



INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



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To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v9-i5/5875>

DOI: 10.6007/IJARBSS/v9-i5/5875

Received: 22 March 2019, **Revised:** 22 April 2019, **Accepted:** 1 May 2019

Published Online: 21 May 2019

In-Text Citation: (Sin & Jusoh, 2019)

To Cite this Article: Sin, K. Y., & Jusoh, M. S. (2019). Identifying and Prioritizing Research Gaps in Studies related to Total Quality Management on Competitive Advantage in Malaysian Hotel Industries. *International Journal of Academic Research Business and Social Sciences*, 9(5), 335–349.

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Vol. 9, No. 5, 2019, Pg. 335 - 349

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Identifying and Prioritizing Research Gaps in Studies related to Total Quality Management on Competitive Advantage in Malaysian Hotel Industries

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Abstract

Determining research gaps is a cardinal goal in literature review. While it has been diffusely conceded that literature reviews should determine research gaps, no methodological orientation is available on how to pinpoint research gaps amidst review of literature or to assure rigor and replicability. Hence, this study addresses this gap and puts forward a simple prototype that should assist scholars in this endeavour without suppressing creativity. Based on the study outcomes, a technique has been generated to identify research gaps, so as to enable scholars to conduct a more rigorous, effective, and efficient literature reviews henceforth.

Keywords: Literature review, Research gap, Total Quality Management (TQM), Competitive advantage (CA), Hotel industry

Introduction

Tourism has been the second largest foreign exchange generator in Malaysia after the manufacturing sector, accounting for 5.7% and 14.9% of direct and indirect contribution, respectively, to the Gross Domestic Product (GDP) in year 2014, and this figure has been expected to escalate by 4.5% per annum to Malaysia Ringgit (MYR) 262.2 billion by year 2025 (Hospitality Valuation Services (HVS), October 2015). Ranked within the top 10 tourism destination, undeniably, Malaysia has flourished within the tourism sector (Malaysia Investment Development Authority, 2015) and income generated was forecasted to rise by 4.6% per annum for 2013 until 2022, to a whopping MYR 90.7Bn in 2022 (World Travel and Tourism Council, 2012). The tourism industry has opened up new opportunities and benefited Malaysians by bringing in RM19.4 billion of investments and contributing to 1.77 million jobs (13% of total employment) in 2014 alone since the inception of National Transformation Programme (NTP) (The Sun Daily, October 2015). No doubt, the strong and significant rise of tourism development since the past few decades is one of the most remarkable social, economic, and cultural