

Development of the Hospitality Quality Consciousness Scale:A Pilot Study

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Abstract

This research describes the development and validation of a 19-item instrument (hospitality quality consciousness scale, HQCS) for assessing employees' quality consciousness 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 consciousness are identified, namely, service management and total quality management. The HQSC has a variety of potential applications and can serve as a framework for further empirical research in service management or human resource management field.

Keyword : Hospitality Quality Consciousness Scale;Hospitality; Quality Consciousness