

ABSTRACT

This study examines Total Quality Management in hospitality sector and its applications in five star hotels in Turkey. The aim of this study is to explain Total Quality Management in every possible detail and to provide examples from the Turkish tourism industry in order to judge how far the concept has find itself a place within the firms in the industry.

The thesis consists of five sections. In the first chapter, emphasis is placed on the definition of quality management concepts. Second chapter deals with the historical background and the techniques used to implement Total Quality Management. Also, in this section, ISO 9000 standards are explained in detail. Third chapter explains Total Quality Management within the tourism industry. To give a better understanding, the structure of the tourism industry is also explained in this section. Fourth section is devoted to research. After dedicated research, 6 hotels that implement Total Quality Management at greater levels when compared to the rest have been identified. These hotels are: Ritz-Carlton Hotel, Conrad Hotel Istanbul, Sheraton Ankara Hotel & Towers, Bilkent Hotel and Conference Centre Ankara, Divan Hotel Istanbul and Swiss Hotel The Bosphorus. Fifth chapter consists of conclusion and recommendations.

ÖZET

Bu tez turizm sektöründe Toplam Kalite Yönetimi ve Türkiye'de ki beş yıldızlı otellerdeki uygulamalarını incelemektedir. Tezin amacı Toplam Kalite Yönetiminin tüm yönleriyle açıklanması ve Türkiye'de turizm sektöründe ki uygulamaların ne oranda başarılı olduğunun araştırılmasıdır.

Tez beş bölümden oluşmaktadır. İlk bölümde kalite kavramlarından bahsedilmiş, ikinci bölümde Toplam Kalite Yönetimi anlayışının tarihsel gelişimi, teknikleri anlatılmış ve ISO 9000 standartlarından detaylı bir şekilde bahsedilmiştir. Üçüncü bölümde turizm sektöründe Toplam Kalite Yönetimi irdelenmiş, konunun daha iyi anlaşılması için turizm sektörünün özelliklerinden bahsedilmiştir. Dördüncü bölüm araştırma bölümüdür. Yapılan araştırmalar sonucunda sektörde Toplam Kalite Yönetimini en iyi uygulayan altı otel seçilmiştir. Bunlar; Ritz-Carlton, Conrad İstanbul, Sheraton Ankara, Bilkent Ankara, Divan Hotel ve Swiss Hoteldir. Beşinci bölümde sonuç ve öneriler verilmektedir.

TABLE OF CONTENT

ABSTRACT.....	iii
OZET.....	iv
ILLUSTRATIONS.....	v

CHAPTER I

I. INTRODUCTION	1
1.2. Quality Concepts.....	3
1.2.1. Definition of Quality	
1.2.2. Definition of Service Quality	

CHAPTER II

TOTAL QUALITY MANAGEMENT

2.1. The total quality management approach.....	5
2.2. Commitment and policy.....	7
2.3. The quality policy.....	9
2.4. Ten points for senior management - the foundations of the TQM model.....	10
2.5. What is a Quality Guru?.....	14
2.5.1. Dr. W. Edwards Deming.....	17
2.5.1.1. Deming's message to the Japanese.....	19
2.5.1.2. What are Dr. Demings 14 Points?.....	20
2.5.1.3. Latter-Day Deming.....	24
2.5.2. Dr Joseph Juran.....	25
2.5.3. Philip Crosby	28
2.5.4. Deming – Juran – Crosby Insight On Each Gurus Thoughts.....	29
2.5.4.1. Contrasting Between the Three.....	29
2.5.4.2. Key Tools Each One Used.....	30

2.5.4.3. Strengths and Weaknesses.....	30
2.5.5. A.V. Feigenbaum.....	31
2.5.5.1. Laying the foundations of modern quality control.....	31
2.5.6. Shigeo Shingo.....	32
2.5.7. Dr Genichi Taguchi.....	35
2.5.8. Ishikawa.....	39
2.5.8.1. Ishikawa's message-techniques.....	39
2.5.8.2. Company-wide quality.....	40
2.5.8.3. Quality Circles.....	42
2.5.8.3.1. Can quality circles be transferred successfully to the West?.....	44
2.5.9. Tom Peters.....	44
2.5.10. Claus Moller.....	48
2.5.11. Kaizen.....	53
2.5.11.1. Employee Empowerment: Suggestion System & Quality Control (QC) Circles.....	54
2.5.11.2. Process-Oriented Thinking as Opposite to Result-Oriented Thinking.....	54
2.5.11.3. Kaizen's Starting Point.....	55
2.5.11.4. The Key Kaizen Practices.....	55
2.5.11.5. Production Process.....	56
2.5.11.6. Kaizen's Super-Ordinate Principles.....	56
2.5.11.7. Kaizen: Seven Key Concepts.....	57
2.5.11.8. Kaizen's Problem-Solving Tools.....	57
2.5.11.9. Kaizen 5-S Process.....	58
2.5.11.10. Kaizen's Seven Deadly Wastes.....	59
2.6. Training in Total Quality Management.....	59
2.6.1. Concepts of quality.....	60
2.6.2. Interpersonal skills.....	63
2.6.3. Group leadership skills.....	63
2.6.4. Group working skills.....	66

2.6.5. Communication and presentation skills.....	67
2.7. Techniques of Total Quality Management.....	71
2.7.1. Joint problem solving.....	72
2.7.2. Brainstorming.....	76
2.7.2.1. Data collection.....	77
2.7.3. Methods of analysis.....	77
2.7.4. Planning for just-in-time (JIT) management.....	80
2.7.4.1. Aims of JIT.....	82
2.7.4.2. The operation of JIT.....	82
2.8. Six Sigma.....	84
2.9. Advantages of Total Quality Management Application.....	87
2.10. ISO-9000	88
2.10.1. ISO 9001:2000	89
2.10.2. What is ISO 9001:2000 'Compliance'.....	90
2.10.2.1. It is a Journey towards Total Quality Management (TQM).....	90
2.10.3. To Whom it is Applicable.....	91
2.10.4. Why ISO 9001:2000 Certification is Needed?.....	92
2.10.5. What Steps It is Needed to Take to Achieve Certification?.....	93
2.10.6. Implementing an ISO 9001:2000 Based Quality Management System.....	94
2.10.7. Benefits of quality systems based on ISO 9000.....	97
2.10.8. The advantages of ISO Certification	97
2.10.9. Different ISO Certifications.....	99
2.10.9.1. ISO 9001 Certification.....	99
2.10.9.2. ISO 9002 Certification.....	99
2.10.9.3. ISO 9003 Certification.....	100
2.10.10. Implementation Phases.....	100
2.10.11. Hurdles in implementing ISO 9000.....	101
2.10.12. Myths about ISO 9000.....	102
2.10.12.1. Highly Bureaucratic.....	102
2.10.12.2. Too Much Of Paper Work.....	102

2.10.12.3. It is TQM.....	103
2.10.12.4. Can Be Kept Forever.....	103
2.10.12.5. Safeguards Product Failures.....	103

THE IMPORTANCE OF TOTAL QUALITY MANAGEMENT IN HOSPITALITY INDUSTRY

CHAPTER III

THE IMPORTANCE OF TOTAL QUALITY MANAGEMENT IN HOSPITALITY INDUSTRY

3.1. Segments of the Hospitality Industry.....	104
3.1.1. Food Service.....	104
3.1.2. Lodging.....	105
3.1.3. Travel.....	106
3.1.4. Transportation.....	106
3.1.5. Travel Agencies (Retail).....	107
3.1.6. Tour Companies (Wholesale).....	108
3.1.7. Recreation.....	109
3.1.8. Theme Parks.....	109
3.1.9. Clubs.....	110
3.1.10. Public Parks.....	110
3.2. What is service?.....	111
3.2.1. Characteristics of Service.....	113
3.2.1.1. Differences Between Physical Goods & Services... 113	
3.2.2. Importance of Service Quality.....	115
3.3. Quality and Customer Satisfaction.....	117
3.3.1. The Key To High-Quality Service.....	118
3.3.2. Understanding and Meeting Guest Needs.....	119
3.3.3. Quality design in the Service Sector.....	120
3.4. SERVQUAL - A New Approach To Service Quality.....	123
3.5. KalDer.....	127
3.6. Historical Development of Total Quality Management in Turkey.....	131
3.7. Total Quality Management In Hospitality Sector In Turkey.....	132

3.8. Total Quality Management in Hospitality Sector.....	136
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CHAPTER IV

TOTAL QUALITY MANAGEMENT AND ITS APPLICATIONS IN SOME FIVE STAR HOTELS IN TURKEY

4.1. Purpose of the study.....	140
4.2. Limitations of the study.....	141
4.3. Methodology of the study.....	141
4.4. Samples.....	142
4.4.1. Ritz-Carlton Hotel.....	142
4.4.1.1. Total Quality Management in Ritz-Carlton Hotel.....	142
4.4.1.2. The Ritz-Carlton's Gold Standards.....	142
4.4.1.3. CREDO.....	143
4.4.1.4. The Ritz-Carlton Basics.....	143
4.4.1.5. The Baldrige Award and The Ritz-Carlton.....	145
4.4.1.5.1. The Baldrige Award's Purpose.....	147
4.4.1.5.2. The Baldrige Award's Core Values and Concepts...	148
4.4.1.5.3. 1995 Baldrige Award Criteria.....	152
4.4.1.5.3.1. Leadership.....	154
4.4.1.5.3.1.1. Senior Executive Leadership.	154
4.4.1.5.3.1.2. Leadership System and Organization...	154
4.4.1.5.3.1.3. Public Responsibility and Corporate Citizenship.....	155
4.4.1.5.3.1.4. Leadership at The Ritz-Carlton.....	155
4.4.1.5.3.2. Information and Analysis.....	157
4.4.1.5.3.2.1. Management of Information and Data.	157
4.4.1.5.3.2.2. Competitive Comparisons and Benchmarking.	158
4.4.1.5.3.2.3. Analysis and Use of Company-Level Data.....	158

4.4.1.5.3.2.4. Information and Analysis at The Carlton.....	159
4.4.1.5.3.3. Strategic Planning.....	160
4.4.1.5.3.3.1. Strategy Development.....	160
4.4.1.5.3.3.2. Strategy Deployment.....	161
4.4.1.5.3.3.3. Strategic Planning at The Ritz-Carlton.....	162
4.4.1.5.3.4. Human Resource Development and Management.....	163
4.4.1.5.3.4.1. Human Resource Planning and Evaluation.....	163
4.4.1.5.3.4.2. High performance work systems.....	165
4.4.1.5.3.4.3. Employee Education, Training, and Development	165
4.4.1.5.3.4.4. Employee Well-Being and Satisfaction.....	167
4.4.1.5.3.4.5. Human Resource Development and Management at The Ritz-Carlton.....	167
4.4.1.5.3.5. Process Management.....	170
4.4.1.5.3.5.1. Design and Introduction of Products and Services.....	171
4.4.1.5.3.5.2. Process Management: Product and Service Production and Delivery.....	172
4.4.1.5.3.5.3. Process Management:Support Services.....	172
4.4.1.5.3.5.4. Management of Supplier Performance , Criteria in the Management	173
4.4.1.5.3.5.5. Process Management at The Ritz-Carlton.....	173
4.4.1.5.3.5.6. Quality Improvement Mechanisms at the Ritz- Carlton.....	176
4.4.1.5.3.6. Business Results.....	177
4.4.1.5.3.6.1. Product and Service Quality Results...	177

4.4.1.5.3.6.2. Company Operational and Financial Results.....	178
4.4.1.5.3.6.3. Supplier Performance Results.....	178
4.4.1.5.3.6.4. Business Results at The Ritz-Carlton.....	179
4.4.1.5.3.7. Customer Focus and Satisfaction.....	181
4.4.1.5.3.7.1. Customer and Market Knowledge.....	181
4.4.1.5.3.7.2. Customer Relationship Management.....	183
4.4.1.5.3.7.3. Customer Satisfaction Determination.....	183
4.4.1.5.3.7.4. Customer Satisfaction Results.....	184
4.4.1.5.3.7.5. Customer Satisfaction Comparison.....	184
4.4.1.5.3.7.6. Customer Focus and Satisfaction at The Ritz-Carlton.....	185
4.4.2. Conrad Hotel İstanbul.....	190
4.4.2.1. History of Conrad Hotel.....	190
4.4.2.2. Awards of Conrad İstanbul.....	191
4.4.2.3. Conrad Development Opportunities.....	191
4.4.2.4. Design for luxury.....	191
4.4.2.5. A discerning clientele.....	192
4.4.2.6. Business Services.....	192
4.4.2.7. Dining at Conrad hotels.....	193
4.4.2.8. Personalised and Attentive Service.....	193
4.4.2.9. Total Quality Management Approach in Conrad İstanbul.....	193
4.4.3. Sheraton Ankara Hotel & Towers.....	196
4.4.3.1. Total Quality Management in Sheraton Ankara.....	196
4.4.3.2. Human Resource Management Staffing in Sheraton Ankara Hotel and Towers.....	192

4.4.3.2.1. Organization of Personnel and Training	
Department.....	197
4.4.3.2.2. Human Resource Planning.....	199
4.4.3.2.2.1. Recruitment.....	199
4.4.3.2.2.2. Selection.....	200
4.4.3.2.2.3. Placement and Orientation.....	201
4.4.3.2.2.4. Training.....	202
4.4.3.2.2.5. Motivate the Employees.....	205
4.4.3.2.2.6. Employee Rights and Termination.....	206
4.4.4. Bilkent Hotel and Conference Centre, Ankara.....	207
4.4.4.1. History of Bilkent Hotel.....	207
4.4.4.2. Total Quality Management in Bilkent Hotel.....	207
4.4.5. Divan Hotel, İstanbul.....	210
4.4.5.1. History of Divan Hotel.....	210
4.4.5.2. Awards of Divan, İstanbul.....	210
4.4.5.3. Total Quality Management in Divan, İstanbul.....	211
4.4.5.3.1. Training.....	211
4.4.5.3.2. Communication.....	212
4.4.5.3.3. Participation.....	212
4.4.5.3.4. Salaries and Wages.....	212
4.4.5.3.5. Security Policy.....	213
4.4.6. Swissotel The Bosphorus.....	213
4.4.6.1. History of the hotel.....	213
4.4.6.2. Training.....	215
4.4.6.3. Performance Evaluation.....	217
4.4.6.4. Motivation – Promotion.....	218
4.4.6.5. Employee Benefits.....	219
4.4.6.6. Total Quality Management in Swissotel the Bosphorus.....	219

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