

# Total quality management and service



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There are many ways you can explain Quality, for example Service or product which meets or exceeds the expectations of its consumers is known as Quality Product or Service. Product quality and Service Quality plays were important role in Hospitality Industry because if you exceed your Guest Expectation they will surly come back to you and they vll also recommend you to their friends and family, which will increase the business. Hospitality Industry is known for their Products and Service and so it is important for them to maintain and gradually increase there quality according to their customers need.

**Defination Of Quality:**

According to Oxford Dictionary “ Quality can defined as a degree of Excellence” Juran’s defins Quality as “ fitness for intended use” the defination says that Quality is meeting or exceeding customer expectations.

Ref: [http://www.shsu.edu/~mgt\\_ves/mgt481/lesson1/lesson1.htm](http://www.shsu.edu/~mgt_ves/mgt481/lesson1/lesson1.htm)

Example: If the Guest Stays in the 5 star hotel property, he is quite sure of the products and service he is going to get from them, and if the hotel is successful in providing expected service that means they have given the guest quality service and products.

According to Deming- Quality should be aimed at the needs of the consumer, present and future.

Ref: <http://www.balancedscorecard.org/TheDemingCycle/tabid/112/Default.aspx>

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Example: In the hotels there are guest who visit same property more oftenly may be every month, hotel should keep the record of their special needs such as what type of room they prefer, any special dietary requirement, any special products they like having in their room for eg. Fridge, fan etc. And providing all the recorded needs of the guest on his every visit, is called as Quality Service and Product.

Both the definitions have almost the same meaning that is quality can only be achieved if the guest is satisfied with the service and products.

According to me " Getting good Service or Product for less amount is quality"

For Example : For me staying in B&B is more satisfying than a big property because you get all basic things and service in very low price than a big hotel.

### **Difference Between Product Quality And Service Quality**

#### **Product Service Quality Quality**

Product Service

Quality Quality

can be can only

owned be

once Experienc

purchased as

. Good or

For eg, Bad

booking

For Eg,  
of room food  
in a service  
hotel. given on  
table.

Product  
quality,  
is not  
depend  
ant on  
service  
quality  
Service  
Quality is  
dependen  
t on  
Product  
Quality

It is Non  
tangible,  
Tangibl  
e, for eg  
it can  
be seen  
ed  
can only  
be  
experienc

It is capital based, for eg. Room s, only give food, service

Service

Product Quality

Quality can not remain constant.

constant. For eg.

t. Depends

For eg. on nature

Rooms of staff

remain when he

same is giving

service.

It includes

includes Delivery

features Time( pro

( eg viding

food, service on

interior give

etc), time),

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Knowledge  
 e of  
 defects(  
 Delivery(  
 a/c in  
 room is  
 not  
 working  
 )  
 served to  
 the guest)

The above given points shows us that both Product Quality and Service Quality plays very important role in hospitality industry. If both the qualities are well balance by any company they can easy achieve their goals. From customers point of view both qulaities are important. For Example if a luxuries hotel, providing all facitiles to the guest but cant provide service according guest expectation, than it's sure that guest vll not come again.

### **Implementing Quality Model:**

There are different types quality models available now such as, Total Quality Management, EFQM, Balbridge Award, Continuous Professional Development (CPD), Six Sigma, ISO 9000, Bench Marking and Hazard Analysis and Critical Control Points (HACCP) this quality models are helpful to almost all different organization.

### **Hilton Kensington:**

Six Sigma is an very important model in hospitality industry :

Six Sigma is very important model in Hospitality Management, Hilton Hotels have used this model, the model helps every organization to increase revenue, it increases customer loyalty, it also reduce cost,

- To maintain optimal inventory : Hilton hotel as good records of their inventory, there is perfect count of all equipments used in restaurant, in kitchen also chef has proper count of all the food items required, counting of equipments are done on regular basis. In restaurant and other department of hotel trainings are given to all staff about things required in there specific departments, by which staff has good knowledge about their inventories.
- Minimize wastage/pilferage: In every department of the Hilton hotel there is very low wastage because of trainings they get from the department heads. For example in front office all the paper which are used are recycled, all the water bottles which are opened and which has water in it remaining are brought in restaurant and are used in breakfast, it helps lot of wastage.
- Reduce the time : staff of department get all required trainings on regular basis from department manager and also from GM, they are told how to work fast and effectively, for example: if the front office staff are trained with latest software's, and system they can check in the guest quickly and so Hilton has all training which helps to reduce the time.

Hilton hotel keeps record of every staff and the training they received, which helps them know how will knowledge the staff is.

## Conclusion

In the above given report I have discussed about different definitions of quality in the Hospitality industry and the various quality theories developed by the quality gurus like Deming and Juran. The report also mentions the difference between service quality and product quality. I have also discussed about use of Six Sigma in Hilton London Kensington.

## **Bibliography**

### **Websites:**

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### Interviews:

Mr stephane F&B Manger, Hilton London Kensington, Date 1 oct 2009

Mr Daniell Operational manager , Hilton London kensington, Date: 2 oct 2009

### Books:

There were no single book on Quality Management In the Library So could not reffer from books