

A Case Study of Tirupati Hotel Industry: Obstacles of TQM Success Factors

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ABSTRACT

Total Quality Management (TQM) is an integrative management philosophy focuses on customer needs and quality objectives. It is one of the well-accepted approaches applying among the six sigma, the contemporary innovations. A large number of companies have been adopting and implementing TQM processes in order to maintain business excellence. The present study is taken up to develop and propose the conceptual framework and research model of TQM implementation in relation to the Industry performing service sector. It examines the relationship between TQM Critical Success Factors and Industry Performance applying to the field of concern, the Tirupati Hotel Business using the customer loyalty as a performance indicator. The objective of the study comprises of the quality of service, customer satisfaction and customer loyalty. It is a pilot study to identify the TQM Critical Success factors and its greatest impact on enhancing the performance in Upgrading Star hotel service.

KEYWORDS: Total quality service, Quality, Hotel business, Customer satisfaction.

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