

Factors Affecting Consumers' Accommodation in Guilin Resort Hotels under the Epidemic Situation

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Abstract: From the beginning of 2020 to now, the outbreak and spread of COVID-19 have had a huge impact on China's hotel industry, which is in a period of rising development. The vast majority of hotel enterprises have suffered heavy economic losses under the impact of the epidemic, and the economic development of the hotel industry has fallen into a new dilemma. Among them, Guilin resort hotels because the guests are coming to play on vacation, the occupancy rate is closely related to the number of tourists on vacation, and the business situation is most unsatisfactory. Therefore, the hotel urgently needs to take crisis response measures to alleviate the impact of the epidemic on the hotel operation. The Marketing Mix theory was applied in this paper, and SWOT was also used to analyze the factors that affect consumers' accommodation intention of resort hotels under this particular condition from the background of the COVID-19 outbreak. Given this situation, the corresponding countermeasures and suggestions were put forward for the reference of hotel operators. Due to the sudden outbreak of the epidemic, this paper makes up for the gap in this field of research and lays a foundation for further research.

Keywords: Guilin resort hotel; Consumer intention; SWOT; Marketing Mix Theory.

1. Introduction

1.1 Background

At the beginning of 2020, a sudden outbreak of COVID-19 casts a heavy shadow on the Spring Festival, which should have been filled with family reunions, as all sectors of the country were affected to varying degrees, especially the tourism market. Hotels, scenic spots, shopping malls, and the Ministry of Transport were closed or temporarily suspended. More than 90% of China's hotels are in a state of closure or contraction, most hotels are eliminated because of poor risk-bearing capacity, and other high-star hotels are due to low occupancy rates and heavy losses [1].

Guilin, located in the northeast of the Guangxi Zhuang Autonomous Region, is a famous scenic city and historical and cultural city in China, enjoying the reputation for having the best landscape in the world. With a history of more than two thousand years, it has a rich cultural heritage. The picturesque mountains and beautiful waters in Guilin have attracted countless literati through the ages, who have written many popular poems and articles and carved a huge number of pieces of stone carvings and wall books.

Resort hotels, also known as resort hotels, are divided into two categories: sightseeing resort hotels and leisure resort hotels. It is mainly for the guests to provide tourism, vacation, conference, rest and other accommodation and entertainment activities and other services, unlike the city hotel is located in the central location of the city, mostly built-in coastal areas, mountains, forests, canyons, villages, lakes, hot springs and other natural scenic spots near, and is widely distributed, the radiation range throughout the country. To convey to tourists' different regions, different nationalities rich and colorful regional culture, history, and culture.

As a tourist city, vacation hotels occupy an important market share in Guilin, but due to the outbreak of the epidemic, the occupancy rate of this type of hotel has plummeted, and the income has decreased but also lost a lot of customers. Therefore, it is necessary to explore more ways and means to help them recover their economic development. So what aspects will affect consumers' accommodation intention?

After looking through the data, Previous studies have reported: Green Approaches of Malaysian Green Hotels and Resorts [2]. Barriers of Malaysian Green Hotels and Resorts [3]. Memorable customer experience: examining the effects of customers' experiences in memories and loyalty in Malaysian resort hotels [4]. A study on service quality of Yunnan resort Hotels — a case study of Intercontinental Hotel Kunming [5]. Developing an indicator framework for assessing sustainable tourism: Evidence from a Taiwan ecological resort [6].

1.2 Research gap

After consulting many books and materials, the result is that the current research of scholars focuses on the impact of COVID-19 on the overall environment of the hotel industry, the difficulties faced by hotels and solutions, and the further development of the research. In addition, there is also a lot of online research on resort hotels, such as its marketing management model innovation, new opportunities for transformation and development, landscape to design management discussion and research, etc. Although there are also studies on the background of the epidemic, this paper discusses the impact of the epidemic on the cost of the tourist resorts hotels and the countermeasures. At present, there is no special study on what aspects of resort hotels will affect consumers' accommodation intentions under the epidemic conditions. It could also be that COVID-19 struck so suddenly that experts haven't had time to do more precise research. Due to the lack of research on resort hotels in the context of COVID-19, the research question in this paper will be "what aspects of resort hotels will affect consumers' accommodation intentions in the context of COVID-19?" This article will carry out an in-depth analysis and investigation on this issue. The purpose is to provide more ideas for Guilin resort hotels so that they can complete the transformation and upgrading as soon as possible, attract more guests and have more loyal customers, help them get rid of the dilemma caused by the epidemic, and enable them to return to the correct and efficient operation track.

1.3 Structure of this paper

This paper argues that in the context of the epidemic situation, the cleanliness of hotels is the primary consideration of consumers. After the last customer checks out, whether the housekeeping staff can thoroughly clean and disinfect the room is very important. In addition, the hotel's sales channels, prices, promotional methods, product highlights, service quality, and other comprehensive factors will affect the customer's choice. To test this hypothesis, this research will review the marketing mix theory and use SWOT analysis to test this conclusion.

2. Literature Review

2.1 Marketing Mix theory: 4Ps

A large volume of published studies describes the role of marketing mix theory. Marketing mix refers to the enterprise in the selected target market, comprehensive consideration of the environment, ability, competition on the enterprise's control factors, to the best combination and use, to complete the enterprise's goals and tasks. The most popular of these is known as the 4P theory. Focus on the development of the Product (the function of the required products has a unique selling point, the function of products appeal in the First Place), Price (according to different market positioning, make different Price strategy, Product pricing basis is enterprise's brand strategy, pay attention to the value of the brand), Place (enterprise does not directly to consumers, Instead, it focuses on the cultivation of dealers and the establishment of the sales network. The contact between enterprises and consumers is carried out through distributors) and Promotion (including brand Promotion (advertising), public relations, Promotion, and a series of marketing behaviors).

The first serious discussions and analyses of marketing mix theory emerged in 1960, with Jerome McCarthy, a marketing scholar, proposing in Basic Marketing that the marketing mix elements of an enterprise can be summarized as Product, Price, Place, and Promotion, namely the 4Ps theory [7]. In 1986, Philip Kotler proposed the concept of Mega-marketing and added two P elements, Political

Power and Public Relation, based on 4P, forming the 6Ps theory [8]. Elliott Ettenberg proposed the 4Rs marketing theory in his book 4R Marketing in 2001 [8]. The four marketing elements of the 4Rs theory are: First, Relevance, namely, the belief that enterprises and customers are a community of common destiny. Secondly, Reaction: in a market with mutual influence, an enterprise should have a business model that is highly responsive to customer demand. Thirdly, Relationship: in a market environment where the relationship between an enterprise and customers has undergone essential changes, the key to seizing the market have changed to establishing a long-term and stable relationship with customers. Reasonable Reward is not only the starting point of correctly dealing with various contradictions in marketing activities but also the foothold of marketing. 4Rs marketing focuses on the establishment of an interactive and win-win relationship between enterprises and customers. It not only actively meets the needs of customers, but also actively creates demand, connects enterprises with customers, and forms a unique competitive advantage. Later, with the diversification of communication channels, more and more multinational companies began to integrate resources on a global scale, forming a unique 4V marketing theory (Variation, Versatility, Value, Vibration). With the development of computer, Internet technology, network marketing, and e-commerce have become a new marketing market for enterprises, and thus 4S marketing mix (Scope, Site, Synergy, System) suitable for e-commerce has emerged.

2.1.1 Important Results

Ma Xiaochun in 2018 drew the same conclusion in studying the bottleneck and strategy of domestic paid digital music platforms and found that people should learn to flexibly use a variety of pricing strategies to attract customers with pricing psychology [9]. The effective use of price, number psychology can help brands seize the market faster and better and promote consumption. And Xu et al. in 2021 also drew such a conclusion in their research on the regional tourism marketing strategy in Shanyang County, Shaanxi Province [10]. Dan and Jiang in 2011 reached this conclusion in their research on the pricing mechanism of Cultural products in China found that differential pricing can be carried out: the price is determined by cost, competitive price, and the price is determined by the value identified by consumers [11]. Yin and Zhu in 2020 also reached such a conclusion in their research on the marketing strategy of NX Ceramics Co., LTD. [12]

Yin and Zhu in 2020 in the marketing strategy of NX Ceramics Co., LTD. Research reached such a conclusion and found that More consideration should be given to "event marketing", to stir up hot spots with high-quality content, drive consumers' cognition of products and promote purchase behavior [12]. Shan Xinjie in 2019 drew this conclusion by studying the marketing strategy of Thrushcross Valley eco-tourism scenic spot showed that formulate the business promotion strategy of the season, festival, and project portfolio [13]. Wu et al. in 2019 also reached such a conclusion in the marketing strategy research of Lijiang B&B inn.[14]

Cao Yongfen in 2015 drew this conclusion after studying the service marketing strategies of Logistics enterprises in China and found that people should combine their advantages to create characteristic products [15]. Xu et al. In 2021 in the whole region, tourism marketing strategy research also reached such a conclusion [10]. Jiang Lei's research in real estate marketing planning in 2015 found that improving the design concept improves the use quality of consumers.[16]

Yin and Zhu in 2020 reached such a conclusion in the study of NX Ceramics Co., LTD. Marketing strategy found that comprehensive use of a variety of promotional methods, through the optimization of marketing channels to enhance competitiveness [12]. Xu et al. in 2021 also reached such a conclusion in the study of regional tourism marketing strategy [10].

3. Method

3.1 Research design

To discuss this issue, this paper will use the method of SWOT analysis for research. SWOT analysis is an important concept in management and the abbreviation of Strengths, Weaknesses,

Opportunities, and Threats. It can comprehensively observe the operating environment of enterprises and analyze their Strengths and Weaknesses. This theory, initiated by Albert Humphrey and popularized by Kenneth Andrews, is a set of scientific analysis and management methods that are very worthy of reference and application [17]. By applying SWOT analysis to analyze the internal strengths and weaknesses of the enterprise and the opportunities and threats of the external market, the internal and external environment of the enterprise can be effectively observed. Then by strengthening the competitive advantages of enterprises, avoiding and improving the competitive disadvantages, optimizing the internal operating environment of enterprises; By grasping the opportunity of external competition, facing or sidestepping the competitive threat of enterprises in the market, actively adapting to the external market competition environment of enterprises. In this way, an enterprise development path that combines objective facts with enterprise planning, external environment, and internal environment can be effectively worked out for the enterprise to form a scientific and systematic enterprise development strategy.

3.2 Resort Hotel

With the development of the global economy, under the influence of economic globalization, the relationship between countries is getting closer and closer. Influenced by the resort hotels in Europe and America, its business model in Asia has gradually developed. In the 1990s, under the influence of the world's resort hotels developing into a good trend and promising development prospects, China's resort hotels entered a period of rapid development after transformation and upgrading. But at that time, the architectural design form mostly referred to foreign regions, lacking Chinese local characteristics. In the 21st century, China's resort hotels, formally entered the mature development period, and are rich in Chinese characteristics. The hotel's architectural design gradually integrates Chinese characteristics with regional culture and becomes more and more regional characteristics, such as Sanya, Dunhuang, Guilin, and other regions to develop resort theme hotels. At present, China's resort hotels have achieved the development goals of The Times, and are moving toward internationalization and branding.

Compared with other hotels, most resort hotels are located in areas with unique natural conditions. It is mostly built-in coastal areas, mountains, forests, canyons, and other areas with beautiful natural scenery, and its unique geographical location is a unique advantage. Compared with ordinary business hotels, resort hotels are comprehensive hotels that provide diversified services for consumers and mainly serve leisure and entertainment customers. The behavioral motivation of the customer group is to hope that the guests can go to a place completely different from their usual living environment to experience a new life, relieve the pressure of daily life, and obtain physical and mental relaxation and pleasure. In the process of operation, resort hotels not only assume the basic service functions of hotels but are also generally committed to transmitting local regional culture to tourists. At the same time, because vacation hotels generally have complete service facilities and entertainment items, they occupy an advantage in providing all-around services for guests. With the change of the concept of the life of Chinese residents, vacation travel is more and more favored by people, and then a huge consumer market for vacation hotels has been born.

3.3 Data analysis—SWOT

3.3.1 Strengths

Different from ordinary business hotels or other style hotels, Guilin resort hotels are mainly designed to receive leisure tourists. They are mostly built near mountains, rivers, lakes, and other natural scenic spots, far from urban areas. Moreover, this type of hotel pays attention to the integration of man and nature and pays attention to giving guests a holiday mood and sentiment. To achieve the temporary isolation from real life, and close contact with natural scenery, to achieve the perfect combination of nature, culture, and fashion life, presenting the unique style and personality of the resort hotel. In addition, the hotel also provides tourists with accommodation, catering, entertainment,

leisure, and other services, conveying to tourists' different regions, different nationalities rich and colorful regional cultures, historical cultures, and so on.

Guilin resort hotels provide a lot of accommodation options, in addition to the conventional double bed suite, double bed suite, family suite, the hotel will generally provide additional villas of different styles (with a swimming pool, backed by green mountains, with a small garden, riverside, etc.) for guests to choose.

Guilin resort hotels generally provide guests with many facilities that will make guests relaxed and cheerful. Outdoor swimming pools, hot springs, archery, gyms, etc. In addition, for the health of guests, the hotel will also provide some courses for guests to choose, from and cultivate sentiment. For example, heart rate exercise, ancient town cycling, yoga, cooking and dessert production, and even some handicraft production.

3.3.2 Weaknesses

As the vacationing industry of Guilin hotel built far away from downtown, and serene & elegant, plus more than Guilin is given priority to with karst landforms, the soil is loose and underground caves, the hydrological geological condition is complex, to improve safety, Guilin to the construction of the underground traffic, therefore, today, and only the ground transportation, Guilin, Travel can only rely on a taxi, bus or battery car, traffic is not very convenient.

Located at low latitudes, Guilin has a subtropical monsoon climate. Summer is longer, with high temperature and abundant rainfall; Wintertime although shorter, but colder, not suitable for people to come to play. Therefore, the best season to visit Guilin is from May to September every year.

Because Guilin resort hotel facilities and equipment are very rich, for guests to choose a wide range of hotels, hotel operating costs will be higher than business or other types of hotels, therefore, the room pricing is bound to be higher than other hotels. In addition, the remote location, transportation is not very convenient, which may affect the choice of consumers.

3.3.3 Opportunities

At the beginning of 2020, the sudden outbreak of COVID-19 led to a serious recession in the tourism industry at home and abroad. The spread of the virus limited the travel of many guests and forced the cancellation of a series of travel plans. Some hotels were poorly managed or even closed down, bringing a serious crisis.

3.3.4 Threats

The geographical location of resort hotels is special. Although it is far from the city center, the surrounding natural environment is better. Therefore, the planning and design of the hotel and the formulation of marketing schemes can be integrated into the protection of the ecological environment and avoid ecological damage. In addition, practical actions should be taken to protect the environment, such as setting up smoking rooms in public places of the hotel and doing a good job in landscape design, so that tourists can feel the pure and fresh nature of the hotel.

The construction of brand image plays an irreplaceable role in the development of the hotel, which is an indispensable part of the hotel's operation and development. It is conducive to improving the brand influence and promoting the social and economic benefits of the hotel. Resort hotels can carry out effective marketing through good brand advantages, quality advantages, service advantages and safety, and health advantages.

Can optimize the search engine and web design to better study the potential needs of consumers and other information to improve the hotel website construction. Reasonable use of relevant technology to grasp the needs and habits of tourists, targeted adjustment of the search engine. By highlighting the hotel features and brand image to attract the attention of consumers, impress them, but also enhance customer loyalty to the hotel. Release product information and interact with fans through Weibo, or use WeChat public account to release activities and product information to gradually convert potential customers into fans, turn fans into customers, and then turn customers into loyal customers.

4. Results and Discussion

In conclusion, the advantages of Guilin resort hotels lie in the unique geographical environment, local conditions and customs, wide room selection, and relatively perfect basic entertainment facilities. However, the disadvantages of this type of hotel lie in the strong traffic and seasonality, and the high price of the room will also affect the choice of some consumers.

As an important part of the tourist, vacation, the resort hotel must meet the needs of consumers and is committed to improving the supporting entertainment facilities, to bring guests a real sense of whole-hearted relaxation experience, especially participatory entertainment enjoyment and experience. In addition, when the tourist season is approaching, this type of hotel can do more product promotions to attract the attention of consumers. Resort hotels can cooperate with local scenic spots to lower housing prices in a disguised way and make consumers have the desire to buy. Despite the pandemic, the Internet can still be used as a handle to attract the attention of potential customers and successfully transform them into loyal customers. Therefore, after a series of investigations and studies, the conclusions not only confirm part of the previous conjecture, but also make up for the lack of conclusions due to the sudden outbreak of COVID-19.

5. Conclusion

The tourism industry plays an indispensable role in Guilin, but the continued spread of COVID-19 has led to poor business for Guilin's resort hotels. Under this special research background, this article has carried on the targeted research to Guilin resort hotel. Firstly, it has carried on a simple introduction to Guilin, the tourist city, so that readers have a preliminary understanding of it, and then it has introduced the resort hotel comprehensively from the environment, function, facilities, and equipment. On this basis, the paper explores the factors affecting consumers' accommodation willingness in the context of an epidemic. Through the combination of SWOT analysis and 4Ps (Price, Product, promotion, place) in marketing Mix theory, based on the analysis of strengths, weakness, opportunities, and threats of Guilin resort hotels, the conclusion is that under the condition of the outbreak of COVID-19, hotel health conditions, Whether the room and other facilities can be timely disinfection and cleaning is the primary factor affecting consumer choice. In addition, the hotel staff will be able to provide high-quality service, make the guests feel at home, vacationing industry hotel advantageous geographical position and a relatively profound humane environment, the hotel provides more room for guests to choose, rich entertainment and leisure activities, to meet the needs of the guests, etc. also influence consumer choice, this is partly the same as the assumption made at the beginning of the article. Therefore, this paper believes that the resort hotels in the state of maintaining their characteristics must pay attention to the sanitary conditions, to provide guests with comfortable and clean-living places, so that consumers can be a very practical choice.

Due to the sudden outbreak of the epidemic, the current research is mainly focused on the impact of this environment on the entire hotel industry and countermeasures, without strong pertinence, and there are few studies on Guilin, a relatively small tourist city. Therefore, this paper makes up for the research blank and lays a certain foundation for the following investigation. The deficiency of this paper is that more accurate survey objects are not selected from Guilin resort hotels for illustration. In the future study, one or several local resort hotels, such as Banyan Tree Yangshuo Hotel and Yangshuo Sugar House, should be deeply studied and analyzed.

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