



UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

EXPECTATION AND VALUE OF UITM MELAKA
UNDERGRADUATE TOURISM STUDENTS
TOWARDS CAREER IN TOURISM INDUSTRY

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ABSTRACT

Malaysia's tourism industry has shown its potential in contributing towards the development of the national economy in terms of income and employment. The rapid development of this sector has increased employment opportunities mainly for diploma and degree graduates who attend formal education in the field of tourism, whether professional or vocational education. The relentless pursuit of government and the private sector in developing the country's tourism sector has been open more career opportunities in the various sub-sectors of tourism, particularly in the hospitality, tourism marketing, transportation, business and restaurants as well as sub-sectors closely linked to tourism. These opportunities will certainly require more labour to achieve sustainable rapid growth as described in the 'Rancangan Malaysia ke 10', 2005-2010. This research was done on 365 students majoring in tourism management at UiTM (Melaka) Kampus Bandaraya. The aim of the study is to collect data and evaluate their perception of the tourism sector and their willingness to make this sector as their future career. Analysis is conducted based on data collected through questionnaires distributed.

Keywords: Tourism industry, perception, interest, career opportunity

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