

UNIVERSITI TEKNOLOGI MARA

**CLASSROOM LEARNING AND PRACTICAL
TRAINING EXPERIENCES TOWARD STUDENTS'
CAREER INTENTIONS IN HOSPITALITY INDUSTRY:
A CASE IN POLITEKNIK MERLIMAU MELAKA**

**AYLIN BINTI KAMARUDDIN
NOR ASHIKIN BINTI JAMAL**

MASTER IN HOSPITALITY MANAGEMENT

JUNE 2013

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INDUSTRY: A CASE STUDY IN POLITEKNIK
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**AYLIN BINTI KAMARUDDIN
NOR ASHIKIN BINTI JAMAL**

Dissertation submitted in partial fulfillment of the requirements
for the degree of
Master in Hospitality Management
Faculty of Hotel & Tourism Management

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Candidate's Declaration

We declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of our own work, unless otherwise indicated or acknowledged as reference work. This dissertation has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event that our dissertation is found to violate the conditions mentioned above, we voluntarily waive the right of conferment of our degree and agree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Candidate: Aylin binti Kamaruddin

Candidate's ID No. : 2010984623

Programme: Master in Hospitality Management (HM770)

Faculty: Faculty of Hotel & Tourism Management

Dissertation Title: Classroom Learning and Industrial Training Experiences towards Students' Career Intentions in Hotel Industry: A Case Study in Politeknik Merlimau

Signature of Candidate:

Date:

Name of Candidate: Nor Ashikin binti Jamal

Candidate's ID No. : 2010569587

Programme: Master in Hospitality Management (HM770)

Faculty: Faculty of Hotel & Tourism Management

Dissertation Title: Classroom Learning and Industrial Training Experiences towards Students' Career Intentions in Hotel Industry: A Case Study in Politeknik Merlimau

Signature of Candidate:

Date:

ABSTRACT

Hospitality industry has become one of the preferred fields for students in pursuing a career. Inevitably, the role of hospitality educators, hospitality industry and student are interrelated. Therefore, the essential experiences in classroom or during their practical training can be considered as medium for students in changing their perceptions towards hospitality industry. Thus, an academicians needs to be effective and creative in their teaching and learning in order to meet the preferences and the needs of the industry. Generally, students will gain interest based on their experience in determining their future career decision. The main purpose of this study was to determine if there was a relationship between classroom learning and practical training experience of students' career intentions. Sample of 262 students in Hotel & Catering at Politeknik Merlimau Melaka were selected. This research analyzed the relationship of these dimensions and the intention to pursuing a career in hotel industry by the students. The most important dimension that influences the students' intention also had been selected in the study. The results indicated positive relationships between both classroom learning dimensions and students' career intention. Concisely, this research has shown the importance of understanding the best and appropriate choices of variable to encourage students in pursuing their career in hospitality industry.

Keywords: Hospitality Industry, Classroom Learning, Practical Training Experience, and Students Career Intentions

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