

**THE RELATIONSHIP BETWEEN TOTAL QUALITY  
MANAGEMENT CORE PRINCIPLES AND CUSTOMERS'  
SATISFACTION LEVEL IN HOTEL INDUSTRY.**

(REFERENCES TO STAR CLASS HOTEL IN KANDY DISTRICT)

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## ABSTRACT

The total quality management has become internationally interesting topic. Several research papers investigate the impact of total quality management on customer satisfaction in both service and manufacturing industries. Many research papers were done in developed countries, on the other hand, only a few study was done in developing countries not only that but also hotel industry. This paper will closing the gap by examines the relationship between total quality management and customer satisfaction in the hotel industry. According to self assignment there are only two hotels are following Total Quality Management practices either knowing or unknowing. The 60 questionnaires were sent to the guests of those hotels in Kandy. The results are reported and confirmed that the total quality management has a positive relationship with customer satisfaction in hotel industry. According to final result of the research there is a weak positive relationship in customer satisfaction (46%) and there is a moderate positive relationship (54%) in customer dissatisfaction. In advance if the hotels are not practicing TQM guests are dissatisfied more than if the hotels are practiced TQM. It explain guests also consider about the quality as a must be requirement. Management commitment and continues improvement are critical factors. Further management commitment and continues improvement make enormous impact on customers' satisfaction mare than other core principles. In addition, the study finds that total quality management can be applied in the hotel industry in Sri Lanka .And this research find out that necessity of introducing specific TQM practices for hotel industry. A discussion of the result is presented and directions for further research on total quality management.