

GRADUATE RESEARCH STUDY

Hotel Brand Quality Management Survey



WHO SHOULD TAKE THIS SURVEY?

Hotel General Managers, Assistant Managers, Regional Leaders, Owners/Franchisees, and other professionals with direct experience in branded hotel operations.



TIME REQUIRED

The survey takes approximately **3 minutes** to complete.



CONFIDENTIAL & ANONYMOUS

Your responses are completely anonymous and will be used for academic research only. No identifying information is collected.



WHY YOUR INPUT MATTERS

Your insights will help advance understanding of hotel brand consistency, quality assurance practices, and factors that may contribute to differences in quality between properties operating under the same brand.

TAKE THE SURVEY

Scan the QR code below or use the link to access the survey.



Open Camera • Scan • Complete



SURVEY LINK

<https://form.jotform.com/262396875474070>



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ABOUT THIS RESEARCH

This research is being conducted as part of a graduate professional paper at the University of Florida. The goal is to better understand quality management in hotel franchise systems from the perspective of industry professionals. Your expertise is greatly appreciated.