

## **ABSTRACT**

The performance of TQM Hotels and Non TQM hotels is measured comparing statistically two major performance indicator Employee satisfaction and Operational effectiveness. To establish a link between TQM and performance and showing the need for the adoption of total quality culture in Novotel Bangkok Platinum Hotel. The purpose of this thesis is to highlight the benefit of TQM implementation in the hotel industry by examining the basic principles of TQM. The impact of TQM implementation of the two performance indicator will be assessed. Quantitative and qualitative method was used. Primary data is collected from the Novotel Bangkok Platinum Hotel by questionnaires and interview. Secondary data is gotten from articles, journals and online resources. The theory section looks at different concepts of quality as defined and viewed by various authors. Also the benefits and hindrances of TQM implementation were reviewed. The researcher have used ANOVA model to measure the difference of TQM hotel and Non-TQM hotel using the two performance indicator. The research findings confirmed the benefits that ensue from the implementation of TQM. It showed that TQM is a strategic tool industry can employ in the quest to remain competitive. It was also discovered that for the TQM to be properly implemented, everybody in the organization must be involved from the management to the employees and even the customers.

**Keywords:** TQM, Employee Satisfaction, Effective Operation.