



Faculty of Tourism and Hotels  
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## **THE EFFECT OF BASIC PRINCIPLES ISO 9001 ON IMPROVING LODGING ESTABLISHMENTS PERFORMANCE: A CASE STUDY**

A thesis submitted in partial fulfillment of the requirements of the master  
degree in Hotel Management from the hotels' Studies department

By

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## Abstract

**Background:** All types of establishments seek for improving the performance of their systems, including quality of products and procedures, customer satisfaction, increasing profits, and sustainability. A key strategy for achieving such goals is the effective implementation of quality management (QM) systems. ISO 9001 is a wide-implemented management system standard since it is implemented in all sectors, including hospitality. However, previous research exposed the lack of research on ISO 9001 in non-profitable and institutional establishments, e.g., students' hostels. Thus this study is here to bridge this gap in hospitality literature.

**Purpose:** This study explores the effect of ISO 9001 certification on the performance of students' hotels.

**Design/methodology/approach:** The study adopted case methodology as its design, and therefore I multiple methods were used for collecting data; self-administrative questionnaires and structured interview. In this study three groups of stakeholders' were investigated; customers (students) (n=334); employees (n=150) and managers/ directors and supervisors (n= 17). Sampling techniques included a random sample for students, surveying for employees, and purposive sampling for managers and supervisors. Quantitative data obtained from questionnaires were statistically analyzed using SPSS then WarpPls. Qualitative data were thematically analyzed.

**Findings:** The findings revealed that the certification of ISO 9001 has a positive effect on the students ' hostel performance, specifically customer satisfaction, process approach, operational performance, and product quality main findings.

**Limitations/implications:** One limitation of this study is the nature and design of the study as a case study. Thus findings cannot be generalized for other institutions.

**Originality/Value:** The main contribution of this study is to fill in the literature gap of ISO9001 in welfare and non-profitable establishments. This should guide future research for further studies on this era.

**Keywords** ISO 9001, certification, Quality management, performance, students' hostel.