


Chapter 14

Total Quality Management (TQM) in Hospitality: An Interplay of Technology and Service Excellence

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ABSTRACT

Total Quality Management (TQM) serves as a cornerstone for delivering high-quality standards, customer satisfaction, and operational excellence in the highly competitive hospitality industry. TQM provides a comprehensive, customer-focused framework that emphasizes data-driven decision-making, continuous improvement, and proactive employee engagement. The rapid evolution of technology presents both challenges and opportunities for organizations striving to achieve exceptional service quality. This chapter examines the critical role of technology in advancing TQM practices to enhance the visitor experience

DOI: 10.4018/979-8-3693-8608-8.ch014

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INTRODUCTION

Total Quality Management (TQM) in the hospitality sector relies heavily on leveraging technology to implement its customer-centric approach. With tools such as Customer Relationship Management (CRM) systems, data analytics, and artificial intelligence (AI), businesses can achieve superior service excellence. These technologies empower hospitality firms to collect, analyze, and respond to extensive consumer insights, fostering personalization and efficiency.

KEY TECHNOLOGIES ENHANCING TQM IN HOSPITALITY

1. Customer Relationship Management (CRM) Systems

Sigala (2018) proposes a structured process framework for implementing social customer relationship management in tourism and hospitality organizations. CRM systems are pivotal in categorizing customer databases and creating detailed customer profiles. This enables businesses to design personalized marketing campaigns tailored to individual preferences. For instance, frequent visitors to a hotel's spa can receive customized promotions for spa packages. Such personalization not only aligns with TQM principles but also cultivates customer loyalty, a critical business objective in the hospitality industry.

2. Data Analytics and Metrics

Data analytics plays a transformative role in hospitality by providing actionable insights into customer behaviors and trends. By integrating big data from diverse sources—such as social media, online bookings, and visitor feedback—hospitality businesses can refine their marketing strategies and offerings.

Key benefits of data analytics include:

- o **Enhanced Guest Experience:** Anticipating and meeting customer needs.
- o **Improved Pricing Strategies:** Adopting dynamic pricing models.
- o **Operational Efficiency:** Streamlining service provision.
- o **Cost-Effective Promotions:** Targeting the right audience.
- o **Revenue Management:** Better forecasting and financial planning.

3. Real-Time Customer Engagement

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