



Libyan International Medical University

Faculty of Business Administration

Department of Business Administration

Graduation Project

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**Total Quality Management (TQM) Implementation in Hotel
Industry in Benghazi City**

By:

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Dedication

I dedicate my dissertation work to each of my family members and friends. Firstly, I extend a special thank you to my loving parents, whose words of encouragement provided immense strength and power to me. Additionally, I would like to express my sincere appreciation to Prof. Sabri Elkrghli, Dean of Faculty of Business Administration at Libyan International Medical University, and my supervisor Dr. Inas Bibtana for their valuable and constructive guidance during the supervision of my undergraduate project. Lastly, I thank my close friends for their unwavering support and endless words of motivation.

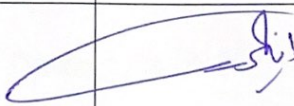
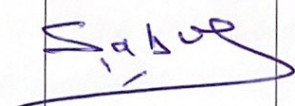

Acknowledgment

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I would also like to thank the hotel managers and staff for their cooperation in responding to the questionnaires, and the Director of the Tourism Office, Mr. Ashraf Gharour, for providing me with information about the hotels. Their participation and engagement have been of great importance in achieving the end point of my research.

Acceptance and Approval

The title of this graduation project is "Total Quality Management (TQM) Implementation in Hotel Industry in Benghazi City. This project is produced by Majdouleen Alabbar and has been:

Project Examiners	Signature	
	Accepted	Rejected
Dr. Inas Bibtana (Supervisor)		
Prof. Dr. Sabri Elkrghli (Co-supervisor)		
Dr. Mailod Alabdali (Examiner)		



Prof. Dr. Sabri Elkrghli

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Abstract

This research aims to evaluate the level of application of total quality management (TQM) in the hotel industry in Benghazi City, Libya.

A questionnaire instrument was developed based on the extant literature and validated by a group of academicians. Some necessary changes were made to achieve the research objectives. A number of (67) managers and administrative staff across 16 hotels in Benghazi City were targeted by self-administered questionnaire.

Data was analyzed by Statistical Package for Social Sciences SPSS as several statistical techniques were used.

The key finding of the study revealed that there is an agreement on TQM implementation among the responded sample of the study. The study concluded with its limitations, and put forward some recommendations and implementations.

Keywords: TQM, Implementation, Hotel Industry, Benghazi.

المخلص

يهدف هذا البحث إلى قياس مستوى تطبيق إدارة الجودة الشاملة في فنادق مدينة بنغازي ، والتعرف على العناصر الأكثر تطبيقاً مثل: التركيز على الزبون، تمكين الموظف، التحسين المستمر، التزام الإدارة العليا، التواصل، التخطيط الاستراتيجي الهادف للجودة الشاملة، والعمل الجماعي.

ولتحقيق أهداف الدراسة أعدت إستمارة إستبانة بناءً على الدراسات السابقة، ثم خضعت لبعض التعديلات الضرورية لأجل ضمان صلاحيتها للإستخدام، عقب ذلك وُزعت الإستبانة على عدد (67) مسؤول وموظف يعملون في (16) فندقاً بمدينة بنغازي، ثم خضعت البيانات المُجمعة للتحليل الإحصائي من خلال الحزمة الإحصائية للعلوم الاجتماعية، وكان من بين أهم نتائج الدراسة هو وجود درجة عالية من الوفاق بين المُستهدفين بالدراسة على تطبيق إدارة الجودة الشاملة بفنادق مدينة بنغازي.

ولقد اختتمت الدراسة بذكر أهم التحديات، كما عرضت بعض التوصيات والمضامين المستقبلية التي تُفيد في تحسين وتطوير ممارسات إدارة الجودة الشاملة في المجال الفندقي.

الكلمات المفتاحية: إدارة الجودة الشاملة ، الصناعة الفندقية ، بنغازي.