

Alexandria University
Faculty of Tourism and Hotels

**Testing the Applicability of Total Quality Management Systems
(U.S. Malcolm Baldrige model) in the Egyptian Establishments:
Case study on the Egyptian Tourist Authority**

**Thesis submitted to the Department of Post Graduate, Faculty of Tourism and
Hotels, Alexandria University**
**In partial Fulfillment of the requirements for the Master of Science's degree in
tourism, tourism guidance and hospitality (Department of Tourism Studies)**

Submitted by:

Mahmoud Ahmed Abdel Raaouf Abou Shouk

Supervised by:

Prof.Dr / Dalal Abdel Hady

Professor of Economics
Department of Tourism Studies
Faculty of Tourism and Hotels

Dr/ Nashwa Fouad

Associate professor,
Department of Tourism Studies
Faculty of Tourism and Hotels

Abstract 10 lines

The definition of the research problem was based on the proceeding studies that have been proven that there are many problems and deficiencies in the Egyptian Tourist Authority and there is a difference between the actual reality of the Authority and what is planned. The study hypothesis was formulated, its objectives were to determine the exact weaknesses in the performance of the Egyptian Tourist Authority using the model of the U.S. Malcolm Baldrige, identify obstacles that prevent the possibility of the application of total quality management in the authority, and test the effect of these constraints on the application of Malcolm Baldrige criteria. After that the appropriate research method was set. Then the content of the study determined, included an introduction, proceeding studies and literature review, design of the field study, results analysis, and presentation of results and recommendations.

Abstract 200 Words

This study aimed to determine the weaknesses suffered by the Egyptian Tourist Authority using Malcolm Baldrige criteria and developing mechanisms of treating them, in addition to identifying constraints that prevent the possibility of the application of TQM in the authority, how to remove them, and to test the effect of these constraints on the application of Malcolm Baldrige criteria on the Egyptian Tourist Authority.

This study used case study and descriptive analytical methods, in addition the population of the study was determined in the Egyptian Tourist authority and a stratified random sample was chosen with the size of 223 employees.

This study was presented in five chapters: The first chapter discussed the introduction, Chapter Two literature review and previous studies, chapter three field study design, chapter four analyses of the results, and Chapter five findings and recommendations.

The results identified weaknesses of the Egyptian tourist authority and how to treat them, identifying the obstacles that prevent the application of total quality management in the Egyptian tourist authority, and the ways to remove them. Finally it was found that there is no impact to the obstacles which prevent the application of TQM on the application of Malcolm Baldrige criteria in the Egyptian Tourist Authority.