**OPERATIONS MANAGEMENT**

**Learning Outcome 1: ACTIVITY 6**

## **Safari tour operations: part six (essay)**

Read the article: Mohammad Talha, (2004) "Total quality management (TQM): an overview", The Bottom Line, Vol. 17 Issue: 1, pp.15-19. (This article will be available in your online student resources.)

Explain in 500 words, how a small safari tours operation might adopt TQM to achieve business success.