

STUDENT'S PERCEPTIONS TOWARDS WORKING
IN THE TOURISM INDUSTRY



FACULTY OF HOTEL AND TOURISM MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF SCIENCE (HONS.)
TOURISM MANAGEMENT
FACULTY OF HOTEL & TOURISM MANAGEMENT
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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

A handwritten signature in black ink, appearing to be 'Nurlaila', written over a horizontal line.

Date: _____

15/7/14

LETTER OF SUBMISSION

30th June 2014
The Head of Program
Bachelor of Science (Hons.) Tourism
Faculty of Hotel and Tourism Management
Universiti Teknologi MARA
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Off Jalan Hang Tuah
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “STUDENT’S PERCEPTIONS TOWARDS WORKING IN THE TOURISM INDUSTRY” to fulfil the requirement as needed by the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Kampus Bandaraya Melaka.

Thank you.

Yours sincerely,


.....
TUAN NURLAILA BINTI TUAN KOB
2011887462

ABSTRACT

Poor image and lack of understanding on job offer has long been debated in the tourism industry. Although various initiatives has been taken to educate and train future tourism graduates, one can never deny important of understanding student perceptions and attitudes towards working in the Tourism industry. The purpose of this study is to identify and investigate the perceptions and attitudes career in hospitality and tourism industry among undergraduate students in Universiti Teknologi Mara, Kampus Bandaraya Melaka. To undertake these students were asked to identify which factors were important when choosing a career. Additionally, students were asked their perception towards a number of dimensions relating career in the Hospitality and Tourism industry. The population of this study is focus on all students of Hotel and tourism management from semester two (2) until semester six (6). The sample of this study is focus on students from semester two (2) and semester six (6).

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