**Topic: TOURISM AND HOSPITALITY**

Quality in the tourism and hospitality industry involves consistent delivery of products and other guest services which are planned according to the expected standards. However, the challenge that occurs in the tourism and hospitality industry is to be able to deliver quality services in the coming years because it is an essential condition for the success in the emerging hospitality market. Different tools have been used by managers in the industry to measure the quality of service and the different mechanism for quality recognition in the tourism and hospitality industry. To many tourists the choice of hotel becomes one of the major issues in the industry, such the variety of services available, the quality and also price. Therefore, because there are numerous hotels that provide similar services the competition is high and the only way to attract and maintain the customers is to provide quality services. These means the importance of providing quality service in the hospitality and tourism industry is to be able to attract and maintain customers because of the high competition in the market industry.

The first approach to quality was used to be in a technical perspective, product related. However, the quality definition has evolved over time where modern approach of quality has changed towards customer related quality. It is being evaluated according to the customer requirements. Therefore quality does not mean best but it means best for a certain group of individuals because if a product or service has been able to meet the expectations of the customer then the quality has been achieved. According to () quality has been defined as a “market category that encompasses the totality of creation and realization of tangible products and services, on the level to which their properties ensure the compliance with the requirements of demand.” However, in the tourism and hospitality industry the approach has changed to be more of the entire organization which includes all processes that the client satisfaction depends on than just being marketing related.

To be able to assess the quality of tourism and hospitality industry the concept of the tourism product comes into the equation because it is responsible for the satisfaction of the tourists. The product that is provided by the industry it is usually composite and includes different features such as accommodation, dinning and even transportation. Also, the product is linked to the tourist destination. Therefore the tourism product is a complex commodity that include the intangible and tangible product and services which will provide memorable experiences to the tourists. Due to this it is important to consider these aspects when addressing quality in the tourism and hospitality industry since it is being performed under specific forms in different structures of the industry.

2

In the tourism and hospitality industry the hotels usually have a reward program which is an activity for the brand to engage in if the hotel values its customers. The reward system can be used by customers to favor one hotel compared to another. There are external and internal quality award systems that can be used by different organizations for their operations. To understand better the quality award system will use the village hotels as the organization which has been able to obtain such quality awards making its brand stronger. The village hotel has been able to obtain an external award which is known as the green tourism award. The green tourism award is one of the largest and established sustainable certification program available in the world. The village hotel has been able to get this award in all thirty branches where the award recognizes the commitment of tourism businesses which have been actively working towards becoming sustainable in the industry. The award was awarded to the village hotels because they were recognized as an organization which has worked responsibly, ethically, and sustainability by contributing to the reduction of impact on the environment and aiming to be accessible and inclusive to both the customers and the staff.

The green tourism award is essential because it helps an organization to reduce cost, improve efficiency of the organization and also help in improving the marketing potential at the same time reducing the environmental impact of the business. Therefore, the external award of green tourism is a useful tool especially in improving the quality of your organization. For example the village hotels have been able to focus on reducing energy through building optimization programs and the wide employee engagement program. Therefore, showing how sustainability can easily align with the value of a business and help to improve profits on both sides.

Despite the external reward system the hotels also have internal quality reward systems. The village hotel has been able to apply also the internal reward system such as the mystery guest reward where a mystery guest can describe a moment where he finds outstandingly amazing and the employee is being identified. The employee is rewarded by the hotel management. The internal reward system is essential because it keeps all employees in check and ready to serve all customers by producing quality services. The quality of employee service rises especially if they are expecting rewards anytime. The mystery guest reward is special such that it helps the employees who stand out from the competition by motivating them in brilliance so that they could get noticed by guests and in turn they derive their loyalty. Furthermore, rewarding the employees encourages high level of service since they feel they have been acknowledged in delivering better and quality services which in turn will drive a long term success of the brand.

3

According to the findings on the internal and external quality awarding system of the tourism and hospitality industry. The award system is essential in the organization because it helps to measure, monitor and improve the quality of an organization. The quality of the organization is improved in different ways such that the brand of the organization is strengthen, the customer loyalty increases and the quality of customer service is developed efficiently. Despite the positive development of the organization there are different areas where they require immediate improvement because they are essential in developing the quality of service in the tourism and hospitality industry. First is customer satisfaction, satisfaction of the customer is very important in the industry because all the customers are the reason for existence of the industry. Without tourists visiting then there is no tourism. Therefore, it is important to focus on customer satisfaction. To improve customer satisfaction we can consider the concepts of adopting effective total quality management. Total quality management (TQM) is a way of managing all activities in an organization for it to achieve excellence. Also it has different dimensions that include performance, features, reliability, and durability among others. For the industry to improve on customer satisfaction will consider one principle of TQM which is customer focus. The principle argues that a business will not exist without customers, therefore the organization should be able to understand the customers fully either current or future so that they are able to meet the customers’ expectations. When the industry has managed to develop a good customer relationship the organization will be able to increase the market share and boost the revenue and also improving the customer loyalty. Due to this it is important for the tourism and hospitality industry to improve on the customer satisfaction because the improvement of quality depends on the satisfaction of the customers.

Another are where there is need of immediate improvement is the top management commitment. The mangers who are the leaders are supposed to be authentic and helping the organization to reach their goals and objectives. Considering the aspect of TQM in improving the leadership processes in the industry there is need to apply the principle of leadership of total quality management. This principle focus on the virtues of unifying leadership and a purposeful leadership. The organization leaders in the industry they are responsible in helping to create a productive and progressive business environment and also they help ensure the future of the business is secure. To improve leadership in the tourism and hospitality industry is essential to implement the principle since it depend on an establishment of the vision and the right leaders who are able to promote the set vision of the organization to all the employees. The advantage of this principle is that it will help the organization to save time and stress in the future because the quality of the organization would have improved due to better leadership.

4

Since we have identified two major improvement needs, to achieve total improvement of the area there is need to use quality improvement tools. There are different quality improvement tools that could be used. However, in this case we would apply the EFQM Excellence Model. This model has been developed as a framework for management systems. It aims on assessment of performance, integrating and align all processes by bringing in a way of thinking which encourages reflection and at the same time help in continuous improvements when the different key actions are driving results. To implement the tool, first we develop it which the model is developed on a nine box structure where on the left side there is enablers which are used to measure the activities in the organization. On the right side there is results or the outcomes of the enablers. The model helps understand the cause and effect relationships between the organizations. After developing the management tool, then we are able to apply its features to improve the different aspects that we discovered which are improving customer satisfaction and improving the leadership in the tourism and hospitality industry. The benefit of using model the organization will have a clear diagnosis of the activities involved in improving the issues which will make it useful for planning since there is a direct link on the organization plans and the results achieved. Furthermore, we could recommend the adoption of total quality management in the industry as a tool to develop and improve issues surrounding the industry.