

Development of the Hospitality Quality Management Culture Scale: A Pilot  
Study

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Abstract

This research describes the development and validation of a 19-item instrument (hospitality quality management culture scale, HQMCS) for assessing corporate quality management culture in hospitality organizations. Two studies were conducted to develop the final scale items, and to evaluate the scale's reliability and validity. Two core dimensions of quality management culture are identified. The HQMCS has a variety of potential applications and can serve as a framework for further empirical research in service management or organization management.

Keyword: Quality management culture, scale, hospitality, international tourist hotel