

## TQM

\* Full Name of TQM is total quality management.

\* T = Total (overall)

Q = quality (Fitness for purpose)

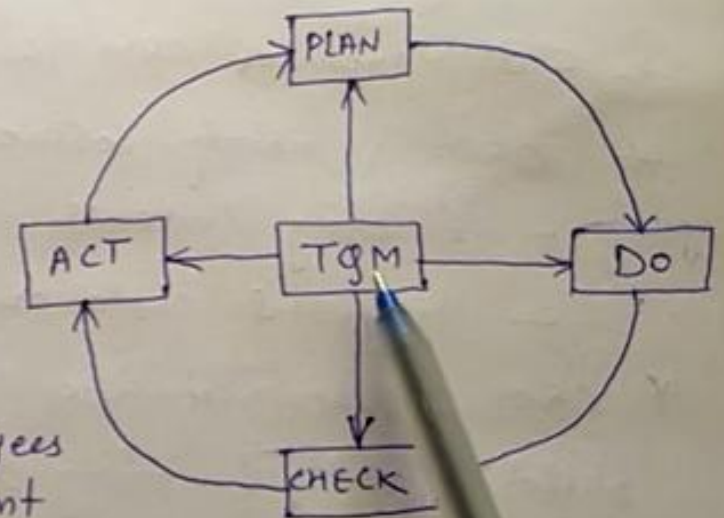
M = Management (work done through other peoples  
or which involves directing, controlling)

\* TQM is a mgt. approach which involves all employees and also customer for continuous improved / improvement in products and customer satisfaction.

- \* - Top management commitment
- Total employment involvement
- Customer involvement
- Customer satisfaction
- Planning
- Leadership
- Continuous improvement

### Benefits of TQM

- \* Enhanced Market image
- \* Improve Customer Satisfaction
- \* Enhance share holders
- \* Total quality improved
- \* Increase loyalty of customer
- \* Reduce defects



### STEPS IN ABC - FIGURE

- P - PLAN
- D - DO
- C - CHECK
- A - ACT

## Significance of Quality in Hospitality Industry

- Managing quality is critically important in hospitality industry beside with other types of businesses. The importance of managing quality for tourism organizations has vividly augmented in the last years due to the high level of competition in the industry produced by the globalization and fewer obstacles for entering into the industry.
- **Quality** in the hospitality industry is defined as “**the consistent delivery of products and guest services according to expected standards.** (Hayes, Ninemeier & Miller, 2011).

- Creating **VALUE** for the guest will lead to retain the guests successfully, and when we talk about **guest retention**, managers must know the importance of it in this particular type of industry.

# Quality Components in Hospitality Industry

Consider the guests being served

Determine what the guests desire

Develop procedures to deliver what guests want

Train and empower staff

Implement revised systems

Evaluate and modify service delivery systems.

Source: Foundations of lodging management, p. 48, Pearson Education (2011)

# WHAT IS QUALITY IN HOSPITALITY?



Fast delivery



Perfection



Providing a good, usable product



Consistency



Doing it right



Delighting or pleasing customers



Eliminating waste



Total customer service and satisfaction



Compliance with policies and procedures



# Hospitality Industry

- Companies' ability to sustain its competitive lead is vital for the stability of the business in today's highly competitive market, and quality is one of the important factors for keeping the company in a competitive advantage. It is the extent of how well a service provider can meet or exceed its customers' needs and expectations.

- In the free market, competition tends to be high to achieve customer satisfaction which is very important because of the following reasons:
  - 1. The offered products or services are similar if not identical
  - 2. Prices are not easy to change
  - 3. The cost to change to another service is measured as low; therefore, customers have stronger negotiating power.

- Therefore, **Quality Management** and **continuous improvement** are closely associated concepts, so customer satisfaction and recalling loyalty are very important to any hospitality organization because of the strong market competition within this industry.



## Six Criteria of Good Perceived Service Quality

- **Professionalism and Skills:** The knowledge and skills employees possess to solve problems in a professional way as well as having the right operational systems and physical resources to resolve issues or provide a service (technical quality related)
- **Attitudes and Behavior:** The concern and interest service employees possess in solving problems in a friendly and spontaneous way (functional quality related)
- **Accessibility and Flexibility:** Location, operating hours, employees, systems, design and operation itself are structured in such a way which deem it easy for the customer to access a service or product are as well prepared to adjust to the demand of a customer (functional quality related)

- **Reliability and Trustworthiness:** The ability to keep promises and perform with the best interest of the customer at heart.
- **Recovery:** The ability to effectively respond to unpredictable and unexpected events and actively take actions to keep a situation under control and find the best solution (functional quality related)
- **Reputation and Credibility:** The belief of being trusted as well as providing the adequate value for money for good performances and values shared by the customer and the service provided (technical quality related)

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