STUDENT PERCEPTION OF CAREER OPPORTUNITIES IN HOSPITALITY AND TOURISM INDUSTRY IN UNIVERSITI MALAYSIA KELANTAN CITY CAMPUS

By

FATIMAH ZAHRA BINTI DAHALAN

H18A0117

CHIN CHI FUNG

H18A0080

NUR 'ALIAH NAJIHAH BINTI MD SA'AID

H18A0760

JULIZA NATASHA BINTI JAMIL

H18A0158

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APPENDIX B: DECLARATION

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_____
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_____
Signature of Supervisor

Group Representive: Fatimah Zahra Binti Dahalan

Date: 20 June 2021

Name: Puan Nur Dalila Binti MatYusoff

Date: 20 June 2021

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ABSTRACT

This research investigates the perceptions of tourism and hospitality students towards career in the industry. It analyses differences in the opinions of two groups of students, tourism courses and hospitality courses towards careers in the tourism and hospitality industry. This will ascertain if one group is more committed to a career in the industry than the other. A quantitative study investigates factors that students find important in choosing a career, as well as their perceptions of different aspects of a career in the industry. In total, 196 completed surveys were collected. The findings showed that there are significant differences between the two groups, especially when comparing the extent to which respondents believed tourism and hospitality offered the career factors that students found important. The results also showed that students in hospitality studies courses are more likely to believe that the tourism and hospitality industry offers these factors than students in tourism courses. This has implications for tourism and hospitality educators and employers in Malaysia.

Keywords: student perception, hospitality, tourism, career opportunities, factors

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CHAPTER 1

INTRODUCTION

This chapter will discuss the background of the study, research problem, research question, research objective, significance of study, definition of terms and closed by the summary.

1.1 BACKGROUND OF THE STUDY

Tourism and hospitality industry around the world, counting Egypt, is confronted with the issue of pulling in and holding quality employees that has driven to aptitude deficiencies and ability crevices (Richardson 2010; Sobiah 2014). This issue is due to a number of characteristics including a young transient workforce; low levels of formal qualifications; tall levels of ladies, understudies, part-time and casual workers; tall extent of low gifted occupations; unsocial working hours; a large number of transient staff; poor utilization of student work and tall levels of staff turnover (Choy, 1995; Richardson, 2010 and Sobaih, 2014). It can be included that regularity in the tourism and hospitality industry will strongly lead to regular business (Jolliffe and Farnsworth, 2003). Another critical issue is the deficient preparation regularly given to workers which directly influences employees' maintenance (Sobaih, 2011). These characteristics have driven to a negative industry picture within the eyes of both current and potential workers.

Tourism and hospitality graduates have unpleasant perceptions towards their careers coming about from "social disgrace" of tourism employment, as this will affect self-esteem accordingly (Martin et al., 2006). Employees or potential representatives who feel stigmatised will not utilize the industry as their career and will not suggest the industry to others (Wildes, 2004). Moreover, the image of the industry will impact the perceptions of the possible recruiters, and this includes a significant impact on the amount and quality of the employment within the industry (Richardson, 2010). According to, Hjalager and Andersen (2001) clarified that a tourism career is not the primary target of youthful candidates, in any case, it could be a temporary career indeed with prepared and proficient ones.

1.2 PROBLEM STATEMENT

The new estimates for unemployment prepared for the U.S. The Tourism Economics Travel Association paints a grim picture: the travel-dependent leisure & hospitality industry suffers from a 15 percent unemployment rate, almost double the national average. Any early signs of a moderate recovery for the industry, which accounted for 11% of all pre-pandemic jobs in the U.S. yet suffered 35% of all job losses associated with the pandemic, have been effectively extinguished. With 413,000 new jobs, the leisure & hospitality industry re-surged marginally in September, but declined steeply over the last three months, creating just 31,000 jobs in November.

The previous reports, on the other hand, equate those who have been unemployed with those who have not been unemployed over a given time (Arai & Vilhelmsson, 2004). Previous study has consistently demonstrated that when it comes to labor market results, education works, such as facing unemployment risk or being unemployed as opposed to not (Griffin, (2020). Thurow's (1972) model of work competitiveness indicates that highly qualified workers would inevitably seek to pursue employment deeper down the job queue (i.e., jobs requiring lower qualifications) in a situation of surplus demand for jobs requiring higher qualifications. These people will start competing with the less qualified at these lower levels and, in most cases, win.

The consequence of this mechanism is that people with no formal education face the largest risk of unemployment at the lower end of the job queue (Wolbers, 2000). For job exits, this reasoning often applies people holding the lowest positions in the job queue are the ones that are first fired. In a related vein, the philosophy of human capital (Becker, 1975) posits that more formal education, in a general sense, is representative of more intellectual capital, everything things equal. In addition, while workers with more human resources are deemed more efficient due to their higher investments in human capital, companies would displace these employees unwillingly first. Previous literature typically focuses on lower unemployment risks / rates for people with more advanced education in line with all these theoretical viewpoints (McDonald & Worswick, 1997; Obben, Engelbrecht & Thompson, 2002.)

Research on students in tourism and hospitality appears that they regularly have negative perceptions and attitudes towards a career in this industry as they see it as a career where there's a need of parenthood environment; need of acknowledged jobs; need or one-sided advancement opportunities; incompetent directors; destitute business relations; difficult working hours; unsuitable physical working environment and regular and part-time occupations (Lashley, 2009; Richardson, 2010).

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Airey and Frontistis (1997) argued that there are numerous questions that need a reply approximately the attitude of youthful individuals towards tourism and hospitality careers. They said that since the tourism could be a work seriously industry; it is subsequently fundamental to know almost the potential recruit In, any case most of research on student perceptions towards career in tourism and hospitality industry are embraced in created nations with exceptionally restricted thinks about in creating nations settings, such as in Egypt. However, a few researchers (Cuckier, 2002; Liu and Divider, 2006 and Sobaih, 2014) argued that inquire about on human resources in tourism and hospitality industry which has been attempted in created districts may not be agent to creating nations and hence diverse research ought to be attempted to get it the setting of creating countries.

1.3 RESEARCH OBJECTIVE

This study aims to achieve the following objectives:

1. To examine the relationship between career importance factors in the hospitality industry and student perception.

2. To determine the relationship between commitment to the career in the hospitality industry and student perception.

1.5 RESEARCH QUESTION

The research question is a clear, focused, concise, complex, and arguably question on research studies. The researcher has come out with two research questions to answer the objective of the study. The research questions are the following:

1. How to determine the student perception of career importance factors in the tourism and in the hospitality industry?

2. How a commitment to the industry can affect the student perception in the tourism and in the hospitality industry?

1.6 SIGNIFICANCE OF THE STUDY

Career choices are decisions made by students to determine the type of profession they want to pursue in the tourism and hospitality industry. According to Kyriacou and Coulthard (2000), career factors were identified as factors present at different levels within different industries that influence decisions on career choice. These career choices will influence them after they graduate.

The research was mainly focused on the student perception of career toward career importance factors and commitment to the industry in the tourism and hospitality industry. This research brings many benefits to tourism and hospitality students who are involved directly or indirectly in this research because they can identify the career in the tourism and hospitality industry when they have graduated. They will be more open-minded to choose a career. Besides, students can also find out important factors in choosing a career as well as their perceptions of the extent to which they believe tourism and hospitality careers offer. University administrators and lecturers can also use this research to advise their students to choose the right career and it can also help certain parties to inform students about there are many careers in the hospitality industry in more depth.

This study can help the tourism and hospitality industry to introduce to students where there are many career options that they can choose in the industry upon graduation.

1.7 DEFINITIONS OF TERMS

Table 1: shows the definition of terms used in research.

DV	Student Perceptions
IV 1	Career importance factors
IV 2	Commitment to the industry

1.8 SUMMARY

This research is about the student perceptions of career in tourism and hospitality industry in University Malaysia Kelantan. The aim of this research is for students who study in the hospitality industry and tourism industry. This research is more focused on student perceptions about careers in the hospitality industry and tourism industry. Besides that, we are also focused on how commitment to the industry can affect the student perception in the tourism and hospitality industry. Both of these variables are to find out what career students expect they will work after they graduate.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will discuss the influence of career on student perception toward career opportunities between career importance factors and commitment to the tourism and hospitality industry. This chapter consists of an introduction, explanation of the components on student perception of career and their relationship were identified. This chapter reviews the literature related to student perception of career, and conceptual framework and hypotheses also presented. Career importance factors and commitment to the industry are independent variables while students' perception is a dependent variable. If career choices increase, positive or negative growth will occur in students. This shows how independent and dependent variables are interrelated.

2.2 LITERATURE REVIEW

2.2.1 STUDENT PERCEPTION

Perception is the consequence of noticing an article, an occasion that turns into an encounter, or a relationship that is acquired by finishing up data and interpreting messages. Perception can likewise be said as an individual view that he has identified with genuine occasions that he has encountered (Aguirre-Raya et. al,2016). It is like a word reference of Lexico, which expresses that insight is the capacity to tune in, see, and attempt to be more mindful through the

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faculties or how something is seen, perceived, or deciphered (www.lexico.com). Besides, discernment can be characterized by the consciousness of the components of the climate through actual sensation (www.merriam-webster.com). Perception is a few components in which an individual speaks to the exercises in which he is in the circumstance (Zacks, 2020). Moreover, it contends that insight is deciphering, coordinating, and deciphering boosts got by somebody so it gets significant and coordinated into the person. The cycle of discernment incorporates three phases: determination, association, and understanding (Qiong, 2017).

2.2.2 CAREER IMPORTANCE FACTORS

It has been noted by Richardson (2009) that tourism and hospitality students are unclear about careers and working conditions in the hospitality industry and expressed the importance of examining career factors. Career importance factors for employees led by Blomme et al. (2009) to dispute such differences in employee expectations of the hotel industry and what they experience can cause negatives as a result. Considering the diversity of tourism and hospitality students, Richardson (2010) found that international students are more numerous and tend to pursue hospitality careers because of more careers and factors influencing them. According to Blomme (2009), these are distinct differences in expectations of the job content, development opportunities, work-family balance, salary, performance-related pay, and career opportunities.

2.2.3 COMMITMENT TO THE INDUSTRY

Tsai et al., (2010) defined organizational commitment as "a person's intention to devote to and be loyal to the organization" and positively affected by adequate empowerment, effective leadership, and successful internal marketing efforts. According to Richardson (2010), the skills, motivations, education, and training of employees will increase the competitiveness of the company. It will have a positive impact because the staff commitment to a career or industry is identified according to the sustainability of competitive advantage, their perception and doing a job in a career well. After graduation, most hospitality students do not join the hospitality industry (Pavesic & Brymer, 1990). This has been supported to discuss issues of student commitment to join the hospitality industry (Kusluvan & Kusluvan, 2000).

2.3 HYPOTHESES

2.3.1 Determine the student perception of career importance factors in the tourism and hospitality industry.

From this report we are studying UMK's student perception of the career importance factors in the tourism industry and hospitality industry. There are many career opportunities that they can choose from after they graduate and there are also few students that have already decided which career they would like to take part in. Although they have decided to take part in the career, there are many factors that will affect them in the career they choose. There are either good or bad factors. So, this study is about to help them to know the important factors in the career they want to choose.

2.3.2 Commitment to the industry can affect the student perception in the tourism and hospitality industry.

In this report we will study how commitment to the industry can affect the student's perception in the tourism industry and hospitality industry. Student perception about their future career is important as they need to catch their dream so they can become successful. But there is some commitment that maybe will affect their perception about the career in tourism industry and hospitality industry. And from this report we will find out the commitment that affects student perception and we will try to help them to solve the problem.

2.4 CONCEPTUAL FRAMEWORK

The theoretical and conceptual framework clarifies an exploration way and unequivocally grounds it in hypothetical builds. The general target of the two systems is to make research discoveries increasingly important, satisfactory in the field of examination for the hypothetical developments and to guarantee generalizability. They keep on advancing examination while keeping up the development of skill by providing the exploration request with both direction and force (Dickson et al.,2018).

Figure 2.1: Conceptual Framework

```
┌─────────────────────────────┐
│  Career Importance Factors  │ ──────┐
└─────────────────────────────┘        ↘
                                    ┌──────────────────────────────┐
                                    │  Student Perception Toward   │
                                    │     Career Opportunities     │
                                    └──────────────────────────────┘
                                        ↗
┌─────────────────────────────┐   12
│  Commitment to the Industry │ ──────┘
└─────────────────────────────┘
```
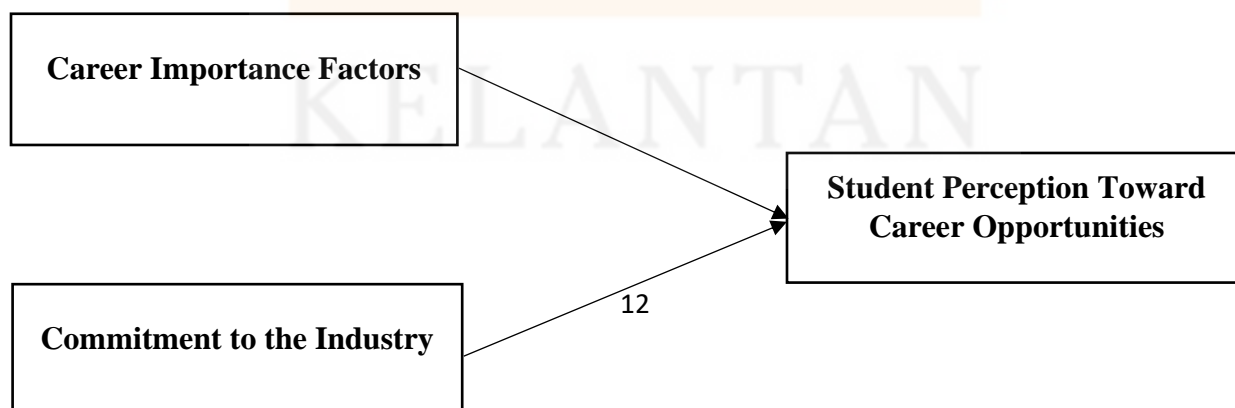
2.5 SUMMARY

Through this chapter, variables can be defined as things that can be measured, controlled, or manipulated in an investigation. Variables including the independent variables (IV) and dependent variables (DV) are the main in researching. This chapter also has discussed the career importance factors and commitment of students to the industry as independent variables while student perception as dependent variables. The specialist additionally, clarifies the connection between every independent variable and dependent variables and the conceptual framework. Ideally, toward the finish of this part, all the segments of this examination can be utilized in numerous future explorations.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter discusses and determines how to collect, process, and analyse data to answer the hypotheses and problem statements. Require analysis in a more systematic way research design, population and sample, sampling method, data collection procedure, instrument, and data analysis. The researcher should find that the method is not only appropriate for exploration strategies. This section discusses methods for collecting data, study design, testing methods, design of samples, processing, and analysis of the data (Sileyew, 2019).

According to (Sileyew 2019) research methodology is the path through which researchers need to conduct their research it shows the path through which these researchers formulate their problems and objectives it shows their results from the data obtained during the study period. The purpose of this study is to identify career toward career importance factors and commitment in the tourism and hospitality industry. This research method is to find solutions to a problem statement. The conclusion was how data analysis and the results were represented.

3.2 RESEARCH DESIGN

Since the goal of the study is to look for the connection between two variables and want to test speculations that will insist on hypotheses, a quantitative methodology is progressively reasonable for the examination question picked. To assemble the research plan and research design it is important to recall that for a quantitative there are five kinds of plans: cross-sectional, case-study, experimental, comparative, and longitudinal (Bryman & Bell, 2015, p.53).

Descriptive research is described as a research method used to explain the current phenomenon in the most accurate way possible. The term "existing phenomena" compares descriptive research with an experimental study that will investigate the actual incident and the incident after the time given. In descriptive research, there are already available observed phenomena (Atmowardoyo, 2018). The descriptive research can include an analysis of quantitative and qualitative. According to Towardly (2018), a survey for example is normally intended to explore the viewpoint of an enormous populace about a particular occasion or issue. Information assortment is ordinarily done through the organization of polls, and its information examination includes.

The main aim of this research is to determine student perception of career toward career importance factors and commitment to the industry in the tourism and hospitality industry. The respondents are the tourism and hospitality students at UMK to answer the research objectives. Questionnaires used a five-point Likert scale that has been handed out to the respondents.

3.3 POPULATION

For this study, the test scale is Year 3 of Hospitality and Tourism students, for example, Krejci and Morgan (1970) as a guide for organizing the respondent. Sampling is the population chosen from sufficient basics. To simplify the properties or characteristics of the population, it is possible for researchers to understand its properties or to classify and analyse the sample. It is vacillating because researchers should be able to collect data from any case to answer the study questions. It is necessary, therefore, to pick a sample that should be taken (Taherdoost,2016).

In this study, the researchers chose the convenience sampling technique as the high probability of accuracy among the other techniques of sampling to know their perception of career importance factors and commitment to the hospitality industry after graduation. The sample is taken from the target group of Year 3 students Hospitality and Tourism in University Malaysia Kelantan as the students have the same chance and are recognized at the UMK as a subject sample. The researcher created the questionnaire using Google Form and shared it as a social media forum with all students at the UMK through WhatsApp, Instagram, Twitter, and Facebook.

3.4 SAMPLE SIZE

For this research, the researcher used Universiti Malaysia Kelantan year 3 students who study in the Hospitality and Tourism course to examine their perception of career importance factors and commitment to the hospitality industry after graduation. The sample is a specific group of people from which that will collect the data. The convenience sampling technique was used for the respondents in this sample. A non-probability sampling selection technique is a convenience technique process, which means that in selecting respondents there are some fixed criteria.

The respondents that we choose are year 3 students that study in UMK and taking the hospitality and tourism as their courses. Every member of the population has an equal chance of being selected. This technique had chosen respondents equally. The total for the sample size is 401 which is 129 from Hospitality students and other 272 from Tourism students of year 3 students Faculty of Hospitality, Tourism and Wellness in UMK and use all the sample that was given to them.

3.5 SAMPLING METHOD

University is a place for students to study. They will gain the knowledge inside university and use it in their future. Different types of universities will provide different knowledge, students have the will to choose where to study. And in university, there are a big number of students. For this research, we used UMK students that study in Hospitality Management and Tourism to know their perception of careers in the tourism industry and hospitality industry.

Sample is a specific group of individuals that you will collect data from. For the participants in this research, convenience sampling technique was used. Convenience sampling is a technique of non-probability sampling selection procedure, which means respondents are sampled simply because they are ''convenient'' sources of data for researchers. The respondents that we choose are year 3 students that study in UMK and taking hospitality management and Tourism as their courses. Every member of the population has an equal chance of being selected.

This technique had chosen respondents equally. The sample, n is 196 random students from N populations, 401 of year 3 students in Hospitality and Tourism of Faculty of Hospitality, Tourism and Wellness (FHPK) Universiti Malaysia Kelantan City Campus. All students must have the same probability to be selected in the sample of size n, every year 3 students of Hospitality and Tourism in UMK who take hospitality management will be selected as respondents.

3.6 DATA COLLECTION PROCEDURE

In this research, the data were collected by using online questionnaires. The online questionnaires were assigned randomly to Hospitality and Tourism year 3 students that study in University Malaysia Kelantan (UMK) City Campus. The way we choose respondents is using WhatsApp's groups, we will choose groups that only have hospitality and tourism students.

We were choosing the respondents based on several characteristics. First, respondents must be UMK's Faculty of Hospitality, Tourism and Wellness (FHPK) students. Second, respondents must take hospitality management and tourism as their course. To make sure that the respondents that are selected are qualified to all characteristics above, we will send the questionnaire to FHPK groups with a label of "only hospitality management and tourism students" before they start to answer the questionnaire.

The questionnaire was distributed during our semester break. This is able us to have enough time to collect the data and respondents will have time to answer the questionnaire. The questionnaires contain items to answer the research objectives and we will keep the respondent's privacy.

3.7 RESEARCH INSTRUMENT

In this part, this examination will use questionnaires as measurement tools to gather the information to help specialists get the data of subjects of significance from research subjects. A poll is an examination instrument that comprises a lot of inquiry or different kinds of prompts that expects to gather data from a respondent (Adi Bhat,2020). Surveys are the best and simple technique to gather the data or information and react. There are a ton of surveys, for example, proper inquiry, right requesting the inquiries, etc. Survey ought to have a distinct reason that is identified with the destinations and its unmistakable from where we get the data that we will utilize.

The surveys comprise three sections which is Section A, Section B, and Section C. The initial segment is Section A. Segments are examined about segment division, for example, sexual orientation, age, race, and instruction. In the segment B, it concentrated on the autonomous factors which is money related foundation, monetary assets, and budgetary information and Section C is centred around the reliant factors which is understudy execution. The structure of the polls in Section A utilizing ostensible and short answers while in Section B and C utilizing Likert Scale. The respondents just can pick that answer simply because the scientists choose to ask the nearby finished inquiry. It is simpler for analysts to accomplish the reason for the examination on utilizing this Likert scale since it demonstrates level of understanding in level of fulfilment. The respondents will be simple and brisk to address the 20 inquiries. The inquiry will spread through sharing the connection of the google structure through web-based social networking. The connection will be shared through Facebook, WhatsApp, WeChat, Instagram, and others. It is a powerful method to get the respondent in various segments and replies.

The Likert scale is a five-point scale that we utilized in our polls to permit the person to communicate on the amount they concur or differ with some specific articulation that we give. Likert scales have the bit of leeway that they do not anticipate a basic yes or no answer from the respondent, but instead take into consideration degrees of supposition, and even no conclusion by any means (Saul McLEOD,2019). Regularly, the information got through polls. The analysts appropriated the polls among UMK Year 3 Hospitality Students in Kota Bharu, Kelantan.

3.7.1   RESEARCH INSTRUMENT DESIGN

The reliability measures increase when the number of Likert Scale increases above five and as a result, a total of five, six, or seven scales have been suggested for most of the constructs (Carmines & Zeller 1979; Hinkin, 1998). Similarly, Likert's Scale 5 points are suitable for study because the essays use several variables. A Likert scale assumes that the strength of an attitude is linear.

A continuum from strongly agree to strongly disagree and assumes that attitude be measured (Saul McLeod, 2019). The researchers used Likert because it is easy to calculate the respondents and also easy for respondents to answer the questions. From Likert 1 is strongly disagree, until Likert 5 is strongly degree. The scale will be used in Section B and Section C of the questionnaire based on Figure 3.2.

1	2	3	4	5
Strongly Disagree	Disagree	Natural	Agree	Strongly Agree

Figure 3.1: Likert's Scale Five Point
Source: Adopted from Saul McLeod, 2019
Table 3:1: Overview of Research Instrument

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SECTION	VARIABLES	ITEM	SOURCES
A	Demographic profile	3	(Jassim and Jaber, 1998; Peffer, 2005)
B	Career Importance Factors	6	Richardson (2010)
	Commitment to the Industry	6	Kusluvan & Kusluvan, (2000)
C	Student Perception	7	Kyriacou & Coulthard, (2000)

Question in Section A: Demographic

Please tick (√) in the answer below

1. GENDER

☐ Male

☐ Female

2. RACES

☐ Malay

☐ Chinese

☐ India

3. COURSES

☐ Hospitality

☐ Tourism

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Table 3.2: Questions That Have Been Used in Section B of the Questionnaire

VARIABLES	ITEMS	DESCRIPTIONS	REFERENCES	MEASUREMENT
Independent Variable 1: Career Importance Factors	C1	A job that will offer training to improve in-depth skills./*Sejenis pekerjaan yang akan menawarkan latihan untuk meningkatkan daya kemahiran kendiri.*	Richardson (2010)	Likert"s Scale 5 Point
	C2	A job that will offer a good starting salary./*Pekerjaan yang akan menawarkan gaji permulaan yang baik.*		
	C3	Choosing a job where I can use my University Degree./*Memilih pekerjaan di mana saya boleh menggunakan kelayakan Ijazah Sarjana saya.*		
	C4	A job that can be easily combined with parents (there is a nursery)/*Pekerjaan yang memudahkan pekerja yang sudah berkeluarga (ada taska)*		
	C5	A job where I can help the community. /*Pekerjaan di mana saya dapat menolong masyarakat.*		
	C6	Pleasant work environment (good communication between employees and employers)/*Persekitaran kerja yang menyenangkan komunikasi yang baik antara pekerja dan majikan*		

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Independent Variable 2: Commitment to the Industry	I1	I am happy to have choose tourism and hospitality as a career./*Saya gembira kerana memilih pelancongan dan perhotelan sebagai kerjaya.*	Kusluvan & Kusluvan, (2000)	Likert's Scale 5 Point
	I2	I would like to work in tourism and hospitality industry after graduation./*Saya ingin bekerja di industri pelancongan dan perhotelan setelah tamat pengajian.*		
	I3	I would recommend tourism and hospitality jobs to friends and relatives./*Saya akan mengesyorkan pekerjaan pelancongan dan perhotelan kepada rakan dan saudara.*		
	I4	I do not plan to choose a career in another industry./*Saya tidak merancang untuk memilih kerjaya di industri lain.*		
	I5	I would do any job in Tourism and Hospitality industry after graduation./*Saya sanggup melakukan apa sahaja kerja dalam industri perhotelan dan pelancongan setelah saya tamat belajar.*		
	I6	I will only work when the job offers a high salary./*Saya hanya akan bekerja apabila pekerjaan itu menawarkan gaji yang tinggi.*		

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Table 3.3: Questions That Have Been Used in Section C of The Questionnaire

Variables	Item	Description	Reference	Measurement
Dependent Variable: Student Perception	D1	Do you have a high ability to work in the tourism and hospitality industry./*Adakah anda mempunyai kemampuan yang tinggi untuk bekerja di industri pelancongan dan perhotelan.*	Kyriacou & Coulthard, (2000)	Likert's Scale 5 Point
	D2	Do you anticipate every challenge that will be faced in the workplace of tourism and hospitality industry./*Adakah anda menjangkakan setiap cabaran yang akan dihadapi di tempat kerja industri pelancongan dan perhotelan.*		
	D3	Will you be able to achieve your goal of success in the tourism and hospitality industry./*Adakah anda akan dapat mencapai matlamat kejayaan anda dalam industri pelancongan dan perhotelan.*		
	D4	Are you sure the tourism and hospitality industry are an industry with many career options./*Adakah anda pasti industri pelancongan dan perhotelan adalah industri menawarkan pelbagai pilihan kerjaya.*		

D5	Do you think work experience in the tourism and hospitality industry will expand your career in the food and beverage business./*Adakah anda fikir pengalaman kerja dalam industri pelancongan dan perhotelan akan mengembangkan karier anda dalam perniagaan makanan dan minuman.*
D6	Do you think tourism and hospitality courses graduates only need to work in hotels./*Adakah anda fikir pelajar lulusan kursus pelancongan dan perhotelan hanya perlu bekerja di hotel.*
D7	Do you think the tourism and hospitality industry can avoid unemployment./Adakah anda fikir industri pelancongan dan perhotelan dapat mengelakkan pengangguran.

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3.8   DATA ANALYSIS

Based on the research, the tool that was used was to analyses the data collection known as the Statistical Package for Social Science (SPSS), version 26. SPSS is a software that is able to explain the relationship between independent variables and the dependent variable in terms of descriptive analysis and correlation. SPSS is able to process the data collected from respondents in Universiti Malaysia Kelantan (City Campus) into useful information. The software processes large datasets efficiently and helps researchers to perform complex statistical analysis. Therefore, it is useful for the researcher and the reliability analysis would help in data analysis. There are three forms of data analysis which are reliability analysis, descriptive analysis, and Pearson's Correlation Coefficient.

3.8.1 RELIABILITY ANALYSIS METHOD

Analysis of reliability is calculated by the proportion of systemic difference in a scale that can be accomplished by evaluating the relation between the scores collected from the various scale administrations. Reliability tests the degree to which an assessment tool produces stable and consistent results. Cronbach alpha coefficient was calculated to identify the reliability of the instrument. Likert questions in a questionnaire from a scale and determine if the scale is reliable. A high alpha level can mean that there is a high association between the items in the test. However, the number of items in a measure is also sensitive (Mohsen Tavakol & Reg Dennick, 2011). The internal consistency reliability of an item is higher when the value is close to 1. The rules of thumbs of Cronbach's Alpha Coefficient Range are below.

Table 3.4: Cronbach's Alpha Coefficient Range

Cronbach's Alpha Range	Level of Reliability
α > 0.9	Excellent
α > 0.8	Good
α > 0.7	Acceptable
α > 0.6	Questionable
α > 0.5	Poor
α > 0.4	Unacceptable

Sources; Adopted from Mohsen Tavakol & Reg Dennick (2011)

3.8.2 DESCRIPTIVE ANALYSIS

For the interpretation and representation of data gathered, descriptive statistics may be helpful to provide specific information about variables in a dataset and to illustrate possible associations between variables. Which is in terms of mean, median, and mode can be used for measurement. That means, standard deviation, and interquartile range shown how the respondent reacts to an item in the questionnaire. For example, summarize the respondent's profile for section A where the respondent will answer background information such as gender, courses and races. Then, it can be used as an identifier and analyses that determine student perception towards career opportunities in the hospitality and tourism industry.

3.8.3 PEARSON CORRELATION COEFFICIENT

Correlation used as a method was investigated the relationship between two variables. Based on correlation has been marked in the statistical term. Pearson correlation Coefficient (r) is used to measure the strength and the significant relationship between independent variables which are career importance factors and commitment to the industry and the dependent variable which is the student perceptions towards career opportunities. Then, using the Pearson correlation coefficient calculated using the data from statistical (Malawi Med J,2012).

Therefore, to have a perfect linear relationship is formed when the correlation coefficient is either -1 or +1. When the correlation coefficient is zero, there is no linear relationship formed between independent variables and dependent variables. The thumb rule for Person's Correlation Coefficient is shown below.

Table 3.5: Pearson's Correlation Coefficient

Correlations	value
Perfect Positive Correlation	+1
No Correlation	0
Perfect Negative Correlation	-1

Sources: Adopted from Malawi Med J (2012)

3.9   SUMMARY

This chapter has described and justified the research methodology used in this research. The chapter has explained the research design, the sampling design including population, sampling technique, sampling frame and sample size. Not only that, the chapter also defined the data collection method and detailed the research procedures. Furthermore, the researcher used a convenience sampling method to collect the data. Quantitative approach is used to form the questionnaire and from the research, the relationship between independent variable and dependent variable would be observed through data collection.

CHAPTER 4

RESULTS AND DISCUSSION

4.1   INTRODUCTION

This chapter showed the analysis and major research findings of the study in response objectives that stated in chapter 1. The main target populations of this study are 196 respondents who were chosen asd year 3 students from hospitality and tourism courses. The results of this study are gained through using the methods explained in chapter III. This chapter included reliability analysis, demographic characteristic of respondents, descriptive analysis and Pearson's coefficient analysis. In this study, data have been collected and analysed using IBM SPSS Statistics version 26.

4.2   RELIABILITY ANALYSIS

Reliability analysis was used to measure the reliability of the questionnaire.

Alpha Coefficient Range	Strength of Association
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
0.9	Excellent

Table 4.1: Rules of Thumb of Cronbach's Alpha coefficient size

Source: Hair et al. (2007)

Table 4.1 illustrates the overall consistency (pilot test) for the dependent and independent variable. The pilot test had been done to 30 respondents before it was distributed to 196 respondents through an online survey method.

Variable	Number of Item	Cronbach's Alpha Coefficient	Strength of Association
Career Important Factors	6	0.89	Very Good
Commitment to the Industry	6	0.89	Very Good
Student Perception	7	0.91	Excellent

Table 4.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

Table 4.2 showed the overall value of Cronbach's Alpha Coefficient for the independent and dependent variable in this study. Therefore, the result shown is reliable and it can be accepted in this study.

There were six questions that were used in measuring the career important factors that affect student perception towards career opportunities in the hospitality and tourism industry in Universiti Malaysia Kelantan (UMK) City Campus. Table 4.2 showed Cronbach's Alpha result for this section's question was 0.892 which resulted as very good. Thus, the coefficient obtained for the questions in career important factors variables are reliable.

Next, there were six questions in measuring the commitment to the industry variable that affects student perception towards career opportunities in the hospitality and tourism industry in

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Universiti Malaysia Kelantan (UMK) City Campus. The result of Cronbach's Alpha for this section was 0.892 which indicated as very good. Thus, the coefficient obtained for the questions in commitment to the industry variable were reliable.

Lastly, in measuring student perception towards career opportunities in the hospitality and tourism industry in Universiti Malaysia Kelantan (UMK) City Campus, seven questions were used and the Cronbach's Alpha result for this section's question was 0.910 which indicated as excellent. Therefore, the coefficient obtained for this question measuring affecting student perception toward career opportunities in hospitality and tourism industry in Universiti Malaysia Kelantan (UMK) City Campus were also reliable.

Since the Cronbach's Alpha charge for the variables has exceeded 0.8 to 0.9, it shows that questionnaires are very highly reliable and can proceed with the study. All in the reliability has proven that the respondent understood the questions provided well and this means the questionnaires have been accepted for this study.

4.3 DEMOGRAPHIC CHARACTERISTIC RESPONDENT

The analysis of this study included the frequency, percentage and cumulative percentage. The data from the Section A of the questionnaire included questions from different demographic variables of respondents such as gender (1.00= Female / 2.00= Male), races (1.00= Malay/ 2.00= Chinese/ 3.00= Indian / 4.00= Others), courses (1.00=Hospitality/ 2.00=Tourism), frequency respondent perception toward career opportunities in hospitality and tourism industry. The respondent's demographic profile was presented in a form of table and pie chart.

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4.3.1 GENDER

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	125	63.80	63.80	63.80
	2.00	71	36.20	36.20	100.0
	Total	196	100.0	100.0	

Table 4.3.1: Respondents of Gender

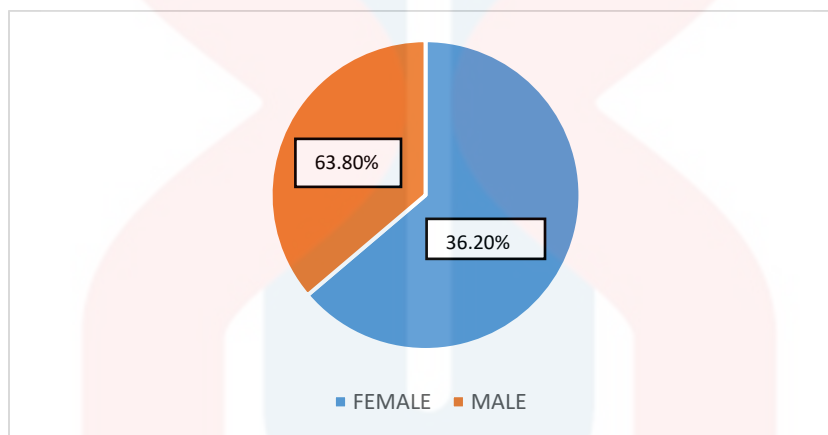

Figure 4.1: Percentage of Respondents by Gender

Table 4.3.1 and Figure 4.1 showed the gender of respondents. The total number of respondents for female representatives as 1.00 was 125 respondents while the number of male representatives by 2.00 was 71 respondents. Out the 196 respondents, 63.80% of total respondents were male and the 36.20% were female respondents who involved in this study.

4.3.2 COURSES

Courses					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	98	50.00	50.0	50.00
	2.00	98	50.00	50.00	100.00
	Total	196	100.00	100.00	

Table 4.3.2: Respondents of Courses
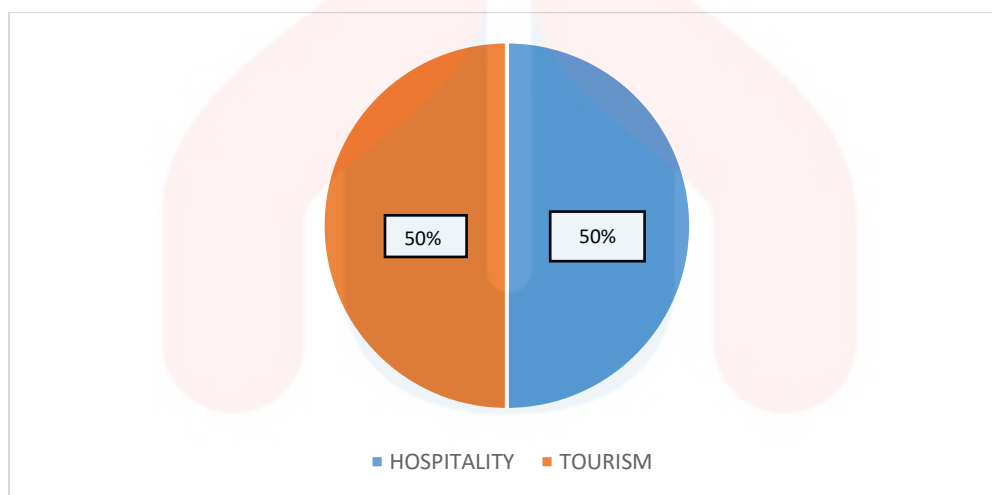

Figure 4.2: Percentage of Respondents by Courses

Table 4.3.2 and Figure 4.2 showed the total respondents by courses. The total numbers of respondents for hospitality (1.00) are 98 respondents while the number of tourism's (2.00) was 98 respondents. Out of the 196 respondents, 50% of total respondents were hospitality and the 50% were tourism respondents who were involved in this study

4.3.3 RACES

		Frequency	Percent	Valid Percent	Cumulative Percent
					RACES
Valid	1.00	116	59.2	59.2	59.2
	2.00	44	22.4	22.4	81.6
	3.00	27	13.8	13.8	95.4
	4.00	9	4.6	4.6	100.0
	Total	196	100.0	100.0	

Table 4.3.3: Percentage of Respondents by Races
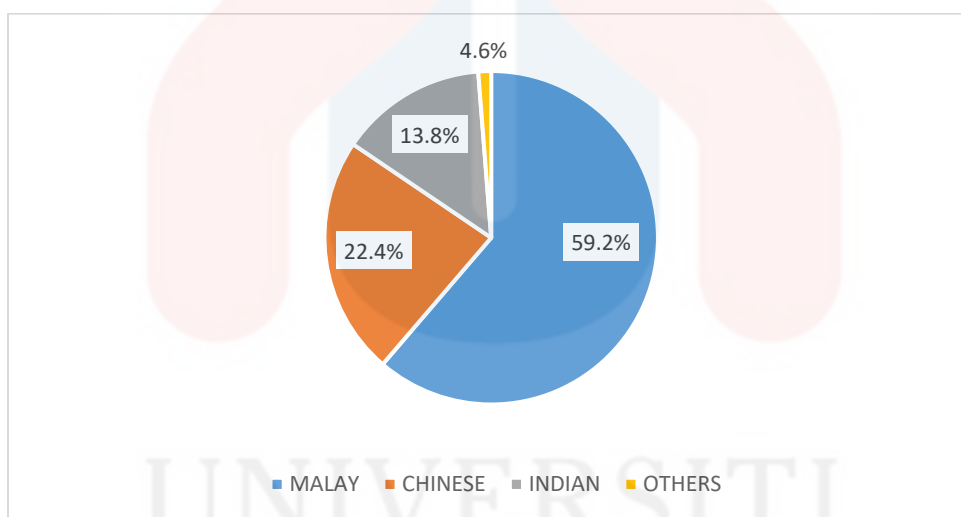
Figure 4.3: Percentage of Respondents by Races

Table 4.3.3 and Figure 4.3 showed the total respondents for races. The total number of respondents for Malay (1.00) was 116 respondents, the number of Chinese (2.00) was 44 respondents, the number of Indian (3.00) was 27 respondents and the number of others (4.00) was 9 respondents. Out of respondents, 59.20% of total respondents were Malay, 22.40% were Chinese, 13.80% were Indian and 4.60% were others.

4.4 DESCRIPTIVE ANALYSIS

This study has analysed the mean and standard deviation for section B and C of the questionnaires.

4.4.1 Independent Variable and Dependent Variable

Variables	N	Mean	Standard Deviation
Career Importance Factors	196	27.09	4.90
Commitment to the Industry	196	27.09	4.30
Student Perception Towards Career Opportunities	196	31.72	5.58

Table 4.4.1: Descriptive Statistic

Table 4.4.1 shows the number of respondents, mean and standard deviation of independent variables and dependent variables of the questionnaires. For the independent variables, the highest mean is commitment to the industry which is 27.09 and followed by career importance factors which is 27.09. For the dependent variable, the mean is 31.72.

4.4.2   CAREER IMPORTANCE FACTORS

No.	Item Description	N	Mean	Standard Deviation
1	A job that will offer training to improve in-depth skills.	196	4.77	0.52
2	A job that will offer a good starting salary.	196	4.69	0.60
3	Choosing a job where I can use my University Degree	196	4.63	0.67
4	A job that can be easily combined with parents (there is a nursery).	196	4.25	1.11
5	A job where I can help the community.	196	4.49	0.84
6	Pleasant work environment (good communication between employees and employers)	196	4.27	1.13

Table 4.4.2: Descriptive Statistic of Career Importance Factors

Table 4.4.2 shows the mean and standard deviation analysis on the independent variable which is career importance factors. Based on the table, the highest mean value is item 1 which was 4.77, whereby respondents agreed this career will improve in-depth skill means it very much influences student perception about career opportunities in this field. The lowest mean value is item 4 which is 4.25, where the respondent slightly agreed that a job that can be easily combined with parents (there is a nursery) overall. For the data set from 196 respondents with the standard deviation most of the values which were lower than 1, it indicated the values close to mean.

4.4.3 COMMITMENT TO THE INDUSTRY

No.	Item Description	N	Mean	Standard Deviation
1	I am happy to have chosen tourism and hospitality as a career.	196	4.77	0.5
2	I would like to work in the tourism and hospitality industry after graduation.	196	4.69	0.60
3	I would recommend tourism and hospitality jobs to friends and relatives.	196	4.63	0.67
4	I do not plan to choose a career in another industry	196	4.26	1.11
5	I would do any job in the Tourism and Hospitality industry after graduation.	196	4.49	0.84
6	I will only work when the job offers a high salary.	196	4.27	1.13

Table 4.4.3: Descriptive Statistic of Commitment to the Industry

Table 4.4.3 shows the mean and standard deviation analysis of respondents on the independent variable which is commitment to the industry. Based on the table, item 1 scores the highest mean value which was 4.77, where the respondents agreed that they are happy to have chosen tourism and hospitality as a career and they really give a full commitment toward the career in this field. The lowest mean item 4, with the mean value of 4.26, where the respondent somewhat agreed that the perception towards career opportunities in this industry is good but they still can choose another career. From the data set from 196 respondents with the standard

deviation most of the values which were lower than 1, indicated the values close to mean. Based on that, it clearly shows that both groups are dissatisfied with their career choices in tourism and hospitality.

4.4.4   STUDENT PERCEPTION TOWARDS CAREER OPPORTUNITIES

No.	Item Description	N	Mean	Standard Deviation
1	Do you have a high ability to work in the tourism and hospitality industry	196	4.77	0.52
2	Do you anticipate every challenge that will be faced in the workplace of tourism and hospitality industry	196	4.69	0.60
3	Will you be able to achieve your goal of success in the tourism and hospitality industry	196	4.63	0.67
4	Are you sure the tourism and hospitality industry are an industry with many career options	196	4.26	1.11
5	Do you think work experience in the tourism and hospitality industry will expand your career in the food and beverage business	196	4.49	0.84
6	Do you think tourism and hospitality courses graduates only need to work in hotels	196	4.27	1.13
7	Do you think the tourism and hospitality industry can avoid unemployment	196	4.63	0.78

Table 4.4.4: Descriptive Statistic of Student Perception Towards Career Opportunities

Table 4.4.4 shows the mean and standard deviation analysis of respondents on the independent variable which is student perception towards career opportunities. Based on the table, item 1 scores the highest mean value which is 4.77, where the respondents agreed that they really have a high ability to work in the tourism and hospitality industry because they had been trained for four years in Universiti including internship. The lowest mean item 4, with the mean value of 4.26, where the respondent slightly agreed that they maybe cannot expect more career option in this field because of the world condition nowadays. From the data set from 196 respondents with the standard deviation most of the values which were lower than 1, indicated the values close to mean. This result indicates that providing potential students with realistic information about careers in the industry will help them form more positive attitudes and realistic with lower expectations of future employment, ultimately reducing the number of graduates who will develop a pessimistic attitude toward a career in the industry.

4.5   PEARSON CORRELATION COEFFICIENT

Pearson Correlation Coefficient is the test statistics that measures the statistical relationship or association between two variables. This method is known as the best method based on the method of covariance. It gave detailed information about the association, correlation and the direction of relationship. The objective of this analysis was to determine whether there are correlations between two independent variables (career important factors and commitment to the industry) and the dependent variable (student perception towards career opportunities). The level of strength of the association determined whether it was acceptable.

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Table 4. 5: Strength Interval of Correlation Coefficient

Source: Abgunbiade and Ogunyika, (2013)

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Hypothesis 1: Career Importance Factors

H1: There is a very high positive relationship between career importance factors and student perception towards career opportunities.

Table 4.5.1: Correlation Coefficient for career importance factors and student perception towards career opportunities.

		Career Importance Factors	Student Perception
Career Importance Factors	Pearson Correlation	1	1.000**
	Sig. (2-tailed)		.000
	N	196	196
Students Perception	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	.000	
	N	196	196

Table 4.5.1 illustrated Pearson Correlation Coefficient, significant value and the number of cases which are 196. The p-value is 0.000, which means it has less than the significant level of 0.01. The correlation coefficient is 1.000 which suggested the very high positive correlation between career importance factors and student perception. The respondents agreed that career importance factors really give a big impact to student perception towards the career opportunities in the hospitality and tourism industry. Hence, the hypothesis is accepted. This is because the value scale exceeded more than 0.6.

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Hypothesis 2: Commitment to the Industry

H2: There is a very high positive relationship between commitment to the industry and student perception towards career opportunities.

Table 4.5.2: Correlation Coefficient for commitment to the industry and student perception

		Commitment to the Industry	Student Perception
Commitment to the Industry	Pearson Correlation	1	1.000**
	Sig. (2-tailed)		.000
	N	196	196
Student Perception	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	.000	
	N	196	196

Table 4.5. 2 illustrated Pearson Correlation Coefficient, significant value and the number of cases which are 196. The p-value is 0.000, which means it has less than the significant level of 0.01. The correlation coefficient is 1.000 which suggested the very high positive correlation between price and customer satisfaction. Based on the questionnaire, the respondent agreed that they really can give full commitment to the industry if they get the opportunities to work in the hospitality and tourism industry. Hence, the hypothesis is accepted. This is because the value scale exceeded more than 0.6.

4.6 FRAMEWORK ANALYSIS

Figure 4.6: Correlation between Career Importance Factors, Commitment to the Industry, and Student Perception Towards Career Opportunities

The figure 4.6 showed the framework with the data value for the significant independent variables to the dependent variables. There were two independent variables: career importance factors, commitment to the industry and the correlation relationship to the dependent variable is student perception towards career opportunities in the hospitality and tourism industry. The Pearson Correlation value between the two independent variables which are career importance factors, commitment to the industry and student perception both highest which is 1.000 and it is very high positive correlation. Therefore, all two variables had a significant relationship to the student perception towards career opportunities in the hospitality and tourism industry.

4.7   SUMMARY

In the end, all the relationships among the variables, the study found that the two hypotheses in this study are all acceptable. All the independent variables showed the same correlation coefficient with the dependent variable, which are 1.000 for career importance factors and commitment to the industry. It was answered by the research question whether there 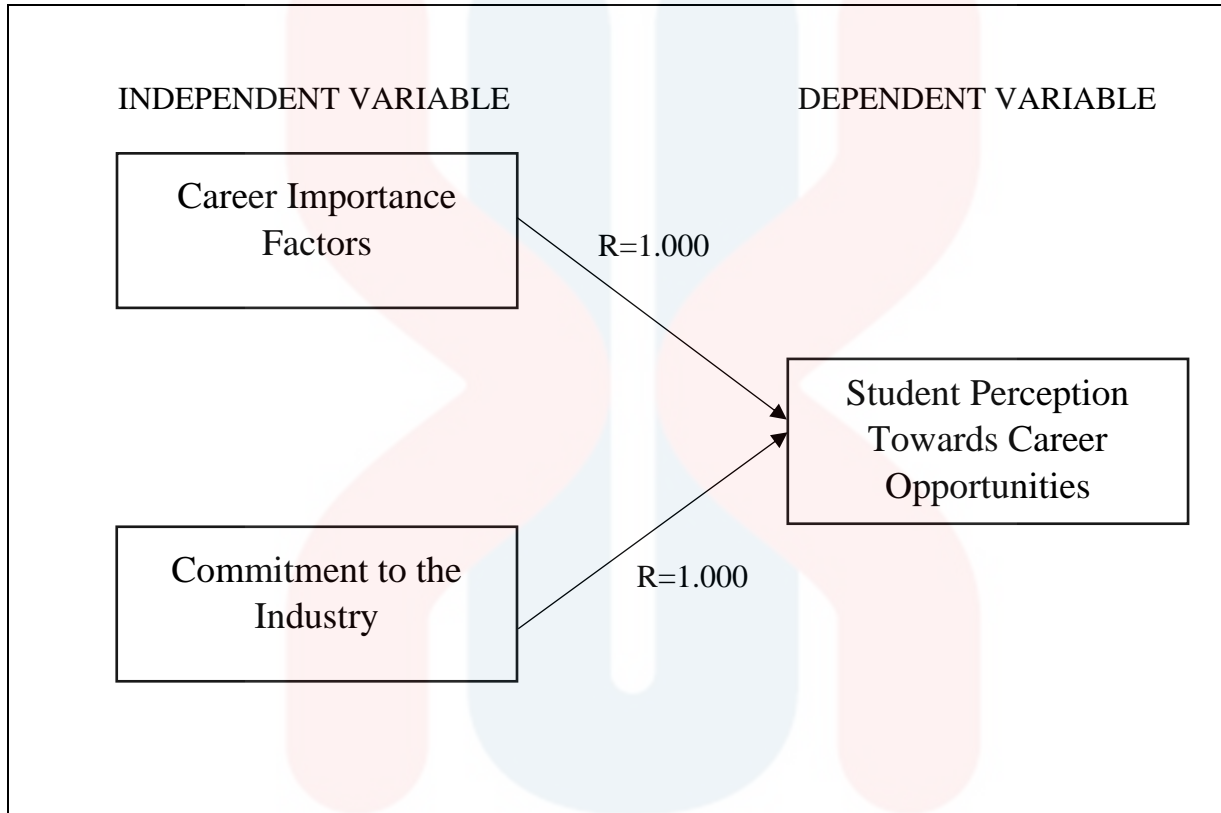is any relationship between all variables. To conclude, there are significant relationships between career importance factors and commitment to the industry and student perception towards career opportunities in the hospitality and tourism industry.

CHAPTER 5

CONCLUSION

5.1   INTRODUCTION

This chapter discussed a recapitulation of study, the findings and discussion about the relationship between career importance factors, commitment to the industry and student perception towards career opportunities in the hospitality and tourism industry. Researchers also have discussed the hypothesis test whether the research hypothesis was accepted or rejected. Furthermore, this chapter also deliberated the limitations of the study and suggested several recommendations for the future study.

5.2   RECAPITULATION OF STUDY

5.2.1 Career Importance Factors

This part of the survey inquired the respondents to rate 6 common factors that they discover critical when choosing a specific career. They were asked how important each figure would be in choosing a career. They were at that point asked to state whether tourism and hospitality careers offered these factors.

When comparing the imperative career factors; the comes about major contrasts appear within the perceptions of students within the two examined departments. This is often most outstanding when comparing the degree to which students accept the industry offer factors that they discover important in choosing a career.

It is worth noticing that hospitality respondents detailed higher cruel rank than tourism students in their assessment of tourism and hospitality career. The results of ANOVA test appear to measure significant contrasts between the two offices in all of the 6 factors with P value = .000. Students in tourism consider to allow lower cruel rank to factors of career in tourism industry which suggests that they accept the industry is more likely to offer the factors. This may justify the popularity of tourism thinking about division which is currently attracting most students within the both courses hospitality and tourism in Universiti Malaysia Kelantan (City Campus).

These results moreover highlight the low number of students in tourism courses who regularly feel stigmatized and accept they are in humble occupations. The results of the current study agree with the finding of Richardson (2010) who also found contrasts between Australian students and universal students studying in Australia. Richardson (2010) detailed that universal students discover careers within the industry offer the factors that they are searching for.

5.2.2 Commitment to the Industry

In this study, the result indicates that the commitment to the industry student perception towards career opportunities in hospitality and tourism industries is at a strong level (r=1.000, n=401, p<0.01). The findings imply that there was a positive and significant relationship between commitment to the industry towards career opportunities in hospitality and tourism industries for year 3 students of tourism and hospitality courses in Universiti Malaysia Kelantan. Richardson (2010) Say the results of this consider appear that both groups are excessively cheerful with their choice of tourism and hospitality as a career. In this regard, Kusluvan and Kusluvan (2000) said that giving potential students practical data about career in the industry; will frame more realistic and higher expectations of consequent employees and eventually will increase the number of graduates who will create a positive attitude towards career within the industry.

5.3 FINDING AND DISCUSSION

The Reliability Test was conducted to 30 respondents before it was distributed to 196 respondents using the online survey method. It was tested by the Cronbach's Alpha Coefficient indicating the range from 0.892 to 0.910 and it showed that the result was very good and excellent where student perception variable scored the highest Cronbach's Alpha value of 0.910, both career importance factors and commitment to the industry variables had the second highest Cronbach's Alpha value which was 0.892. Thus, all variables had met the 65 minimums requirement of reliability, since all Cronbach's alpha coefficients of all variables were greater than 0.8 to 0.9.

In the Descriptive Analysis for the independent variables, the highest mean value was commitment to the industry variable which was 27.0970 and lowest mean value for the independent variables was career important factors variable influences 27.0969. The mean value for the dependent variable was 31.7246. It could conclude that the student perception variable was the most influential in student perception towards career opportunities in hospitality and tourism industries toward year 3 students of tourism and hospitality courses.

In order to measure the linear relationship between the two variables identified as the objectives of this study, the researchers carried out the Correlation Analysis. Table 5.1 showed the summary of Correlation Analysis, there were very high positive (negative) relationships between career important factors, commitment to the industry and student perception towards career opportunities in the hospitality and tourism industry.

Hypothesis	Significant	Value Conclusion	Correlation Value	Conclusion
1	0.000	Accept	1.000	Very high positive correlation
2	0.000	Accept	1.000	Very high positive correlation

Table 5.1: Summary of Correlation Analysis

5.4   LIMITATION

There were a few challenges faced by researchers in this study during the distribution of questionnaires. First use of a Likert Scale is one of the limitations of studies, the researcher faced difficulties in ensuring that the respondents answered the research questions honestly because when respondents are not concentrated, they will tick whatever they want without reading the question.

Based on the research that has been conducted, it appears that the scope of research is very small which only focused on student year 3 who study hospitality and tourism in Universiti Malaysia Kelantan in Pengkalan Chepa only. Some students had limited knowledge of the hospitality industry even though they studied hospitality and these studies also have a limitation on not much population.

5.5   RECOMMENDATION

For this research, the researchers argue that the future research still needs to strengthen and justify the outcome of this research. The independent variables for this research are career importance factors and commitment to the industry for the student's UMK from Faculty Hospitality, Tourism and Wellness for perception towards career opportunities in the Hospitality industry. The role of teachers is exceptionally crucial in overcoming the issue of destitute perceptions held by students, particularly understudies in the hospitality management department. Tourism and hospitality teachers can offer assistance to overcome this problem by giving potential

tourism and hospitality students a broad overview of the sorts of careers accessible within the industry and the working conditions they offer. It is exceptionally imperative that introduction sessions should be conducted to supply potential understudies with reasonable information about career within the industry. This data can incorporate subtle elements approximately pay levels, promotion opportunities and career paths advertised by the industry.

For future researchers, they can examine the recognition of trade supervisors towards tourism and hospitality careers in another hospitality and tourism student in Malaysia and compare this perception with what has been set up by tourism and hospitality students in Universiti Malaysia Kelantan City Campus. In this way, a full picture joining the two perceptions into one frame can be achieved. This inquiry has a few confinements. To begin with, the questionnaire overview was directed to undergraduate students selected in tourism and hospitality departments of year 3 students in both courses and not to the guidance department. Second, the inquiry was too constrained to one institution and not coordinated to a few resources and establishing of tourism and hotels within the country.

5.6 CONCLUSION

The conclusion of this chapter, the researcher has to deliver the aim of this study regarding the problem in this study. This study examines the relationship among the variables of career importance factors and commitment to the industry that determine student perception towards career opportunities in the hospitality and tourism industry. The researcher planned to investigate the relationship of each element in the independent variable to the dependent variables.

There were 196 respondents who took part of this study through the questionnaire method. The data have been collected and analysed by SPSS software version 26 based on descriptive statistics, reliability analysis, and correlation analysis. From the result of the reliability analysis, the overall variables resulted as very good and excellent. Therefore, the result shown is reliable and it can be accepted in this study.

Thus, independent and dependent variables were analysed by Pearson Correlation Coefficient. It shows that dependent variables are influenced by independent variables. Then the result shows the correlation between career importance factors and commitment to the industry are highly significant. In conclusion, the finding of this study proved that there is a connection between career importance factors and commitment to the industry with student perception towards career opportunities in hospitality and tourism industry Universiti Malaysia Kelantan year three students.

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Appendices

Salam Sejahtera to the respondents,

We are student of Bachelor of Entrepreneurship in Hospitality under Hospitality, Tourism and Wellness Faculty, University of Malaysia Kelantan currently doing a researched regarding "STUDENT PERCEPTION OF CAREER OPPORTUNITIES IN HOSPITALITY AND TOURISM INDUSTRY IN UNIVERSITI MALAYSIA KELANTAN CITY CAMPUS ".

Every time that we spend answering the questions is really appreciated. The data collected from this use will be used only for academic and research purposes only. Thank you for your time and kind cooperation.

Prepared by,

FATIMAH ZAHRA BINTI DAHALAN	(H18A0117)
NUR 'ALIAH NAJIHAH BINTI MD SA'AID	(H18A0760)
JULIZA NATASHA BINTI JAMIL	(H18A0158)
CHIN CHI FUNG	(H18A0080)

Bachelor Degree of Entrepreneurship (Hospitality) with Honors in Universiti Malaysia Kelantan

Salam Sejahtera kepada responden,

Kami adalah pelajar Ijazah Sarjana Muda Keusahawanan (Hospitaliti) di bawah Fakulti Perhotelan, Pelancongan dan Kesejahteraan, Universiti Malaysia Kelantan pada masa ini membuat kajian mengenai "PERSEPSI PELAJAR TERHADAP PELUANG KERJAYA DALAM INDUSTRI HOSPITALITI DAN PELANCONGAN UNIVERSITI MALAYSIA KELANTAN (KAMPUS KOTA)".

Setiap masa yang anda dihabiskan untuk menjawab soalan ini benar-benar kami hargai. Data yang dikumpulkan dari penggunaan ini hanya akan digunakan untuk tujuan akademik dan penyelidikan sahaja. Terima kasih atas masa dan kerjasama yang baik.

Disediakan oleh,

FATIMAH ZAHRA BINTI DAHALAN	*(H18A0117)*
NUR 'ALIAH NAJIHAH BINTI MD SA'AID	*(H18A0760)*
JULIZA NATASHA BINTI JAMIL	*(H18A0158)*
CHIN CHI FUNG	*(H18A0080)*

Ijazah Sarjana Muda Keusahawanan (Hospitaliti) dengan kepujian di Universiti Malaysia Kelantan.

SECTION A: RESPONDENT'S DEMOGRAPHIC INFORMATION

BAHAGIAN A: MAKLUMAT DEMOGRAFI RESPONDEN

Section A consists of 3 questions. In this section, researchers will ask simple questions about the respondent's demographic information. Please tick (/) for your answer.

Bahagian A mengandungi 3 soalan. Dalam bahagian ini, penyelidik akan bertanya beberapa soalan mudah berkaitan dengan maklumat demografi responden. Sila tandakan (/) untuk jawapan anda.

1. GENDER

☐ Male

☐ Female

2. RACES

☐ Malay

☐ Chinese

☐ India

3. COURSES

☐ Hospitality

☐ Tourism

SECTION B: CAREER IMPORTANCE FACTORS

BAHAGIAN B: FAKTOR PENTING DALAM KERJAYA

Based on your opinion, please indicate the most appropriate response with the scale given below. You can tick (/) for your answer. Thank you for time for answering this questionnaire!

Berdasarkan pendapat anda, sila jawab soalan yang diberi dengan jawapan yang munasabah dengan skala yang diberikan dibawah. Anda boleh menandakan (/) untuk jawapan anda. Terima kasih untuk masa anda untuk menjawab soalan tinjauan ini!

1	2	3	4	5
Strongly Disagree / *Sangat Tidak Setuju*	Disagree / *Tidak Setuju*	Neutral / *Berkecuali*	Agree / *Setuju*	Strongly Agree / *Sangat Bersetuju*

No	Statement / *Kenyataan*	1	2	3	4	5
1.	A job that will offer training to improve in-depth skills. / *Sejenis pekerjaan yang akan menawarkan latihan untuk meningkatkan daya kemahiran kendiri*					
2.	A job that will offer a good starting salary. / *Pekerjaan yang akan menawarkan gaji permulaan yang baik.*					
3.	Choosing a job where I can use my University Degree. / *Memilih pekerjaan di mana saya boleh menggunakan kelayakan Ijazah Sarjana saya.*					
4.	A job that can be easily combined with parents (there is a nursery) / *Pekerjaan yang memudahkan pekerja yang sudah berkeluarga (ada taska)*					
5.	A job where I can help the community. /*Pekerjaan di mana saya dapat menolong masyarakat.*					

| 6. | Pleasant work environment (good communication between employees and employers) / *Persekitaran kerja yang menyenangkan komunikasi yang baik antara pekerja dan majikan* | | | | | |

SECTION B: COMMITMENT TO THE INDUSTRY
BAHAGIAN B: KOMITMEN ANDA TERHADAP INDUSTRI

Based on your opinion, please indicate the most appropriate response with the scale given below. You can tick (/) for your answer. Thank you for time for answering this questionnaire!

Berdasarkan pendapat anda, sila jawab soalan yang diberi dengan jawapan yang munasabah dengan skala yang diberikan dibawah. Anda boleh menandakan (/) untuk jawapan anda. Terima kasih untuk masa anda untuk menjawab soalan tinjauan ini!

1	2	3	4	5
Strongly Disagree / *Sangat Tidak Setuju*	Disagree / *Tidak Setuju*	Neutral / *Berkecuali*	Agree / *Setuju*	Strongly Agree / *Sangat Bersetuju*

No.	Statement /Kenyataan	1	2	3	4	5
1.	I am happy to have choose tourism and hospitality as a career. / *Saya gembira kerana memilih pelancongan dan perhotelan sebagai kerjaya.*					
2.	I would like to work in tourism and hospitality industry after graduation. / *Saya ingin bekerja di industri pelancongan dan perhotelan setelah tamat pengajian.*					

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3.	I would recommend tourism and hospitality jobs to friends and relatives. / *Saya akan mengesyorkan pekerjaan pelancongan dan perhotelan kepada rakan dan saudara.*					
4.	I do not plan to choose a career in another industry. / *Saya tidak merancang untuk memilih kerjaya di industri lain.*					
5.	I would do any job in Tourism and Hospitality industry after graduation. / *Saya sanggup melakukan apa sahaja kerja dalam industri perhotelan dan pelancongan setelah saya tamat belajar*					
6.	I will only work when the job offers a high salary. / *Saya hanya akan bekerja apabila pekerjaan itu menawarkan gaji yang tinggi.*					

SECTION C: STUDENT PERCEPTION
BAHAGIAN C: PERSEPSI PELAJAR

Based on your opinion, please indicate the most appropriate response with the scale given below. You can tick (/) for your answer. Thank you for time for answering this questionnaire!

Berdasarkan pendapat anda, sila jawab soalan yang diberi dengan jawapan yang munasabah dengan skala yang diberikan dibawah. Anda boleh menandakan (/) untuk jawapan anda. Terima kasih untuk masa anda untuk menjawab soalan tinjauan ini!

1	2	3	4	5
Strongly Disagree / *Sangat Tidak Setuju*	Disagree / *Tidak Setuju*	Neutral / *Berkecuali*	Agree / *Setuju*	Strongly Agree / *Sangat Bersetuju*

No.	Statement / *Kenyataan*	1.	2.	3.	4.	5.
1.	Do you have a high ability to work in the tourism and hospitality industry. */ Adakah anda mempunyai kemampuan yang tinggi untuk bekerja di industri pelancongan dan perhotelan.*					
2.	Do you anticipate every challenge that will be faced in the workplace of tourism and hospitality industry. / *Adakah anda menjangkakan setiap cabaran yang akan dihadapi di tempat kerja industri pelancongan dan perhotelan.*					
3.	Will you be able to achieve your goal of success in the tourism and hospitality industry. / *Adakah anda akan dapat mencapai matlamat kejayaan anda dalam industri pelancongan dan perhotelan.*					
4.	Are you sure the tourism and hospitality industry are an industry with many career options. / *Adakah anda pasti industri pelancongan dan perhotelan adalah industri menawarkan pelbagai pilihan kerjaya.*					
5.	Do you think work experience in the tourism and hospitality industry will expand your career in the food and beverage business. / *Adakah anda fikir pengalaman kerja dalam industri pelancongan dan perhotelan akan mengembangkan karier anda dalam perniagaan makanan dan minuman.*					
6.	Do you think tourism and hospitality courses graduates only need to work in hotels. / *Adakah anda fikir pelajar lulusan kursus pelancongan dan perhotelan hanya perlu bekerja di hotel.*					
7.	Do you think the tourism and hospitality industry can avoid unemployment. / *Adakah anda fikir industri pelancongan dan perhotelan dapat mengelakkan pengangguran.*					

That's all, thank you for your time for answering these questions!