

CHAPTER 1

INTRODUCTION TO TOTAL QUALITY MANAGEMENT IN HOSPITALITY AND TOURISM INDUSTRY

Learning Objectives:

At the end of this chapter, the student must be able to:

1. Define and explain what Total Quality Management (TQM) is;
2. Define hospitality and tourism;
3. Understand the different components of Hospitality Industry;
4. Describe the Organization Structure in Hospitality Industry Firms; and
5. Identify the several characteristics of tourism.

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:

- ✓ The offered products or services are similar if not identical;
- ✓ Prices are not easy to change; and
- ✓ the cost to change to another service is measured as low;

Due to the above; we can say that 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.

Total Quality Management(TQM)

Chapter 1 What Is Total Quality Management

Annelies Wilder-Smith



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