

Operations and Quality Management: the Case of Hospitality Industry

Shumokh A. Faqeef, Raghad M. Bafageeh, Rawan A. Salah, and Abdulaziz T. Almaktoom

Department of Operations and Information Management, Effat University

PO Box 34689, Jeddah 21478, Kingdom of Saudi Arabia

shfaqeef@effat.edu.sa, rabafageeh@effat.edu.sa, rasalah@effat.edu.sa,

abalmaktoom@effatuniversity.edu.sa

Abstract

This research focuses on the Operations Management processes applied in a 5-stars Hotel located in Jeddah, Saudi Arabia. The aim of this study is to translate the reality application of the operational activities of the hotel into explained educational material, and to illustrate how textbook materials applied in real daily operations. In this observation, different operation management tools been considered in order to achieve the goal of this paper. Initially, understanding the hotel mission and vision, and how to achieve them through the operational strategy and the marketing strategy. Then, identifying weakness, strengths, opportunities and threats of the hotel, and how it to be managed. Later, applying the Quality Management and the performance measurements to insure the system functionality. In addition, realizing their main Key Performance Indicators (KPIs) and recognize how they are playing a major role in their Quality Management process. All those steps link the compensation to strategic performance completes the translation of strategy to operations and organizational alignment. This research highlights the important factors of operational management that effects the hotel's Quality process.

Keywords

Operational Management, Quality Management, Key Performance Indicators (KPI)

Acknowledgements

Authors would like to acknowledge Deanship of Effat College of Business and the hotel that has been visited for the research purpose, for their efforts and support.

Biographies

Shumokh A. Faqeef is undergraduate student majoring Operations and Information Management at Effat Collage of Business, Effat University, Jeddah, Saudi Arabia. She is interested in Operations Management, Quality Assurance, Project Management, and Supply Chain Management. In addition, she is a member of the IEOM society.

Raghad M. Bafageeh is undergraduate student in the Operations and Information Management department at Effat Collage of Business, Effat University, Jeddah, Saudi Arabia. She is interested in Operations Management and Finance, and how both functions can affect each other as they together play critical parts in any business. Also, she is a member of the IEOM society.

Rawan A. Salah is undergraduate student majoring Operations and Information Management at Effat University. She is interested in understanding the relationship between Finance and Operations Management and how both functions can affect each other as they are playing critical parts in any business. She is a member of the IEOM society too.

Abdulaziz T. Almaktoom is an assistant professor in the Department of Operations and Information Management at Effat University, Jeddah, Saudi Arabia. He earned his PhD in Industrial Engineering from Wichita State University. Dr. Almaktoom is a certified supply chain analyst. He has published journal and conference papers and his research interests include supply chain management and logistics, optimization under uncertainty, reliability-based robust design optimization, resilience-based design optimization, and lean supply chain management. He is a member of IIE, IEOM, INFORMS, CSCMP, ASQ, ISCEA, and SME.