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**CAREER ADVANCEMENT IN HOSPITALITY INDUSTRY:
CASE STUDY OF THE REGENCY PLAZA HOTEL, BINTULU**

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ABSTRACT

Today the field of Hospitality Management is expanding at an incredible pace. At its most basic level, hospitality is simply the art of making guests feel welcome. But it's far more than that. Hospitality is the world's largest service industry, employing millions of people working in hotels, restaurants, cruise lines, resorts, private clubs, casinos, and bed-and-breakfasts throughout the world. Hospitality jobs exist in every state, region and type of community. And there is a growing need for qualified young people.

We all expect to be well compensated for a job well done! Although the history of wages in the hospitality industry has been considered low, times have changed! Today, wages for the hospitality industry are very competitive as compared to those for other industries, and a wide range of salaries are available. Several elements, beginning with capability/skill and performance, will impact your income; additionally, types of property, location, and position are factors that are also included.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Today the field of Hospitality Management is expanding at an incredible pace. What is hospitality? At its most basic level, hospitality is simply the art of making guests feel welcome. But it's far more than that. Hospitality is the world's largest service industry, employing millions of people working in hotels, restaurants, cruise lines, resorts, private clubs, casinos, and bed-and-breakfasts throughout the world.

However in modern era the terminology of 'Hospitality Industry' is more common that comprises those businesses that provide services such as accommodation, food, and beverages to travelers seeking pleasure.

A dictionary defines *hospitality*, as “the friendly reception and treatment of strangers.” For most people, hospitality means entertaining guests with courtesy and warmth. Hospitality is also an industry made up of businesses that provide lodging, food, and other services to travelers. The main components are hotels, motels, inns, resorts, and restaurants. In all these businesses, the “friendly reception and treatment of strangers,” is paramount to success.

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.0 INTRODUCTION

This chapter represents the review of relevant literature on the career choice and career advancement in hospitality industry.

2.1 LITERATURE REVIEW

This chapter provides a review of the literature on client charters and also the conceptual framework of the study.

2.1.1 HUMAN RESOURCE MANAGEMENT

Human resource is the greatest asset and the most important factor for a successful organization in order to ensure a well organized activities, well planned, smooth implementation, under control and able to meet the objectives of providing excellent services to the whole organization. Inadequate manpower and training of staff may contribute to the problem. The Human Resource Service is responsible for the development of personnel strategy, policy and procedures.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

For the purpose of this study, the research design will be cross-sectional survey. The research demands for information from the various section and department within the organization. In this study, the research adopted the survey method using two types of approaches: Firstly, there is the use of secondary data such as the departmental operating procedures. Secondly, there will be a questionnaire survey distributed to employees.

3.1.1 The Survey Method

The survey method can be applied in a much wider variety of topics and designs. Survey research can be used profitably in the examination of many social topics and can be especially effective when combined with other methods.

Typically, survey method examines a sample from a population. In contrast to the experiment method, a survey is concerned primarily with addressing the particular characteristics of a specific sample of respondents. The format of the survey research often permits the rigorous, step-by-step development