

**THE EFFECTIVENESS OF ROOM DIVISION, FOOD AND BEVERAGE
SYLLABUS OFFERED BY FACULTY OF HOTEL AND TOURISM
MANAGEMENT (UiTM) A STUDY ON:
NEEDS AND REQUIREMENTS OF HOTEL INDUSTRY IN MALAYSIA**



**INSTITUT PENYELIDIKAN, PEMBANGUNAN,
DAN PENGKOMERSILAN
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM
SELANGOR DARUL EHSAN**

BY:

JOHANUDIN BIN LAHAP @ WAHAB

JANUARY 2008

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
TABLE OF CONTENT	ii
LIST OF TABLES	v
LIST OF FIGURE	v
LIST OF ACRONYMS	vi
ABSTRACT	vii

CHAPTER ONE: INTRODUCTION

	Page
1.0 Chapter- 1	1
1.1 Introduction	1
1.2 Purpose of the study	3
1.3 Importance of the study	4
1.4 Implication of the study	4
1.5 Research issues	4
1.6 Research Question	5
1.7 Definitions of Terms	5
1.8 Summary	5

CHAPTER TWO: LITERATURE REVIEW

2.0 Chapter 2	6
2.1 Literature Review	6
2.2 Criticisms of management education	7
2.3 Balancing theory and practice	10
2.4 Students needs	12
2.5 Industry needs	13
2.6 Industry participation in curriculum	21
2.7 Hospitality ethics issues	22
2.8 Strengths and weaknesses	31
2.9 UiTM: Faculty of Hotel and Tourism Management: Room Division and Food and Beverage Syllabus	32
2.10 Summary	44

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Chapter 3	37
3.1 Research Methodology	37
3.2 Purpose of the study (Objectives)	37

3.3	Research Issues	37
3.4	Research questions	38
3.5	Research Design – methods	38
3.6	Quantitative Data	39
3.7	The questionnaire	39
3.8	Data gatherings method	40
3.9	Sample selection and size	39
3.10	Summary	43

CHAPTER 4: ANALYSIS, RESULTS AND DISCUSSION

4.0	Chapter 4	44
4.1	Analysis, Results and Discussion	44
	4.1.1 Purpose of the Study	44
	4.1.2 Distribution of Questionnaire	44
	4.1.3 Quantitative Analysis	45
4.2	Data Analysis	56
	4.2.1 Demographic (Section A)	47
	4.2.1.1 Designation	47
4.3	Section B	
	4.3.1 Front Office Department	49
	4.3.2 Food and Beverage Department	50
	4.3.3 Housekeeping Department	51
4.4	Food and Beverage Department Analysis	52
4.5	Front Office Department Analysis	54
4.6	Housekeeping Department Analysis	56
4.7	Food and Beverage (organization current practice)	58
4.8	Front Office Department (Organization Current Practice Analysis)	60
4.9	Housekeeping Department (Organization Current Practice Analysis)	62
4.10	Overall Analysis	64
4.11	Research Issues	68
4.12	Research question	68
4.13	Summary	70

CHAPTER 5: CONCLUSION

5.0	Chapter 5	71
5.1	Aim of project	71
5.2	Purpose of the study (objectives)	71
5.3	Results	71
5.4	Limitations of study	74
5.5	Implications for industry	75
5.6	Implication for Academia	75
5.7	Advise for future research	75
5.8	Conclusion	75

REFERENCES AND APPENDICES

References	76
Appendices	82
Questionnaire sample	83
List of participating hotels	88
Consent letter	92

ABSTRACT

Hospitality industry can be considered as new and booming sectors in Malaysian economy. It has been known that the service industry is the second contributor to the Malaysia Gross Domestic Product (GDP). In relation to the importance of service industry the subcomponents of it, is the hospitality and tourism industry. In accordance to history, Malaysia in the 40s to 80s was known for their agriculture and 1960 oil were discovered and the gas and petroleum industry became the main export of Malaysia. The importance of Hospitality and Tourism Industry in Malaysia is inevitable, due to the various products and services offered. Malaysia was known for their beautiful beaches, mountains, metropolitan city and hill resorts, has so much to offer.

This research was conducted to measure the effectiveness of Room Division and Food and Beverage syllabus offered by The Faculty of Hotel and Tourism Management. The question which need to be answered here are: Do Room Division and Food & Beverage syllabus offered by the faculty fulfil industry needs and requirements, and (2) to find out whether the syllabus offered by faculty is in tandem (match) with the industry current practice.

According to (Coathup, 1999) without an educated international host population, the desire to travel diminishes and, without an educated host population, the ability to satisfy the visitor declined. Moreover the situation is getting serious when the supplies of qualified human resources are not matching the products and services offered. The public and private higher learning institutions at the moment are trying to produce as many qualified personnel to overcome the problem. Some of the issues concerning the problem are, the industry has limited number of qualified personnel to serve the industry and they are lacking of communication skills, interpersonal skill, and conceptual skill, technical and also human skill. This research was conducted due to these problems.