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**TOTAL QUALITY, SOCIAL RESPONSIBILITY AND GENDER IN
THE HOSPITALITY INDUSTRY**

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RESUMEN

The purpose of this paper is to examine how the implementation of total quality management and corporate social responsibility influences the results of hotels' stakeholders as an antecedent of business performance. This study investigates the role of gender diversity in top management team and its impact in the implementation of corporate social responsibility. An empirical study of a sample of 122 Spanish hotels from the Andalusian region shows that the adoption of such approaches improves the capacity of hotels to create benefits for their stakeholders, and these results have a positive effect on hotel performance. Our findings also provide evidence of the complementarity of both management philosophies as TQM can enhance the development of CSR. Finally, our research demonstrates that a higher gender diversity in top managements teams increases the level of implementation of corporate social responsibility within the hotel industry.

Palabras clave:

Total quality management, corporate social responsibility, responsiveness, hospitality industry, gender diversity, stakeholders, top management team