

**UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN**

FACULTY OF HOTEL & TOURISM MANAGEMENT

**UNDERGRADUATE STUDENTS' PERCEPTIONS OF
A CAREER IN HOSPITALITY INDUSTRY**

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DECLARATION

I hereby declare that the work contained in this research was carried out in accordance with the regulations of University Technology Mara and is our own exception those which have been identified and acknowledged. If we are later, found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UITM rules and academic regulations.

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ABSTRACT

The aim of this study is to investigate undergraduate's student perception about career in hospitality industry. The research design used was the quantitative research design and research questionnaire was the main research instrument for this study. Questionnaire used in this study was an online questionnaire. To achieve the objectives, the respondents had selected convenient from the undergraduate students from UITM Dungun, Terengganu. A total of 160 respondents participated in this study. The respondents had completed a questionnaire regarding factor that influencing their career choice in hospitality industry (14 items) and their perception of a career in hospitality industry (6 items). The finding was analysed by using Statistical Program for the Social Science software (SPSS). The result presented descriptive analyses based on the factors and respondents' perception of a career in the hospitality industry. Overall, there are positive and negative perceptions of career in hospitality industry among the undergraduate students in Terengganu. Besides that, factors that influence career choice of undergraduate students in hospitality industry are nature of work, social status and physical working condition.

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