

**UNIVERSITI TEKNOLOGI MARA
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FACULTY OF HOTEL & TOURISM MANAGEMENT

**STUDENTS' PERCEPTION TOWARDS CAREER OPPORTUNITIES IN HOTEL AND
TOURISM 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 Teknologi MARA and is our own except those which have been identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, actions can be taken against us in accordance with UiTM's rules and academic regulations

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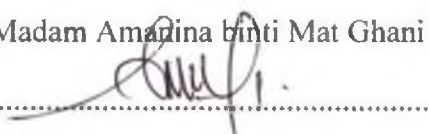
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ABSTRACT

Hospitality is the one of the fastest growing industries in the world¹: (People1st, 2011). Moreover, hospitality and tourism industry have become a second contributor to national economic after oil and gas industry. The purpose of this study is to investigate the perception of the students towards hotel and tourism management program in career opportunities. This is because we would like to research about university students regarding them studying in the hospitality program and their career opportunities. By using secondary data that was develop to identify the perception towards the hospitality education and to analyses if they are interested on going further in this road. This research will provide a valuable information regarding of student perception towards hotel and tourism management program in career opportunities. This research hopefully brings clearer vision to those seeks more information in this study.

Key words: Hospitality, perception, career opportunities, education, graduate student

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