) The better the service quality, the stronger the comfort I</p>	Service quality

feel when staying in a hotel. Good service will make me feel happy and have a good experience.	
(Ms. Li Na,customer) CUSTOMER (shuxiangmendi hotel 3) Hotel guests want to be a popular person, hope to see the warm smiling face of the service staff, polite greetings. If the lack of the waiter's nice, smile, just like the spring garden lost the sunshine and spring breeze. Our customers will gradually choose hotels with good service. (Mr. Wang Guodong,customer) CUSTOMER (shuxiangmendi hotel 3) The quality of service determines the number of guests. Most hotels have similar configurations. The reason why we choose sustainable hotels is largely to enjoy the service.	Service quality
Theme conclusion: Sustainability is still defined by service quality and establishing customer relationship.	
Question 12) Describe how you provide for and obtain feedbacks on your sustainability efforts.	Coding
(Mr. Gaohaiyang , Hotel Marketing Department director) MANAGEMENT(shuxiangmendi hotel 1) I have been and will continue to be committed to applying this development philosophy to real life.	None
(Mr. Jiangkai, Minister of Commerce) MANAGEMENT(shuxiangmendi hotel 2) Questionnaire and related publicity.	Market research
(Ms. Mayonghong ,Hotel supervisor) MANAGEMENT(shuxiangmendi hotel 3) Market research and multi-faceted learning	Market research

Theme conclusion: Market research.	
Question 13) Do you feel if the hotel has any positive impact in being a part of sustainable development?	Coding
(Mr. Gaohaiyang , Hotel Marketing Department director) MANAGEMENT(shuxiangmendi hotel 1) The residents have a positive psychological impact, and the social publicity has a positive effect.	Posiive impact social .
(Mr. Jiangkai, Minister of Commerce) MANAGEMENT(shuxiangmendi hotel 2) Economic and environmental protection, contribute to the sustainable development of the company.	Positive impact economically and environmental
(Ms. Mayonghong ,Hotel supervisor) MANAGEMENT(shuxiangmendi hotel 3) The sustainable development of the hotel can attract guests to spend and stay in the hotel, which greatly increases the operating revenue of the hotel.	Positive impact economically and environmentally
(Ms. Li Mei ,Hotel logistics team member) STAFF EMPLOYEE (shuxiangmendi hotel 3) Sustainable development can save resources, reduce pollution, and make hotels more cost-effective.	positive impact environmentally and economically
(Ms. Li Wen, customer) CUSTOMER (shuxiangmendi hotel 1) Sustainable development can ensure stable development of hotels and adapt to market changes	positive impact economically
(Ms. Wu Li,customer) CUSTOMER (shuxiangmendi hotel 2) Sustainable development can improve hotel service and management levels, and we live comfortably and satisfactorily.	positive impact socially
Theme conclusion:	

Biggest impact is economic with social and environmentally secondary.	
Objective 3	
Question 1) Do you perceive benefits in marketing your hotel as being ‘green’ and sustainable?	Coding
(Mr. Wujie, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 1) Yes- visible green technologies 1) rainharvesting to reduce water consumption 2) Solar and Photovoltaic technologies to reduce electrical consumption. Unfortunately not in publication material.	Agreeable/ solar and photovoltaic
(Mr. Dailong, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 2) It has great benefits and improves the quality of the hotel	Agreeable
(Ms. Mayonghong ,Hotel supervisor) MANAGEMENT(shuxiangmendi hotel 3) It has great benefits and improves the quality of the hotel	Agreeable
Theme conclusion: Hotel do benefit in green marketing as solar and photo voltaic technologies are visible externally.	
Question 2) What are your thoughts on customer satisfaction and demands for theme hotel and does being sustainable enhance customer loyalty	Coding
(Mr. Wujie, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 1) Customer satisfaction shows how well we grasp the concept of overall consideration for sustainable development. Only when we give consideration to the concept of environmental protection, green, open and sharing while providing good service, customer loyalty will also be improved.	Customer benefit from savings (omitted sanitarries are discounted in hotel fees)

<p>(Mr. Dailong, lobby manager of the hotel)</p> <p>MANAGEMENT(shuxiangmendi hotel 2)</p> <p>Customer satisfaction and demand is our purpose,sustainable development can improve customer loyalty.</p>	<p>Hotel benefit from customer satisfaction and loyalty</p>
<p>(Ms. Mayonghong ,Hotel supervisor)</p> <p>MANAGEMENT(shuxiangmendi hotel 2)</p> <p>Customer satisfaction and demand is our purpose, sustainable development can improve customer loyalty.</p>	<p>Hotel benefit from customer satisfaction and loyalty</p>
<p>(Mr. Guo Zhitao, Hotel Front desk Manager)</p> <p>STAFF EMPLOYEE (shuxiangmendi hotel 1)</p> <p>Hotel customer satisfaction is regarded as an important reference basis to measure the vitality of a hotel. Hotel customer satisfaction can be transformed into word-of-mouth effect, and then pull the operating performance of the hotel. For hotels, the value of maintaining an old customer is far better than developing a new customer, which shows the necessity and significance of hotel customer satisfaction management. Sustainable development will also increase customer loyalty.</p>	<p>Hotel benefit from customer satisfaction and loyalty</p>
<p>(Ms. Ma LiHotel attendant)</p> <p>STAFF EMPLOYEE (shuxiangmendi hotel 3)</p> <p>The survey of customer satisfaction can help the hotel staff understand the service problems of the hotel, so that the top management of the hotel can timely realize the shortcomings of the hotel in serving customers, and know the advantages and disadvantages of the hotel's service. It can play a guiding role in the improvement of hotel service, promote the progress of hotel service, stimulate the innovation consciousness of the hotel, and realize the sustainable development of the hotel .</p>	<p>Hotel benefit from customer satisfaction and loyalty</p>
<p>(Mr. He Zhijun,customer)</p>	<p>Hotel benefit from</p>

<p>CUSTOMER (shuxiangmendi hotel 2)</p> <p>Customer loyalty to the hotel can be said to be in direct proportion to customer satisfaction, the more satisfied the customer is, the stronger the favorable impression of the hotel, the more recognized the hotel, so the desire to patronize here is stronger, the higher the loyalty, the hotel customer satisfaction will affect customer loyalty, customer full competition is the premise of customer loyalty to the hotel .</p>	<p>customer satisfaction and loyalty</p>
<p>Theme conclusion: Customer satisfaction and loyalty goes beyond cost savings.</p>	
<p>Question 3) Are your employees satisfied with the sustainability of the hotel and their career development to remain long term?</p>	<p>Coding</p>
<p>(Mr. Wujie, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 1) Yes. (If an employee performs well within three years, there will be a job promotion. For example, if the lobby manager increases customer occupancy within three months and consistently performs within three years, they will be promoted to their position).</p>	<p>satisfied employees / periodic promotion based on objective performance.</p>
<p>(Mr. Dailong, lobby manager of the hotel) MANAGEMENT(shuxiangmendi hotel 2) Yes.</p>	<p>satisfied employees / periodic promotion based on objective performance.</p>
<p>(Ms. Mayonghong ,Hotel supervisor) MANAGEMENT(shuxiangmendi hotel 3) Satisfied.</p>	<p>satisfied employees / periodic promotion based on objective performance.</p>

Theme conclusion:

Employees are satisfied as they experience periodic evaluation for promotion based on objective targets.

Table 4.1: Coding Analysis and Theme Analysis.

4.5 Conclusion

This chapter presents the results of the data analysis. Interview data of 30 people, including senior executives, business managers, lobby managers, logistics personnel, general staff and customers, were collected through on-site interviews in three scholarly themed hotels. Therefore, the whole factor is trustworthy, each factor is correlated, the respondents' responses are coded, and the themes are summarized.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

According to the data collected by the case study method, the coding and themes analyzed by the grounded theory method and EXCEL software, we summarized the research objectives are achieved:

Objective 1- To identify sustainability programs are being conducted by hotel management to instill awareness in the organization to remain competitive.

Research question - How does management promote the awareness of sustainability principles in its hotel management to remain competitive?

The sustainable development plan that the hotel management is implementing by some hotel branches have basic regulations for employees to follow, better use of training for improvement, such as customer service, staff training, management training including green marketing and quality control. The evaluation of employee performance is through the internal evaluation process of some themed hotels but is inconsistent, and statistical data may be used for decision-making. Policy and program conservation approach that conserve resources include waste management, especially food waste, the use of smart technologies to reduce water and electricity, and the use of management techniques such as audit monitoring and behavior modification and control to avoid waste. Minimize waste through 3R technologies and approaches focusing on waste disposal, reuse of gray water for landscaping, filtering pollution and primarily using clean products and energy. These programs can instill in the organization of themed hotels a sense of staying competitive.

According to the data collected from the interviews of the three Shuxiangmendi theme hotels in Suzhou and the coding and theme induction of the grounded theory method and EXCEL software analysis, the key sustainability factors of the objectives 2 theme hotels are summarized:

Objective 2- To analyze the sustainability factors critical for theme hotels.

Research question - What are the priority factors emphasised by the management in achieving sustainability?

by using legally approved green products and complying with the regulations initiated by the authorities 3R program to demonstrate their sustainability. Conservation approaches include waste management, especially food waste, using smart technologies to reduce water and electricity, and using management techniques such as audit monitoring and behavior modification and control to avoid waste. Waste and pollution treatment, resources need to be better managed, and especially food needs to be improved to achieve sustainable development. Scheduled and regular maintenance checks are used by a dedicated maintenance team. Green and energy-saving technologies for solar energy, photovoltaics, rainwater harvesting and gray water reuse are given priority. Sustainability still depends on service quality and building customer relationships. Provide and obtain feedback on sustainability efforts through market research. The biggest positive impact on sustainable development of themed hotels is economic, followed by social and environmental.

According to the data collected by the case study method, the coding and themes analyzed by the grounded theory method and EXCEL software, we summarized the research objectives are achieved:

Objective 3- To distinguish if being sustainable attracts customer loyalty and hotel branding.

Research question - How does sustainability practices by the hotel attract customer loyalty and product branding?

Sustainable development of themed hotels does benefit from green marketing because solar and photovoltaic technologies are visible on the outside. Customer Satisfaction and Loyalty is not only cost saving but also attracts customer loyalty and hotel brand. Employees are satisfied with the hotel's sustainability and its long-term career development, as they undergo regular evaluations for promotion based on objective goals. So it can be confirmed that sustainable development can attract customers and hotel brands.

5.2 Recommendation for future study

Further researchers can study how the ISO certification management process can help Chinese theme hotels achieve sustainable development, because most hotel managers in China are not aware of the benefits of ISO certification for hotels. It has been many years since China joined the WTO, and if Chinese theme hotels can't keep up with the trend of the world, It is bound to affect their own performance, even poor management facing bankruptcy, so China's theme hotels should step into the ISO international certification system, understand it, understand it, let it create a favorable international system environment for the development of China's theme hotels, with the power of the international market to promote the development of theme hotels.

Secondly, is research on sustainability training methods for theme hotels. The suggestions for future research are how to efficiently enable hotel management and staff to quickly grasp the knowledge of sustainability, so that they can quickly understand and apply it into practice. The current sustainability training is only superficial and generalized, and the training staff only talk about it in generalities. Therefore, the government should set up special institutions or universities to set up special majors of sustainable development, train some professional talents with excellent knowledge, humor and national qualifications, and successfully convey sustainable knowledge to the minds of students, so that they can apply it into practice.

Thirdly, research may be conducted for differentiated sustainability approach of theme hotels to achieve the long-term and lasting development of the hotel. If theme hotels want to realize sustainable development, they must realize differentiated sustainability. For a theme hotel, if you want the hotel to continue to go on the track of long-term development, it is necessary to think and study this problem. Throughout the development of domestic and foreign hotels, we know that in order to realize the sustainable development of the hotel, we must take the road of collectivization, which requires the hotel branding, to realize the hotel branding, we must realize the customization of services.

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