Integrating Quality Management and Human Resource Strategies for Sustainable Business Tourism Investments: Enhancing Mixed-Use Developments and Regional Economic Growth

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Abstract

The sustainable growth of business tourism investments is increasingly recognized as a crucial factor for regional economic development. To ensure long-term viability, businesses must adopt strategic frameworks that effectively integrate Quality Management (QM) principles with Human Resource (HR) strategies. This study explores how a combination of methodologies, including Total Quality Management (TQM) and the Balanced Scorecard (BSC), can enhance service quality, stakeholder engagement, and operational efficiency in Mixed-Use Developments (MUDs) within the tourism sector. Moreover, the research highlights the pivotal role of HR practices in workforce development, leadership adaptability, and talent retention, all of which contribute to the resilience and competitiveness of organizations. Given the growing impact of digitalization and artificial intelligence (AI), this study also considers how these emerging technologies can enhance, rather than replace, traditional strategic frameworks. By analyzing industry best practices and empirical evidence, the research presents a structured framework that aligns corporate strategy with sustainable investment principles. The findings emphasize the importance of a holistic approach, where QM and HR strategies work in tandem to support economic, social, and environmental sustainability in tourism-related investments. This paper aims to contribute to both academic discourse and industry practice by providing valuable insights for policymakers and business leaders striving to strengthen sustainable tourism investments. Future research should further examine how these frameworks adapt to evolving market dynamics and technological advancements.

Keywords: artificial intelligence; digital transformation; leadership adaptability; performance management; stakeholder engagement