TOTAL QUALITY MANAGEMENT FOR HOSPITALITY AND TOURISM

Robert C. Ford • Michael C. Sturman
Cherrill P. Heaton

Total Quality Management for Hospitality and Tourism
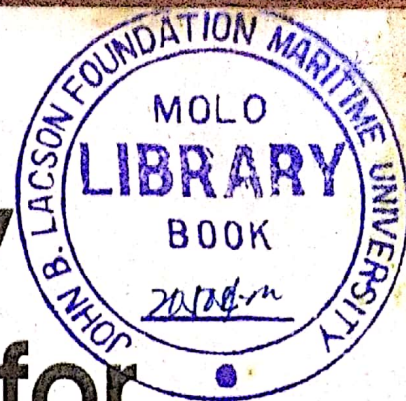
Robert C. Ford, Ph.D.
University of Central Florida

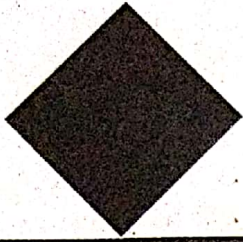**Michael C. Sturman, Ph.D.**
Cornell University

Cherrill P. Heaton, Ph.D.
University of North Florida

CENGAGE
Learning

Contents

Chapter 3   **Setting the Scene for the Guest Experience**   **105**

Chapter 4   **Developing the Hospitality Culture: Everyone Serves!**   **136**

SECTION 2
The Hospitality Service Staff

Chapter 5   **Staffing for Service!**   **168**

Index