

**CAREER PERCEPTIONS AMONG TECHNICAL
AND VOCATIONAL EDUCATION AND
TRAINING (TVET) STUDENTS' TOWARDS
TOURISM AND HOSPITALITY INDUSTRY**



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UMMS
UNIVERSITI MALAYSIA SABAH

**FACULTY OF BUSINESS, ECONOMICS, AND
ACCOUNTANCY**

UNIVERSITI MALAYSIA SABAH

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I hereby declare that the material in this thesis is my own except for quotations, expects, equations, summaries and references, which have been duly acknowledged

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ABSTRACT

Technical and Vocational Education and Training (TVET) is important to provide skill development in Malaysia based on industry demand. The rationale underlying TVET is to produce graduates with work-ready and develop relevant knowledge and skills. This study aims to investigate the career perception among TVET students towards the tourism and hospitality industry. The design of this study is based on nine dimensions that were used to collect student career perceptions. Data were collected from 117 East Malaysia Polytechnic students between March and May 2020, using purposive sampling techniques. The quantitative method was used, and the data were analysed using the Statistical Package for Social Sciences version 25.0. (SPSS 25.0). Overall, students have a more positive attitude toward tourism and hospitality. However, this study has some negative responses, such as long working hours, a risky working environment, insufficient pay, and managers who do not have tourism or hospitality educational backgrounds. The factor analysis revealed that the five dimensions are retained: industry person congeniality, commitment to work, pay and benefits, co-workers and managers that influence student career perception towards tourism and hospitality industry. Furthermore, there was a strong correlation between pay and benefits and co-worker in this study. This study filled a knowledge gap in the literature, specifically in TVET institutions in Sabah and Sarawak. The findings of this study have contributed to the body of knowledge in terms of the multi-dimensional construct of career perception among TVET students in Malaysia polytechnic towards the tourism and hospitality industry.

ABSTRAK

PERSEPSI KERJAYA DI KALANGAN PELAJAR PENDIDIKAN DAN LATIHAN TEKNIKAL VOKASIONAL (TVET) TERHADAP INDUSTRI PELANCONGAN DAN HOSPITALITI

Technical and Vocational Education and Training (TVET) penting dalam menyediakan pembangunan kemahiran di Malaysia untuk memenuhi keperluan industri. Rasional penubuhan TVET adalah untuk melahirkan graduan yang bersedia dengan alam pekerjaan serta membangunkan pengetahuan dan kemahiran. Tujuan kajian ini ada untuk mengkaji persepsi kerjaya di kalangan pelajar TVET terhadap industri pelancongan dan hospitaliti. Data dikumpul daripada 117 responden yang melibatkan pelajar dari politeknik di Timur Malaysia bermula bulan Mac 2020 sehingga Mei 2020 dengan menggunakan teknik persampelan bertujuan. Kaedah kajian yang digunakan adalah kuantitatif dan di analisa menggunakan Statistical Package for Social Sciences 25.0 (SPSS 25.0). Secara keseluruhan persepsi kerjaya pelajar terhadap industri pelancongan dan hospitaliti ada positif, walaubagaimanapun terdapat respon yang negatif muncul dalam kajian ini seperti waktu kerja yang panjang, tempat kerja yang berisiko, gaji tidak mencukupi dan pengurus yang tidak mempunyai ilmu pengetahuan dalam bidang pelancongan dan hospitaliti. Manakala keputusan faktor analisa telah menerangkan terdapat lima dimensi yang dikekalkan iaitu keserasian sesama pekerja, komitmen kerja, gaji dan faedah, pekerja dan pengurus yang mempengaruhi persepsi kerjaya pelajar terhadap industri pelancongan dan hospitaliti. Selain daripada itu, terdapat hubungan kolerasi yang kuat di antara gaji dan faedah dan pekerja di dalam kajian ini. Kesimpulannya, kajian ini telah memberi satu pengetahuan baharu dalam kepelbagaian dimensi konstruk persepsi kerjaya di kalangan pelajar TVET terhadap industri pelancongan dan hospitaliti

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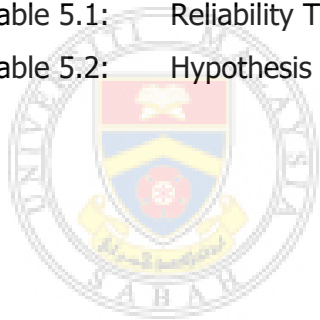
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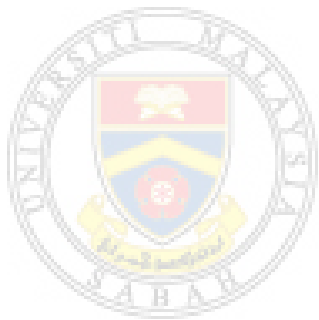
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LIST OF ABBREVIATIONS

ANOVA	-	Analysis of Variance
CFA	-	Confirmatory Factor Analysis
COW	-	Co-Worker
CTW	-	Commitment to Work
DHM	-	Diploma in Hotel Management
DUP	-	Diploma in Tourism Management
EFA	-	Exploratory factor analysis
GDP	-	Gross Domestic Product
IPC	-	Industry Person Congeniality
ITM	-	Mara Institute of Technology
JPH	-	Department of Tourism and Hospitality
JPPKK	-	<i>Jabatan Pendidikan Politeknik dan Kolej Komuniti</i>
KMO	-	Kaiser-Meyer-Olkin
M	-	Mean
MAG	-	Managers
METrO	-	Maximizing Education and Training Opportunity
MH	-	Malaysia Airlines
N	-	Sample
NOW	-	Nature of Work
PAB	-	Pay and Benefits
PIS	-	Polytechnic Ibrahim Sultan (PIS)
PKK	-	Polytechnic Kota Kinabalu
PMBS	-	Polytechnic METrO Betong Sarawak
POM	-	Promotion Opportunities
PSA	-	Polytechnic Sultan Salahuddin Abdul Aziz Shah
PTS	-	Polytechnic Sandakan Sabah
PTSS	-	Polytechnic Tuanku Syed Sirajuddin
PUO	-	Polytechnic Ungku Omar
PWC	-	Physical Working Conditions
RM	-	<i>Ringgit Malaysia</i>

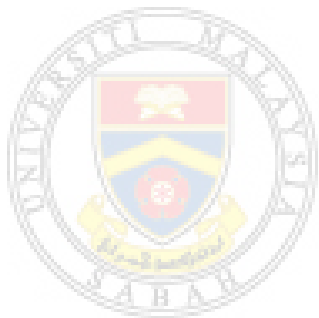
SD	-	Standard Deviation
Sig.	-	Significant
SOS	-	Social Status
SPM	-	<i>Sijil Pelajaran Malaysia</i>
SPSS	-	Statistical Package for the Social Sciences
TVET	-	Technical and Vocational Education and Training
U. S	-	United States
UiTM	-	University Technology Mara
UNWTO	-	United Nation World Tourism Organisation
VIF	-	Variance Inflation Factor



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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will discuss the research background, problem statement, research question, research questions, hypothesis, research objective, the significance of the study, and operational definitions. At the end of this chapter, a conclusion provides with a summary of this chapter.

1.1 Research Background

The tourism and hospitality industry has been recognised as one of the fastest-growing and largest economic sectors globally. It creates employability opportunities, drives exports, and generates tremendous prosperity around the globe. In 2017, the tourism and hospitality industry contributed to Gross Domestic Product (GDP) growth of 3.1% and provided 6 million jobs in the sector. It generated US\$7.6 trillion (10.2% of global GDP) and 292 million jobs in the year 2016 (World Travel and Tourism Council, 2017).

Malaysia's tourism and hospitality industry has become the third-largest contributor to the Malaysian economy, behind the manufacturing and agriculture industries. Malaysia was the 2nd most visited country in Southeast Asia and the 12th most visited destination in the world in 2017 (World Tourism Organization, 2018). Malaysia's primary tourism and hospitality industry comprises retail trade, food and

beverages serving services, accommodation, country-specific tourism characteristics, and sport and recreation.

According to Eleventh Malaysia Plan (2016 – 2020), several strategies have been taken to strengthen the tourism industry and establish Malaysia as the most preferred tourism destination. The plans aim to develop the tourism industry to emphasise knowledge-intensive, create high-income jobs, and transform the industry to high yield. The strategies are enhancing tourism products, upgrading services quality, strategising marketing and promotion, improving governance, and intensifying domestic tourism (Malaysia Economic Planning Unit, 2016). The top 10th origin countries contributing to the international tourist arrival to Malaysia are Singapore, Indonesia, Brunei, China, India, Japan, Philippines, Australia, and United Kingdom (Tourism Malaysia & Immigration Department, 2018).

The tourism and hospitality industry provides an excellent employability opportunity in Malaysia. In 2015, there were 2.5 million workers in the tourism and hospitality industry, and the number grew 4.4% compared to 2010, only 2.0 million. The sector also provided wages of up to 50.7 billion in 2015, which increased by 11.2% compared to 29.7% in 2010 (Department of Statistics Malaysia, 2017). The job opportunities in tourism and hospitality include the retail trade, food and beverages, accommodation, country-specific tourism characteristics, sport, and recreation (Department of Statistics Malaysia, 2017).

Based on the World Travel and Tourism Council 2018, Malaysia was ranked 117 in the travel and tourism industry, contributing the most employment in 2018. The figure depicted the importance of the tourism and hospitality industry in providing job opportunities to-people.

Table 1.1: Travel & Tourism Employment in Malaysia

Year	Employment (Jobs)	Growth (%)
2012	559,200	-6
2013	637,400	14
2014	656,200	3.0
2015	647,900	-1.3
2016	671,600	3.7
2017	669,800	-0.3
2018	677,400	1.1

Source: World Travel and Tourism Council (2018)

Table 1.1 shows the total direct contribution of travel and tourism to employment in Malaysia. In the year 2017, the travel and tourism industry had generated 669,800 jobs directly (4.6% of full work), increased by 1.1% in 2018 to 677,400 (4.6% of total employment) included the employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It is also included, for example, the activities of the restaurant and leisure industries directly supported by tourists (World Travel and Tourism Council, 2018)

Table 1.2: Total Contribution of Travel and Tourism to Employment in Malaysia

Year	Employment ('000 Jobs)	Growth (%)
2012	1,429.600	2.9
2013	1,628.600	13.9
2014	1,686.800	3.6
2015	1,657.000	-1.8
2016	1,716.200	3.6
2017	1,704.500	-0.7
2018	1,730.000	1.5

Source: World Travel and Tourism Council (2018)

Table 1.2 shows the total contribution of travel and tourism to employment in Malaysia. It includes the wider effects from the investment, the supply chain and induced. In 2017, it was 1,704,500 job (11.8% of total employment). It was increased in 2018 by 1.5% to 1,730,000 jobs (11.8% of total employment) in Malaysia (World Travel and Tourism Council, 2018).

The 11th Malaysia Plan (2016-2020) targets 1.5 million new jobs by 2020, and 60% are qualified by the Technical and Vocational Education and Training (TVET)-related workforce. In Malaysia, the Department of Skills Development has developed and designated the Technical and Vocational Education and Training (TVET) standardised in Malaysia since 2011. TVET is essential to provide are skill development in Malaysia-based demand from industry. The rationale underlying TVET is to produce the graduates with work-ready and develop relevant knowledge and skills. The United Nations Organisation for Education, Science, and Culture (UNESCO) has to develop the Strategy for Technical Education and Training (2016-2021) with three pillars of priority areas such as fostering youth employment and entrepreneurship, promoting equity and gender equality, and facilitating the transition to green economies and sustainable societies (UNESCO, 2016)

TVET focuses on 50% of curriculum content on technical and vocational skills and offers to encompass certificate, diploma, and degree-level qualifications. By 2020, TVET will play a significant role in generating knowledgeable, highly-skilled, innovative, and competent human capital at both regional and global levels (Department of Polytechnic and College Community Education, 2018). The Ministry of Education Malaysia targeted TVET providers can develop skilled talent to meet the industry demand and promote unique opportunities for career development.

Table 1.3: The difference between TVET and Higher Education in Malaysia.

NO	TVET	HIGHER EDUCATION
1	Based work-ready and developing relevant knowledge and skills.	Based on Professional and managerial personnel
2	Designed to engage with the industry leaders and learn employment skills in the job	Develop critical thinking and communication skills
3	Students have experience and are ready to work after they graduates	Lack of technical and practical skills needed by the current job market
4	Focus on primarily on training and less on theoretical knowledge	Encompasses a broad range of related subjects.

TVET institutions differ from the academic education practices in Malaysia varsity. Based on Table 1.3 shows the difference between TVET and academic education in Malaysia

Nowadays, in Malaysia, over 1000 TVET institutions and 506 are from public institutions and accommodate about 230,000 students, and 50% are provided by the polytechnic, community college and vocational colleges. There are 36 polytechnic in Malaysia and 104 college communities in Malaysia and recognise the most prominent TVET institution provided with 86,466 students in Polytechnic and 609,617 alumni students by the year 2020 (Malaysia Ministry of Education, 2015)

There are 12th polytechnics that offer the tourism and hospitality programme. There is one Bachelor degree programme, 7 Diploma and one Skills Certificate in Hotel and Catering. The skills certificate is only offered for hearing and speech disabilities students at Polytechnic Kota Kinabalu (PKK), Polytechnic Ibrahim Sultan, and Polytechnic Tuanku Syed Sirajuddin (PTSS).

Table 1.4: Programme Offer at the Department of Tourism and Hospitality (JPH) in Malaysia Polytechnic

PROGRAMME	POLYTECHNIC
Bachelor of Science (Honours) Tourism and Hospitality Management	Polytechnic Ibrahim Sultan (PIS)
Diploma in Event Management	Polytechnic Ibrahim Sultan (PIS)
	Polytechnic Merlimau Melaka (PMM)
	Polytechnic Tuanku Syed Sirajudin (PTSS)
Diploma in Art Culinary	Polytechnic Merlimau Melaka (PMM)
Diploma in Resort Management	Polytechnic Kota Kinabalu (PKK)
Diploma in Tourism Management	Polytechnic Ibrahim Sultan (PIS)
	Polytechnic Merlimau Melaka (PMM)
	Polytechnic Sultan Idris Shah (PSIS)
	Polytechnic Tuanku Syed Sirajudin (PTSS)
	Polytechnic Muadzam Shah (PMS)
	Polytechnic Hulu Terengganu (PHT)
	Polytechnic METrO Betong Sarawak
	Polytechnic Tawau Sabah (PTS)
	Polytechnic METrO Kuantan
Diploma in Recreational Tourism	Polytechnic Muadzam Shah (PMS)
Diploma in Hotel Management	Polytechnic Kota Kinabalu (PKK)
	Polytechnic Ibrahim Sultan (PIS)
	Polytechnic Merlimau Melaka (PMM)
	Polytechnic METrO Kuala Lumpur (PMKL)
Diploma in Halal Food Services	Polytechnic Merlimau Melaka (PMM)
	Polytechnic Sultan Idris Shah (PSIS)
	Polytechnic Tuanku Syed Sirajudin (PTSS)
	Polytechnic METrO Kuantan
Skills Certificate in Hotel and Catering (For students with hearing and speech disabilities)	Polytechnic Kota Kinabalu (PKK)
	Polytechnic Ibrahim Sultan (PIS)
	Polytechnic Tuanku Syed Sirajudin (PTSS)

Sources: *Jabatan Pendidikan Politeknik dan Kolej Komuniti* (2021)

Table 1.4 shows the programme offered in the Department of Tourism and Hospitality (JPH) in 2021. The programmes are Diploma in Event Management,