



**ADDIS ABABA UNIVERSITY**

**COLLEGE OF DEVELOPMENT STUDIES**

**CENTER FOR ENVIRONMENT AND DEVELOPMENT STUDIES**

**Perception of tourism TVET students towards future employment  
opportunities in the tourism sector of Ethiopia: The Case of  
Catering and Tourism Training Institute (CTTI)**

By

Tsion Berhanu

Advisor: Tesfaye Zeleke (Ph.D.)

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## ABSTRACT

*The tourism sector has been challenged with the problem of attracting and retaining quality employees globally. It is essential to understand the perceptions of tourism employment if today's students are to become the effective practitioners of tomorrow. This thesis examines final year TVET students' perception towards the future job in the tourism sector in the context of Catering and Tourism Training Institute (CTTI). The study employs theoretical model of Kusluvan and Kusluvan's (2000) on perception to assess Ethiopian students' future career opportunities in the tourism sector. The main aim of the study is to assess the perception of students towards working in the tourism industry. Data were collected through survey questionnaire. About 169 questionnaires were distributed to final year Catering and Tourism students of CTTI. The data were analyzed using SPSS 16.0 version. Descriptive analyses; mean and standard deviation were employed to measure respondents' perception towards future job and commitment towards working in the tourism industry. Independent sample t-test and Anova were used to test statistically whether significant differences or correlation occur between the respondents' perception and incidents variables (region and department). According to this study Catering and Tourism Training Institute (CTTI) students' perceptions of tourism career were generally positive and the students have currently strong commitment towards working in the tourism industry.*

Keywords: Tourism Students, Perception, future job, Ethiopia

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## **ABBREVIATIONS AND ACRONYMS**

<b>CEO</b>	Chief Executive Officer
<b>CPD</b>	Continuous Professional Development
<b>CTTI</b>	Catering and Tourism Training Institution
<b>HR</b>	Human Resource
<b>ILO</b>	International Labor Organization
<b>IYF</b>	International Youth Foundation
<b>MoCT</b>	Ministry of Culture and Tourism
<b>TVET</b>	Technical and Vocational Education and Training
<b>UNESCO</b>	United Nations Education Science and Culture Organization
<b>UNWTO</b>	United Nations World Tourism Organization
<b>WTO</b>	World Tourism Organization
<b>WTTC</b>	World Travel and Tourism Council

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Perception is a tendency to evaluate an object (object of an attitude including individuals, non-living objects, concepts, social groups, nations, social policies and behaviors) with some favor or disfavor, ordinarily expressed in cognitive, affective and behavioral responses (Eagly and Chaiken, 1993). Differently said, perception is an individual's character to react with a certain degree of favorableness or un favorableness to an object, behavior, person, institution or event or to any other visible aspect of the individual's world' (Ajzen, 1993). Perceptions are important for explaining and predicting behavior. Most empirical research supports a small to moderate positive relationship between perception and behavior (McGuire, 1985).

It has been argued that personal experience and family values shape students views towards the Tourism Industry. Inspirational teachers (over career advisors) are also influential in young people's decisions (Steve and Chris, 2018). Moreover it is believed that there were several factors that affected students' career perceptions and attitudes towards tourism industry: Nature of work (or the work itself), Social status, Industry-Person congeniality, Physical working conditions, Pay/ benefits, Promotion, Co-workers, Managers and Commitment to the industry Kusluvan and Kusluvan (2000).

In the face of increased international competition among destinations and firms, gaining competitive advantage through employees has become a long term source of differentiation and competitive superiority (Pfeffer, 1994). The tourism industry worldwide has been challenged with the problem of attracting and retaining quality employees (Sayed, 2014). Likewise the tourism industry is a sector suffering from a lack of professionalism and high turnover rate in Ethiopia (Alelign, 2018). If today's students are to become the effective practitioners of tomorrow, it is important to understand their perceptions of tourism employment (Sayed, 2014). More of empirical studies aiming at tourism students' perceptions of the tourism industry are needed in order to evaluate the status of tourism jobs in the human resources planning process for the tourism sector. However, generally, HR plans focus on the employment needs of tourism companies' neglects perception of students (Roney and Oztin, 2007).

According to Roney and Oztin (2007), negative attitudes of students towards working in tourism may result in the industry's failure to capture and retain the most qualified tourism and catering students and also results in negative impact on service quality and consumer satisfaction, which might then hinder the competitiveness of the industry. Therefore, understanding students' perceptions is useful to encourage young people to go with a tourism career and ensure the industry to continue to offer a world-class visitor experience (Steve and Chris, 2018). This study is, therefore, aimed at exploring the perceptions of students towards joining the tourism industry after graduating from Catering and Tourism Training Institute.

## **1.2 Statement of the Problem**

The Tourism industry is creating job opportunities for millions of people in the world. The industry hires employees with a variety of educational level and skill. The sector offers numerous entry-level jobs and safe working conditions (IYF, 2013). Tourism industry create employment opportunities in different areas like accommodations, transportation and in attractions sites (Aynalem et.al, 2016). Like many other countries, the total number of international tourists arriving in Ethiopia is progressively increasing (Ebisa and Andualem, 2013). Thus, tourism could be considered one of the key sectors that provide job opportunities for students graduating from TVET programs in related fields (Jonker, 2016). However, availability of skilled and trained manpower is a major challenge facing the tourism industry in Ethiopia (Aynalem et.al 2016). In addition human resource management, paying very low wages and salaries, and worker turnover is major problems of hotel industry in Ethiopia Alelign (2018).

Indeed, the significance of well-educated, well-trained, skilled, enthusiastic and committed work-force cannot be undervalued for the service industries in general, and the tourism industry in particular (Kusluvan and Kusluvan, 2000). But, the tourism industry worldwide has been threatened with the problem of attracting and retaining quality employees (Roney and Oztin, 2007). This raises the issue of finding out and explaining the attitudes of individuals who are likely to enter the tourism industry work-force. According to Airey and Frontistis (1997), there are so many questions which still need to be answered about the attitudes of young people to tourism careers. When tourism is considered as one of the world's major industries and sources

of employment it would be timely to know more about what potential employees think about it, so as to provide a basis for attracting the best potential work force.

Learning the perception of tourism students towards working in the tourism industry can be helpful in order to predict whether students will work in the tourism industry in future or not so that awareness can be gained into the factors that may make positive or negative evaluation of the tourism industry as an employer and can point to remedial measures for students to have a more positive attitude. It can also give an idea whether public expenditure on tourism education is used efficiently or not (Kusluvan and Kusluvan, 2000). Nonetheless, there is no study exploring perceptions of graduating students and factors determining their perceptions towards jobs in the tourism industry conducted in Ethiopia and specifically in Catering and Tourism Training Institute (CTTI). Therefore, this study addressed the general perception and attitude of the students toward future employment in the tourism industry and their current intention towards working in the tourism industry.

### **1.3 Research Questions**

The research aimed to assess perception of final year tourism TVET students towards future employment in the Tourism Industry in Ethiopia. In this Perspective the research questions were:

- ❖ Do Tourism students intend to pursue their career in the Tourism industry currently?
- ❖ How do final year students perceive future job in the Tourism Industry?
- ❖ Have incident variables (department and region) been correlated to students' perceptions towards the industry?

### **1.4 Objectives of the Study**

#### **1.4.1 General Objective**

To assess the perception of TVET prospective graduating class students' towards future job in the Tourism industry.

#### **1.4.2 Specific Objectives**

1. To measure students' intention towards working in the Tourism industry.

2. To assess the perception of students towards future jobs in the Tourism industry.
3. To examine the differences in perception among prospective graduates towards working in the Tourism industry due department and region.

### **1.5. Significances of the Study**

Conducting this research will have Developmental, Policy, Academic and Research significance. Developmentally, this research will contribute to the development of the tourism industry by pin pointing problems related general working condition in the sector through perspectives of prospective graduating class students and recommend improvement mechanisms based on its findings. And also this result will help the industry to restructure the recruitment process, new employee analysis in relation to hiring and also consider the degree qualification in terms of job promotions. In terms of policy, this study can provide and be a standing point for policy makers towards working conditions of organizations in the Tourism industry and training mechanisms of students. And academically the study will play a role to generate new ideas and knowledge for academic and research purpose, for those working for improvement of tourism industry of the country.

### **1.6 Scope of the Study**

#### **i. Thematic Scope**

This research assessed the current intention towards working in the Tourism industry, the general perception of students towards future jobs in the Tourism Industry and discusses the relationship between department and region with students' intention towards working in the Tourism industry.

#### **ii. Spatial ( Geographic cover)**

The research was conducted in one of the well-known and governmental Tourism and Hospitality Training school named Catering and Tourism Training Institute (CTTI), which is found capital city of Ethiopia, Addis Ababa.

#### **iii. Target Groups ( unit of observation)**

This research was conducted on final year Catering and Tourism students of CTTI,

#### **iv. Time**

The research was conducted from November, 2018 to October, 2019.

### **1.7 Limitations of the Study**

The results of this study would be very important; however it is not without limitations. Only Hospitality and Tourism students from Catering and Tourism Training Institute (CTTI) were surveyed, which means that it is difficult to generalize from the data analyzed. Further research would consider extending the number of institutions. This approach would increase both the reliability and generalizability of the topic under study. In addition, this research adopts a quantitative approach; additional research in the same area could be done by undertaking qualitative assessments, which will provide more in-depth understandings of the students' perceptions. Additional study could also use the similar questionnaire to see if the same effects and attitude apply to students in the upcoming years.

### **1.8 Organization of the Thesis**

This thesis is organized into five chapters. In the first chapter, background of the research area, followed by the problem discussion, objectives to be achieved, research questions, significance, scope and limitation of the study are presented. In chapter two, literature review related to the study and the frame work of the study are presented and thoroughly discussed. The third chapter presents, and draws the methodological process of sampling, data collection and analysis. Chapter four presents descriptive summary of the empirical data collected together with detailed analysis, results and discussion. Finally, chapter five contains conclusion and recommendations.

## **CHAPTER- TWO**

### **LITRATURE REVIEW**

#### **2.1 The Definition and Concept of Perception, the Tourism Industry and Employment Opportunities in Tourism**

##### **Perception**

“Perception is the general cognitive thoughts, feelings and behavioral tendencies students have about different aspects or dimensions of working in the Tourism industry as well as the work intentions in or commitment to the tourism industry” (kusluvan and kusluvan, 2000).

##### **Tourism Industry**

Aynalem et.al (2016) cited Dayananda K (2014) define Tourism as the collection of activities, services and industries that deliver a travel experience including attractions, transportations, accommodations, eating and drinking establishments of wholesale shops, show business and other hospitality services delivered for individuals or groups of travelling away from home. Devid (2009) cited Germann, Molz and Gibson (2007:6) explained that hospitality is one of the most persuasive metaphors within tourism studies, referring in one sense to the commercial project of the tourist industry (such as hotels, catering and tour operation) and in another sense to the social interactions between local people and tourists; that is host and guest.

##### **Jobs opportunities in the Tourism Industry**

Tourism industry have creating many job opportunities for millions of people in the world in different areas like accommodation, food and beverage (restaurants, dining rooms, cafes, fast food outlets, pubs, nightclubs, bed and breakfasts, motels, hotels, resorts, lounges, catering operations; airlines, airports, aircrafts, ships, boats, cruises, land transportations like trail, bus, travel agencies, tour operation companies), natural and cultural attractions such as national parks,

caves, monuments, museums and galleries, theatres, concerts, festivals, carnivals, conferences, trade shows, and exhibitions (Aynalem et.al, 2016).

## **2.2 Empirical Review**

### **2.2.1 Perceptions towards the Tourism Jobs**

Various researchers have studied the perceptions of undergraduate Catering and tourism students towards working in the tourism industry. Majority of the literature reported that students have negative expectations of their future job (Penny and Frances, 2011). Kusluvan and Kusluvan (2000), indicates that the research done on the perceptions and attitudes of individuals toward working in the tourism industry falls into three groups: attitudes of secondary or high school students towards employment or careers in the tourism industry, attitudes of those who are working in the industry and attitudes of students who are currently studying Catering and tourism at the undergraduate level.

Some of the reasons for the negative attitudes towards careers in tourism created after students undertaken a practical work assignment are stressful works, absence or lack of family life because if the nature of the work, long working hours, exhausting and seasonal or unstable jobs, low social regard of tourism jobs, inadequate and unfair promotions, low pay and insufficient benefits, managers who are not qualified enough, poor attitudes and behavior of managers towards employees, unqualified co-workers, negative attitudes and behavior of co-workers, and bad physical working conditions for workers. These negative attitudes have negative consequences for students, the tourism industry, the government and tourism and catering training institutions (Kusluvan and Kusluvan 2000).

An exploratory study conducted by Justin and Matthew(2010), on Perceptions of the Tourism and Hospitality Industry by Singapore Polytechnic Hospitality Students showed that lots of Singapore polytechnic students are not keen to join the hospitality line even after study in a 3-year hospitality program. According to this study many students find the nature of the job too stressful and strenuous since the jobs in the industry is characterized by long working hours, shift work, dealing with unpredictable circumstances in the job environment, semi-professional nature of the hospitality industry and having lower payment as compared other industries education, law, engineering and business-related industries. This study further showed that students

especially from a semi-traditional Asian-Singapore context are not encouraged to join the hospitality line since their parents do not encourage their decision because the jobs in the tourism industry is considered as a work have little prospects of promotion from rank and file. Similarly, a study conducted by Sayed (2014), on Hospitality Students ' Perceptions towards Working in Hotels: a case study of the faculty of tourism and hotels in Alexandria University indicated that students generally do not believe that the hospitality career will give them the elements they found important for life, but most of respondents showed that they would work in the hospitality industry after they graduate. However, although the majority of students intend to work in the hospitality after graduation, they still do not see the industry as an attractive career path because numerous of the reasons they find important in a career are absent.

Most studies have claimed that direct experience in the tourism industry may cause students to embrace negative views towards the industry. Barron and Maxwell (1993) examined the perceptions of new and continuing students at Scottish higher education institutions. They found that overall the new students had positive attitude about the tourism industry, whereas the students with work experience were much less positive in their opinions. Correspondingly, a comparative analysis conducted by Anoop (2015), on Changing Perception of Students toward Hospitality Industry in India showed that that overall a significant difference is there between the perception of first year and final year. The study also showed that first year students do have positive perception toward the tourism industry as compared with students in the final year. Likewise, Datta et al.(2013);Park and Kim (2011);Kasli and Ilban (2013) found out that there was difference in expectation between senior students who had completed internship and juniors who were yet to undergo industrial training. According to the listed researchers, the students who had completed their training had a more negative perspective or final year students after internships become pessimistic toward their future jobs due to trainees viewed as cheap labor in the hospitality industry, the industry does not contribute to the professional development (opportunities for self-development), pay and welfare, work pressure opportunity for work rotation, interesting and challenging work, autonomy involved in the work and due to lack of coordination between schools and employers.

On the other hand Lu and Adler (2009) showed that a majority of the undergraduate students were interested in pursuing a career in the hospitality and tourism industry. In other cases, Roney

(2007) took a sample of 450 Turkish students who are studying tourism at university level in order to analyze their perceptions towards tourism careers and their results showed that; overall, the respondents' perceptions are neither favorable nor unfavorable. Their findings also indicated that: willingness to study tourism; willingness to work in tourism after graduation; and work experience; are important factors in shaping their image of tourism careers.

Based on the above-mentioned studies, it appears clear that both positive and negative perceptions towards the tourism industry were documented by many researchers in different countries except Ethiopia, and this exposes the need for investigating the case of tourism students in Ethiopia and their perceptions towards the industry.

## **2.2.2 Factors Affecting Students Perception towards Career in Tourism**

### **Industry**

There were numerous factors that have effect on students' career perceptions and attitudes toward tourism industry. According to reviewed literature on job attitudes to jobs in tourism sector and motivations of employees in the tourism industry resulted in a prior identification of nine dimensions of attitudes towards working in the tourism industry. These nine dimensions used to define the construct's domain are: (1) Nature of work, (2) Social status, (3) Industry/Person congeniality, (4) Physical working conditions, (5) Pay/ benefits, (6) Promotion, (7) Co-workers, (8) Managers, (9) Commitment to the industry(Kusluvan & Kusluvan, 2000).Likewise Domonte and Vaden (1987) have ranked the following influences that are considered to have the greatest influence on undergraduate's decision to work in the tourism industry: (1) interesting work; (2) advancement potential;(3) secure future; (4) good salary; (5) opportunity for service to society; and (6) social status.

Again Rhynoet.al (2018) aimed to determine the relationship between occupational dimensions and undergraduate students' perceptions of the factors affecting job satisfaction and find out that management and leadership needs, wellness, emotional needs, advancement, dignity, working conditions, intrinsic and extrinsic rewards are considered important factors by undergraduate students for obtaining job satisfaction in the workplace. In similar manner Lam and Ching(2007) in Hong Kong; Roney and Oztin (2007) in Turkey ; Yafang and Gongyong (2008) in Hong Zhou, China found that poor or no salary, poor employee relations, unorganized work

environment, limited or no delegation, long working hours, and overall a hectic working environment faced by the final year graduates during internship are the most common causes that creates dissatisfaction and reduced motivation toward the tourism industry.

### **2.2.3 Tourism Employment**

Tourism industry is one of the world's largest economic sectors that creates jobs and generates prosperity across the world. Tourism industry can create either direct or indirect employment opportunities. Employment through hotels, restaurants, tour agencies, tourism information offices, museums, protected areas for instance national parks, palaces, religious sites, monuments, aircrafts, cruise lines, resorts or shopping outlets, souvenirs, photography, sightseeing tours, farmhouses, bed and breakfast, rural pensions, and guest houses local transportation (state owned airlines and railways, private transport facilities), guides, cooks and scouts are the direct employment opportunities that are created by the industry. On the other hand restaurant suppliers, construction companies that build and retain tourist facilities, as well as necessary infrastructure, aircraft manufacturers, various handicrafts producers, marketing agencies and accounting services are the indirect employment opportunities which are dependent on the companies providing direct employment for their revenue (Aynalem et al., 2016).

Tourism has become astonishing sustainable economic development strategy for developing countries in serious need of alternative source of foreign exchange earnings which is the net foreign exchange earner at the international level. Tourism is the highest employer of labor in the tertiary economy of the world and the second largest sector after agriculture (Ajala, 2008). The Tourism industry has huge potential in creating jobs, particularly for women and youth. The industry can help speed up career development opportunities for the young and unskilled (Samah and Francis, 2017).

Travel and tourism directly contributed only 4.1% to the Ethiopian GDP, and 3.6% of total employment. The country's limited exports are reflected in visitor's (tourist) exports contributing 35.4% of total exports. Investments in travel and tourism were 3.7% of total investment of the country. From a world ranking perspective out of 184 countries, Ethiopia ranks at 97 in terms of relative size contribution of tourism to GDP, and only 150 in terms of tourism's growth forecast

for 2015. Ethiopian Tourism Organizations' vision to become one of the top five destinations in Africa, with over 5 million tourists (per annum) and generating US\$ 7 Billion income (Robinson and Jonker, 2016).

#### **2.2.4 Career Challenges in the Tourism Industry**

The tourism sector is facing bigger challenges in attracting skilled (qualified) and motivated employee than the (Kelley-Patterson & George, 2001). Although the development of the tourism industry can create new employment opportunities, it is often criticized for providing primarily low-skilled and low-paying jobs (Roney and Oztin 2007).

Additional studies report that a substantial number of hospitality and tourism management graduates are leaving the industry due to low job satisfaction, poor employment conditions and absence of motivating factors (Pavesic and Brymer, 1990; Zacerelli, 1985)resulting in high staff turnover, wastage of trained and experienced personnel. Promotion opportunities were not satisfactory and it was very difficult to find a stable job due to the seasonality(Kusluvan and Kusluvan, 2000;Richardson, 2008).

Availability of skilled and trained manpower is a major challenge facing the tourism industry in Ethiopia (Aynalem et.al 2016). In addition human resource management, paying very low wages and salaries, and worker turnover is major problems of hotel industry in Ethiopia Alelign (2018). It has been argued that this poor image is hindering the enrolment of quality staff as many potential employees are worried about the working conditions in the industry caused by this negative representation (Kusluvan and Kusluvan, 2000; Aksu and Koksai, 2005).

#### **2.2.5 Methodological Approaches to Measure Perception of Students towards working in the Tourism Industry**

The scale developed by Kusluvan and Kusluvan (2000) in the study of Turkish tourism students has been widely adopted by other researchers in exploring tourism students' career perceptions. Kusluvan and Kusluvan (2000) employed a multi-dimensional attitude scale in their study of Turkish tourism students, which addresses nine dimensions including nature of work, social status, industry-person congeniality, physical working conditions, pay/benefits, promotion, co-workers, managers and commitment to the industry. For the past several years, the multi-dimensional scale has been adopted by other scholars. For instance, Aksu and Koksai (2005)

tested the scale in a study of tourism students' attitudes and perceptions; Roney and Oztin's (2007) questionnaire was developed primarily by integrating questions and statements used in the previous studies (e.g. Kusluvan & Kusluvan, 2000; Aksu and Koksak, 2005); Richardson (2010) tested and applied Kusluvan and Kusluvan's multi-dimensional attitude scale in an Australian context and Cronbach's alpha was used to test the dimensions' internal consistency and reliability.

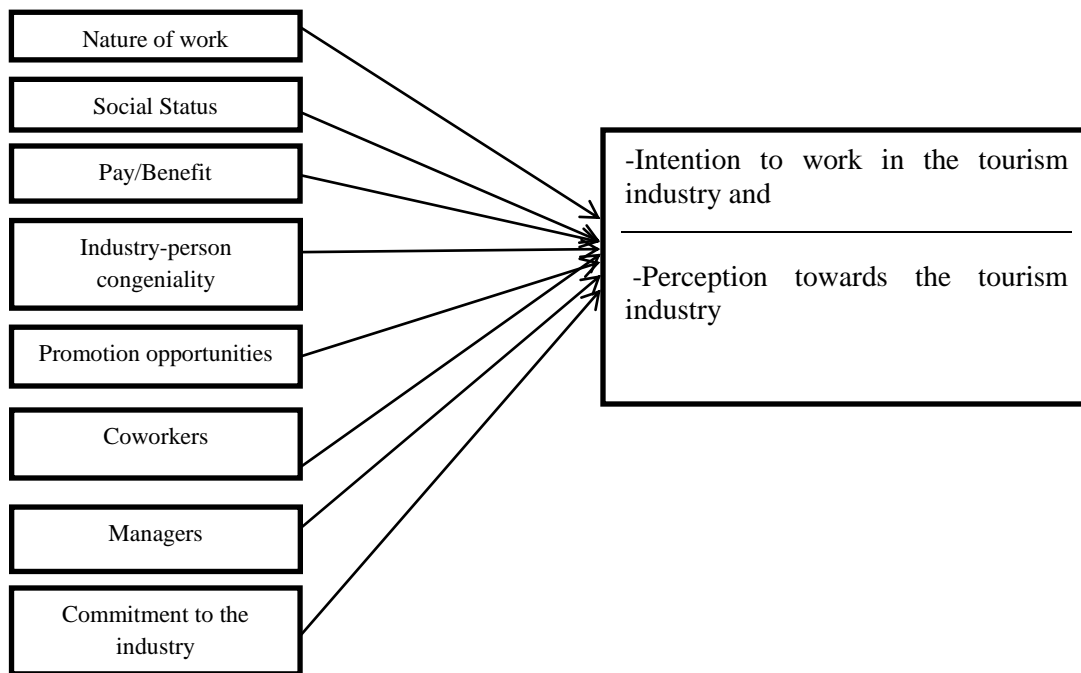
From different perspectives some tourism scholars also tried to explore tourism students' future job perceptions. For example, while studying the event and sport tourism students' career perceptions, Sibson (2011) introduced the career perception measurement scale originally applied in the disciplines of nursing and teaching, in the meantime generating extra items perceived to be specific only in the context of the event, sport and recreation industries. Items developed to study career perceptions of teaching and nursing, according to Sibson (2011), were fall into three categories: "extrinsic (referring to aspects such as job market, security, money and incentives), intrinsic (reflecting themes of personal satisfaction and having an interest in the career itself), and altruistic (concerning and influencing others and improving society)".

The review of literature indicates that, for one thing, tourism scholars are exploring ways to comprehensively assess students' perceptions of careers in tourism; for the other, while Kusluvan and Kusluvan's (2000) perceptual model is considered a popular tool in the field of tourism education, it is suggested that the vitality of the model relies on its openness for modifications and adaptations when applied in different cultural contexts.

Therefore, this study is designed to explore and assess students' career perceptions in Ethiopia based on the dimensions defined by Kusluvan and Kusluvan (2000).

## 2.4 Conceptual Framework

It was discovered that most of the tourism students do not join the tourism industry after completing their study (Pavesic and Brymer, 1990). This is supported by several recent studies which discuss on the issues concerning to commitment of students in joining the tourism industry afterwards (Kusluvan & Kusluvan, 2000; Justin and Matthew (2010);Sayed (2014); Roney and Oztin, 2007; Barron & Maxwell, 1993; Anoop (2015);Datta et al.(2013);Park and Kim (2011) ; Kasli and Ilban (2013). Kusluvan and Kusluvan (2000) also indicated from previous evaluation of different dimensions of attitudes: nature of work, social status, industry-person congeniality, physical working conditions, pay and benefits, promotion opportunities as well as relationship between co-workers and managers; it is very challenging to conclude that respondents have a strong commitment in working in the tourism industry. Furthermore, it is commonly recognized that the characteristics of the tourism industry: long working hour, poor working environment, salary and lack of pay and benefits had created poor image of the industry thus decreased the commitment level of the students (Roney and Oztin, 2007). In conjunction to this, this research focuses on examining the key barriers that influence the CTTI tourism and Catering students' perception to pursue their career in the tourism industry.



**Figure 1. Conceptual Framework**

Source: Modified from Kusluvan and Kusluvan (2000)

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 A Brief History of CTTI**

Catering and Tourism Training Institution (CTTI) was the earliest institute established in 1969 with the objective of producing skilled manpower in the Tourism and Hospitality industry. The institution was founded by the Ethiopian government in collaboration with Israeli government. Mr. David Ephratse was the first director of CTTI. The institute was formally recognized as one of the Federal Government executive organs in 2009, following the act declared by the Council of Ministers under the proclamation of 174/2009/10. The newly constructed building of the institution is located in the neighborhood of Genet Hotel. The main objective of the training institute is to produce skilled workforce, conduct researches and consultancy related works in the Tourism industry. Currently, the institute is working on ten years (2016-2025) road map. It lightens the path for the industry. The strategies involved in the road map show the increment of the existing 23% skilled man power to 80% within the coming ten years. The training center has planned to conduct research works and provide consultancy services in cooperation with other universities. Capacity building and technology transfer to produce competent professionals in the industry are also among the works of the center([www.cttiedu.org/](http://www.cttiedu.org/), 2017).

#### **3.2 Research Design and Sources of Data**

In this study, quantitative approach was used. The data were gathered at one time and thus the research design of this study is cross sectional. Data were collected from both primary and secondary sources. The subjects of this study were final year Catering and Tourism students of CTTI. The data were also gathered from different secondary data sources such as books, journals articles, researches and reports.

#### **3.3 Sampling/Population**

In order to achieve the objectives, a sample of Catering and Tourism students enrolled in 11 departments were selected. Simple random sampling technique was used in choosing the

targeted samples. The targeted population in this research includes all graduating class students of CTTI. This was due to the fact the graduating class students have the potential to work in the sector after graduation. Since CTTI is one of well known, earliest and governmental institution which train students who were chosen from all over region of Ethiopia in the field of Catering and Tourism, it was chosen as a case study that could represent a base for further research on this area in the future. The population frame was taken from registrar office of the institute. There were an estimated 294 students enrolled in Catering and Tourism study departments in 2011 EC (Table 1). In order to determine sample size; the researcher used Yemane (1967) sample size determination formula.

$$\text{Sample size (n)} = \frac{N}{1 + N(e)^2}$$

Where, N = is the total no final year prospective graduate students

e = is margin error/ level of precision

n = is sample size

$$N=294 \quad e = 0.05$$

$$N = \frac{294}{1 + 294(0.05)^2}$$

$$N = 169$$

Therefore, 169 equal proportions of students from each department were selected in order to represent the whole population. As shown in Table 2 below, the sample respondents were drawn from each department proportionally. Having identified the proportional number of respondents from the respective departments, samples from each department were drawn by using simple random technique. For instance, the total numbers of students enrolled in hotel management department were 64, of which 36 of them considered in this study. By using this list as a sample framework, 36 students were chosen as sample respondents with the help of table of randomization. Eventually 163 Questionnaires were filled and returned successfully. This shows a response rate of 96.4%.

**Table 1: The survey sample and population**

<b>Department</b>	<b>Population</b>	<b>Sample</b>
House Keeping	13	7
Hotel Management	64	36
Foreign Dish Cook	22	13
Food and Beverage Service Supervision	24	14
Food and Beverage Service	16	9
Food and Beverage Control	24	14
Food Product Service	23	14
Pastry Bakery Confectionary	20	12
Front Office Supervision	48	27
Tourism Management	18	10
Tour Guide	22	13
<b>Total</b>	<b>294</b>	<b>169</b>

Source: Own Survey, 2019

### **3.4. Data Collection**

Structured type of questionnaire was designed to collect quantitative data. The questionnaire was composed of three sections. The questions were adapted from reliable and valid multi-dimensional and multi-item attitude scale to measure the attitudes of tourism school students which is developed by Kusluvan and Kusluvan (2000) then reviewed and rephrased to meet the localized settings before distributing the survey to students. The first section of the questionnaire comprised of seven questions designed to acquire the characteristics of the respondents. The second section contained two statements to measure students' current intention to join the Tourism industry on a five-point Likert type scale: from "1=very low" to "5=very high". The third section contained 74 statements to measure the general perception of students towards future jobs in the tourism industry on a five-point Likert-type scale: ranging from "1=Strongly Agree" to "5=Strongly Disagree", respondents were asked to rate each career factor in response to the questions.

### **3.5 Data Analysis**

The data were analyzed using the Statistical Package for the Social Sciences (SPSS 16.0 version). Demographic profile of the respondents represented by percentage and frequency. Descriptive analyses (i.e., mean, and standard deviation) were employed to measure the general perception of students towards future jobs in the tourism industry and current intention of students towards working in the tourism industry. To test statistically whether significant differences occur between intention of students towards future jobs in the tourism industry and incidents variables that might have effects such as gender, department and region where the respondents came from, an independent sample t-test and Anova was used. A significant difference is found if an alpha level (p-score) is less than 0.05.

## CHAPTER FOUR

### RESULTS AND DISCUSSION

This research was carried out to find out the perception of students towards working in the tourism industry. The objectives in examining the results of the study was to check the intention of students towards working in the tourism industry at the time of joining the institution and the current intention of students towards working in the tourism industry then the general perceptions of students towards future jobs in the tourism industry. What follows is a brief summary of general information about students who participated in the research.

#### 4.1 Characteristics of Respondents

As can be seen from Table 2, the study's respondents were mostly males (54%). Most (53.4%) respondents are young students who are in age range from 18-23. Addis Ababa is a region where many (36.8%) of students who participate in the study come from.

**Table2. Characteristics of Survey Sample in Frequency Distributions and Percentages (n=163)**

	Frequency	Percent (%)
<b>Sex of respondents</b>		
Male	88	54
Female	75	46
<b>Age of respondents</b>		
18-23	87	53.4
24-28	59	36.2
29-33	10	6.1
>38	3	1.8
<b>Region</b>		
Amhara	25	15.3
Tigray	15	9.2
Oromia	27	16.6
SNNPR	31	19
Dire Dawa	1	0.6
Addis Ababa	60	36.8

Source: Own Survey, 2019

## 1. Intention to Work in the Tourism Industry

The finding of this study showed that, the students had good intention to work in the tourism and industry at the time of they join CTTI ( $\chi=3.52$ ). In advance the students current intention to work in the Tourism industry had increased ( $\chi=3.93$ ) in their final year of graduation i.e. after they take the courses and experience the real working environment in their internship program (Table.3). This illustrates that the intention of students to enter the sector upon graduation is quite high than their intention at the time they join the institution. Thus, based on the study findings, currently the majority of respondents have a strong intention to work in the tourism industry which contrasts with the conclusions of some previous studies reported by Anoop (2015);Datta et al.(2013);Park and Kim (2011) ; Kasli and Ilban (2013) and Matthew (2010) who found out the final year students after internships become pessimistic toward their future jobs But coincides with the findings of Sayed (2014); Lu and Adler (2009) and; Roney and Oztin (2007) who conclude that majority of the undergraduate students have a strong intention to enter the tourism industry after graduation.

**Table 3. Respondents Intention to Work in the Tourism Industry**

<b>Factors</b>	<b>Very low (%)</b>	<b>Low (%)</b>	<b>Neutral (%)</b>	<b>High (%)</b>	<b>Very High (%)</b>	<b>Mean (<math>\bar{\chi}</math>)</b>	<b>Standard Deviation (s)</b>
Your intention to work in the tourism industry at the time of joining CTTI	8.6	20.2	19.0	15.3	36.8	3.52	1.385
Your current intention to work in the tourism industry	8.6	12.9	5.5	22.7	50.3	3.93	1.361

Source: Own Survey, 2019

## 2. Students' Perception towards Future jobs in the Tourism and Industry

This study is concerned with general perception of final year students towards future job in the tourism industry. However, there may be a difference between general perception towards the tourism industry and the tourism specific sub-sectors like the accommodation industry. Still it should also be underlined that as mentioned above among students surveyed in this study, some of them had work experiences in different departments of the hotel industry like front office,

housekeeping, hotel management, food and beverage. Therefore, it is expected that they have had the hotel industry as the reference point for evaluating working in the tourism industry.

A number of statements aimed at investigating students' perceptions towards the Tourism industry. In particular, respondents were asked to express their perceptions towards 74 factors in 10 dimensions. Averaging the mean score obtained from the 74 attitudinal statements, the overall perception of the respondents towards tourism careers, in general, was slightly favorable, with a mean score of 3.27 out of 5. Relatively speaking, more favorable perceptions were found for these items.

The perception of final year tourism and catering students towards different dimensions of working in the tourism industry are summarized in percentage, mean and standard deviation estimates. Perceptions towards each dimension are discussed below.

#### **A) Nature of Work**

As reported below in Table 4, 69% of final year tourism and hospitality students found jobs in the tourism industry interesting ( $\chi=3.85$ ), not stressful (48.4%) and worth doing ( $\chi=3.29$ ). Similarly tourism jobs were seen as providing the opportunity for using personal authority ( $\chi=3.23$ ), meeting foreigners ( $\chi=3.96$ ), learning new thing every day ( $\chi=4.10$ ) and to feel free ( $\chi=3.79$ ). In conjunction with this majority of students like to meet famous people while working in the tourism industry ( $\chi=3.66$ ), find working hours in the tourism industry not longer than officially regulated 8 hours (46.7%), think most jobs in the tourism industry require high skilled manpower(61.4%) and observed there work in the tourism industry isn't exhausting work pressure (52.2%).On the other hand majority of students indicated that working hours in the tourism industry are not suitable for social interactions ( $\chi=3.16$ ).These are certainly positive evaluations of tourism jobs ( $\chi=3.28$ ) indicating a positive attitude which is contradicts somehow with the findings of some previous studies such as Kuslivan and Kuslivan (2000);Lam and Ching (2007); Roney and Oztin (2007); Yafang and Gongyong (2008);Matthew (2010) and Sayed (2014) who found that jobs in tourism are stressful, exhausting and working hours are too long which certainly negative evaluations of tourism job indicating a negative attitude.

**Table 4. Respondents Perception towards the Nature of Work in the Tourism Industry**

<b>Factors</b>	<b>Strongly Disagree %</b>	<b>Disagree %</b>	<b>Neutral %</b>	<b>Agree %</b>	<b>Strongly Agree %</b>	<b>Mean (<math>\bar{x}</math>)</b>	<b>Standard Deviation (s)</b>
I find the jobs in the tourism industry interesting	6.1	14.1	10.4	27.0	42.3	3.85	1.278
In my view most jobs in the tourism industry require low skilled manpower	35.6	25.8	8.6	17.8	12.3	2.45	1.437
I can feel independent as a professional to exercise my knowledge in the tourism industry	4.9	13.5	14.7	31.9	35.0	3.79	1.201
I observed there is high work pressure in the tourism industry	30.7	21.5	15.3	20.2	12.3	2.62	1.415
I think that jobs in the tourism industry are worth doing for my self-development	11.0	22.1	17.8	24.5	24.5	3.29	1.34
I find jobs in the tourism industry stressful	20.2	28.2	14.1	20.9	16.6	2.85	1.398
I can use my personal authority to make decision in jobs in the tourism industry	6.1	17.8	39.3	20.9	16.0	3.23	1.107
I find working hours in the tourism and hospitality industry longer than officially regulated 8 hours	25.8	20.9	17.8	17.8	17.8	2.81	1.451
For me it is a great opportunity to communicate with foreigners while working in the tourism industry	7.4	10.4	12.3	19.0	50.9	3.96	1.312
I like to meet famous people while working in the tourism industry	12.3	12.9	6.1	34.4	34.4	3.66	1.385
In my view there is always new skill to learn each day in jobs the tourism industry	7.4	8.6	5.5	23.9	54.6	4.10	1.268
In my view the working hours in the tourism industry are not suitable for social interactions	8.0	21.5	31.9	23.9	14.7	33.16	1.160
In my opinion it is very difficult to find a stable job in the tourism industry due to seasonality of the jobs	18.4	27.6	21.5	16.0	16.6	2.85	1.350
<b>Average</b>						3.28	

Source: Own Survey, 2019

## B) Social Status

Even though majority of respondents said that their families were proud of their profession ( $\chi=3.72$ ), they could talk to friends with pride about their vocation in tourism ( $\chi=3.85$ ), and tourism industry regarded as an important service sector that creates jobs for youths ( $\chi=3.68$ ); (48.7%) of respondents think that parents do not want their daughters to marry with someone working in the tourism industry ( $\chi=3.18$ ) and (45.4%) of students perceived that working in tourism was not a respected vocation in Ethiopian society ( $\chi=2.98$ ) (Table 5). Generally students have positive attitude towards social status dimension of working in the tourism industry ( $\chi=3.52$ ). This finding corresponds with the finding of Kusluvan and Kusluvan (2000) who found that while about two-thirds of respondents said that their families were proud of their profession and they could talk to friends and relatives with pride about their vocation in tourism but more than half of students perceived that working in tourism was not a respected (prestigious) vocation and it was not seen as an important and beneficial service to the society in Turkey. This indicates that still the society do not have changed attitude about how important the tourism sector to one country's economy and how disciplinary the profession is.

**Table 5. Respondents Perception towards Social Status dimension of working in the Tourism Industry**

<b>Factors</b>	<b>Strongly Disagree (%)</b>	<b>Disagree (%)</b>	<b>Neutral (%)</b>	<b>Agree (%)</b>	<b>Strongly Agree (%)</b>	<b>Mean (<math>\chi</math>)</b>	<b>Standard Deviation (s)</b>
My family is proud of my profession in the tourism industry	6.1	11.7	21.5	25.8	35.0	3.72	1.230
I think tourism industry regarded as an important service sector that creates jobs for youths	9.8	6.7	17.2	20.2	46.0	3.86	1.333
I think those who are working in the tourism industry are not respected in Ethiopian society	16.0	26.4	12.3	35.0	10.4	2.98	1.296
I think parents do not want their daughters to marry with someone working in the tourism industry	14.1	15.3	22.1	35.6	12.9	3.18	1.252
I talk to my friends with pride about my tourism profession	8.0	14.7	9.2	20.9	47.2	3.85	1.363
<b>Average</b>						3.52	

Source: Own Survey, 2019

### C) Industry-Person Congeniality

Response of respondents in the industry-person congeniality dimension indicates that students like working in the Tourism industry ( $\chi=3.27$ ). Most (69.3%) of the students surveyed felt that their character fits with tourism jobs ( $\chi=3.97$ ). Similarly, 69.9 percent of respondents said that they could use their skills in tourism jobs ( $\chi=3.91$ ), 57.7% get pleasure from working in the tourism industry ( $\chi=3.67$ ) and 77.9% from seeing satisfied customers when they served them ( $\chi=4.07$ ). In addition majority of respondents denied that working in the tourism industry do not contradicts with their religious values (54.6%), their ethical value will not degrade if they work in the tourism industry (57.1%), feel not as a slave while working in the tourism industry (54.6%). Also 58.3% of respondents deny that serving foreign tourists do not degrade personality and 67.5% of respondents said that serving tourists who are there in order to spend a good time creates nice feeling for them ( $\chi=3.86$ ). However, contrary to these evaluations majority (44.7%) respondents think that it's not nice to serve people while they are on holiday and enjoying (Table 6). This finding contradicts with the study conducted by Kusluvan and Kusluvan (2000) who found that respondents hold contradicting views about the industry-person congeniality dimension that students are not sure whether their character is congenial to working in the tourism industry.

**Table 6. Respondents Perception towards Industry-Person Congeniality Dimension of Working in the Tourism Industry**

<b>Factor</b>	<b>Strongly Disagree (%)</b>	<b>Disagree (%)</b>	<b>Neutral (%)</b>	<b>Agree (%)</b>	<b>Strongly Agree (%)</b>	<b>Mean (<math>\chi</math>)</b>	<b>Standard Deviation (s)</b>
I find serving foreign tourists degrading personality	32.5	25.8	15.3	12.9	13.5	2.49	1.407
My character fits to working in the tourism industry	4.9	8.6	17.2	23.3	46.0	3.97	1.194
I can use my skill for jobs in the tourism industry	8.6	8.0	13.5	23.9	46.0	3.91	1.300
Working in the tourism industry contradicts with my religious values	28.8	25.8	10.4	11.7	23.3	2.75	1.553
I feel as a slave while working in tourism	42.3	12.3	14.1	16.6	14.7	2.49	1.525
I get pleasure while working in the tourism industry	9.2	11.7	21.5	17.8	39.9	3.67	1.347
I believe my ethical value will degrade if I work in the tourism industry	36.2	20.9	13.5	21.5	8.0	2.44	1.375
I like to see satisfied customers when I serve them	11.0	6.7	4.3	20.2	57.7	4.07	1.375
It creates nice feeling for me to serve tourists who are there in order to spend a good time	4.9	12.3	15.3	27.0	40.5	3.86	1.217
I think it's not nice to serve people while they are on holiday and enjoying	23.3	14.1	17.8	20.2	24.5	3.09	1.505
<b>Average</b>						3.27	

Source: Own Survey, 2019

#### D) Physical Working Condition

Respondents evaluated physical working conditions in the tourism industry favorably ( $\chi=3.06$ ). Even though 52.7% of respondents said that employee dormitories are not in satisfactory conditions in most companies in the tourism industry ( $\chi=3.30$ ), 54.6% of respondents think that there is high risk of work accident in the tourism industry more than half percent (57.6%) of students said that the work environment in the tourism industry is not very noisy; bathrooms are in good conditions in most companies in the tourism industry (47.9%). Similarly, 47.3% of respondents indicate that employee dining halls are in good conditions in most companies in the tourism industry ( $\chi=3.12$ ) (Table 7). The finding of this study is reverse with the finding of Kusluvan and Kusluvan (2000) who concludes that respondents evaluated physical working conditions in the tourism industry unfavorably.

**Table 7. Respondents Perception towards Physical Working Condition in the Tourism Industry**

<b>Factors</b>	<b>Strongly Disagree (%)</b>	<b>Disagree (%)</b>	<b>Neutral (%)</b>	<b>Agree (%)</b>	<b>Strongly Agree (%)</b>	<b>Mean (<math>\chi</math>)</b>	<b>Standard Deviation (S)</b>
In my opinion employee dormitories are in satisfactory conditions in most companies in the tourism industry	18.4	9.2	19.6	29.4	23.3	3.30	1.406
I think there is high risk of work accident in the tourism industry	16.0	19.0	10.4	30.7	23.9	3.28	1.424
In my view employee dining halls are in good conditions in most companies in the tourism industry	14.1	23.3	15.3	30.7	16.6	3.12	1.328
I find the work environment in the tourism industry very noisy	23.9	33.7	12.9	14.1	15.3	2.63	1.388
In my opinion employee bathrooms are not in good conditions in most companies in the tourism industry	11.7	36.2	13.5	20.2	18.4	2.98	1.333
<b>Average</b>						3.06	

Source: Own Survey, 2019

### E) Pay

There was negative attitude towards pay dimension of working in the tourism industry (3.27). About 51.6% of the respondents indicated that the pay for tourism jobs was not sufficient to maintain a satisfactory (normal) life ( $\chi=3.25$ ) and 44.8% of respondents found that considering work load, the pay low in the tourism industry (Table 8). The finding of his study parallel with the finding of previous studies conducted by Kusluvan and Kusluvan (2000); Matthew (2010); Lam and Ching (2007); Roney and Oztin (2007); Yafang and Gongyong (2008) and Sayed (2014) who found that jobs in tourism are perceived as low salary opportunities thus there was a very negative attitude towards pay dimension of working in the tourism industry. This may be one of the main reasons behind intending to work in other better paying industries after graduation (Sayed, 2014). And also this may increase the turnover in the industry; the employees may not have longer stay in one organization they will move from one company to the other in search of better payment.

**Table 8. Respondents Perception towards Payment in the Tourism Industry**

<b>Factors</b>	<b>Strongly Disagree (%)</b>	<b>Disagree (%)</b>	<b>Neutral (%)</b>	<b>Agree (%)</b>	<b>Strongly Agree (%)</b>	<b>Mean (<math>\chi</math>)</b>	<b>Standard Deviation (s)</b>
I think pay for the jobs in the tourism industry are not sufficient to lead a satisfactory life	30.1	6.7	11.7	11.7	39.9	3.25	1.714
Considering work load, I find the pay low in the tourism industry	16.6	16.6	22.1	12.3	32.5	3.28	1.479
<b>Average</b>						3.27	

Source: Own Survey, 2019

### F) Benefits

There was also negative attitude towards benefit dimension of working in the tourism industry. The level of fringe benefits like bonuses (48.4%), leisure time (49.7%) and holidays vacations (55.2%) were considered insufficient by majority of responding students. However, more than half percent (54.6%) of respondents said that the provisions of meals for employees are healthy in the tourism industry (Table 9). This finding matches with the finding of Kusluvan and Kusluvan (2000) who found negative attitude towards benefit dimension of working in the tourism industry.

**Table 9. Respondents Perception towards Benefits in the Tourism Industry**

<b>Factors</b>	<b>Strongly Disagree (%)</b>	<b>Disagree (%)</b>	<b>Neutral (%)</b>	<b>Agree (%)</b>	<b>Strongly Agree (%)</b>	<b>Mean (<math>\chi</math>)</b>	<b>Standard Deviation (s)</b>
I think the level of bonuses provided by the tourism industry are insufficient	18.4	18.4	14.7	28.8	19.6	3.13	1.410
In my view provision of leisure time for employees is short in the tourism industry	7.4	22.1	20.9	30.1	19.6	3.33	1.227
In my opinion the provision of meals for employees are healthy in the tourism industry	3.7	17.8	23.9	28.8	25.8	3.55	1.161
In my view holiday vacations are not sufficient in tourism industry	17.8	8.0	19.0	17.8	37.4	3.49	1.496

Source: Own Survey, 2019

### **G) Promotion**

An examination of responses in Table 10 shows that promotion opportunities in the tourism industry were evaluated favorably. 59.1% of respondents think that promotion is based on excellence in the tourism industry ( $\chi=3.87$ ), 57.1% of respondents students indicates that promotion opportunities are satisfactory in the tourism and industry ( $\chi=3.65$ ), 6.5% of respondents students think that number of years worked in the tourism industry taken in to consideration in promotion decisions ( $\chi=3.19$ ) and 55.8% of respondents said there is opportunity of getting promoted to managerial position ( $\chi=3.39$ ) which opposes the finding of Kusluvan and Kusluvan (2000) who found promotion opportunities were not evaluated favorably in the tourism industry and parallel with the finding of Roney and Oztin (2007).

**Table 10. Respondents Perception towards Promotion Opportunities in the Tourism industry**

<b>Factors</b>	<b>Strongly Disagree (%)</b>	<b>Disagree (%)</b>	<b>Neutral (%)</b>	<b>Agree (%)</b>	<b>Strongly Agree (%)</b>	<b>Mean (<math>\chi</math>)</b>	<b>Standard Deviation (s)</b>
I think promotion is based on excellence in the tourism industry	7.4	9.2	23.3	9.2	50.9	3.87	1.329
For me promotion opportunities are satisfactory in the tourism industry	9.2	9.8	23.9	20.9	36.2	3.65	1.308
I think there is opportunity of getting promoted to managerial position tourism industry	8.0	16.0	20.2	40.5	15.3	3.39	1.162
I think number of years worked in the tourism industry taken in to consideration in promotion decisions	6.7	6.7	30.1	30.7	25.8	3.62	1.140

Source: Own Survey, 2019

## H) Coworker

Respondents seemed to have positive attitudes towards co-workers, majority of the students evaluate the questions favorably. Majority of respondents expressed a clear positive attitude towards co-workers seven issues; namely 61.9% there is good relationship amongst employees in the tourism industry ( $\chi=3.88$ ), most people working in the tourism industry are not rude people employees (51.0%), people with educational background in tourism works in the tourism industry ( $\chi=3.52$ ), most employees are highly motivated about working in the tourism industry (51.5%), friends can be made easily in the tourism industry (65.7%), there is cooperation amongst employees in the tourism industry ( $\chi=3.93$ ) and there are team spirit amongst coworkers in the tourism industry (49.1%). On the other hand, 48.4% of respondent students said that employees are mostly uneducated in the tourism industry ( $\chi=3.18$ ) and 63.2% of respondents think that employees without degrees are jealous of graduates with degree from tourism schools ( $\chi=3.66$ ) (Table 11). This finding contrasts with the previous studies conducted by Kusluvan and Kusluvan (2000) whose respondents evaluates unfavorably co-workers dimensions some issues; employees are not motivated and enthusiastic about working in the tourism industry, most employees in the industry are rude people, it is not easy to make friends with people working in the industry and it is not easy to get along with people working in the tourism industry.

**Table 11. Respondents Perception towards Co-Workers Relationship in the Tourism Industry**

Factors	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Mean ( $\chi$ )	Standard Deviation (s)
I believe there are no team spirit amongst coworkers in the tourism industry	22.1	27.0	9.2	15.3	26.4	2.97	1.541
I confirm that there is cooperation amongst employees in the tourism industry	4.3	7.4	19.0	29.4	39.9	3.93	1.128
In my view employees are mostly uneducated in the tourism industry	25.2	8.6	17.8	19.6	28.8	3.18	1.557
I can make employee friends easily in the tourism industry	5.5	7.4	21.5	30.7	35.0	3.82	1.154
In my opinion it is not easy to get along with people working in the tourism industry	12.9	22.1	38.0	16.0	11.0	2.90	1.156
I think most employees are highly motivated about working in the tourism industry	10.4	14.7	23.3	24.5	27.0	3.43	1.310
I think employees without degrees are jealous of graduates with degree from tourism schools	4.3	13.5	19.0	38.7	24.5	3.66	1.119
In my view people with educational background in tourism works in the tourism industry	11.7	13.5	17.8	25.2	31.9	3.52	1.367
I think most people working in the tourism industry are rude people	39.3	11.7	17.8	17.8	13.5	2.55	1.487
I think there is good relationship amongst employees in the tourism industry	6.1	4.9	27.0	19.0	42.9	3.88	1.201

Source: Own Survey, 2019

## I) Managers

In general, respondents expressed positive attitudes towards managers in the tourism industry. Over half percent (58.9%) of students perceive that managers value employees ( $\chi=3.67$ ), they do they delegate authority (73.0%), most managers have an educational background in tourism (54.6%), they value employees' suggestions (61.4%), reward employees who are doing a good job (39.9%), behave respectfully to employees (39.8), they let employees participate in decisions affecting their particular jobs (69%), help to solve employees' personal problems (51.5%), provide vocational training when necessary (63.1%) and they behave fairly towards employees (52.2%) (Table 12) which differs with the finding of Kusluvan and Kusluvan (2000) who found out those respondents expressed negative attitudes towards managers in the tourism industry.

**Table 12. Respondents Perception towards Managers in the Tourism Industry**

<b>Factors</b>	<b>Strongly Disagree (%)</b>	<b>Disagree (%)</b>	<b>Neutral (%)</b>	<b>Agree (%)</b>	<b>Strongly Agree (%)</b>	<b>Mean (<math>\chi</math>)</b>	<b>Standard Deviation (s)</b>
I find out that managers give due value to employees in the tourism industry	1.2	19.6	20.2	28.8	30.1	3.67	1.139
I observed that managers give authority for employees to do their jobs better in the tourism industry	2.5	12.3	12.3	31.9	41.1	3.97	1.119
I found out that most managers have an educational background in the tourism industry	8.0	28.2	9.2	32.5	22.1	3.33	1.309
I observed that managers value employees' suggestions in the tourism industry	12.3	11.7	14.7	39.3	22.1	3.47	1.292
I find that managers do not reward employees who are doing a good job in the tourism industry	20.9	19.0	28.8	22.7	8.6	2.79	1.249
I witnessed that managers behave respectfully to employees in the tourism industry	13.5	18.4	28.2	24.5	15.3	3.10	1.258
I witnessed when managers make sure employees participate in decisions affecting their job in the tourism industry	11.7	19.6	23.3	30.7	14.7	3.17	1.240
In my view managers do not help to solve employees' personal problems in the tourism industry	14.7	36.8	8.0	25.8	14.7	2.89	1.343
I witnessed when managers provide vocational training when necessary in the tourism industry	2.5	8.0	26.4	33.7	29.4	3.80	1.031
I think managers behave in a fair way to all employees in the tourism industry	13.5	4.3	30.1	30.7	21.5	3.42	1.257

Source: Own Survey, 2019

### J) Commitment to the Tourism Industry

From previous evaluations of different dimensions of attitudes, it is easy to conclude that respondents have commitment to work in the tourism industry. Over half of students (51.6 %) indicated that the advantage of working in the tourism industry outweigh the disadvantages, 64.4% of students surveyed are very happy for choosing tourism as a vocation path (3.90), moreover 52.8% of respondents said they would want their children to work in the tourism industry 52.8%, put great effort into acquiring a job in the tourism industry (61.9%), will work in the tourism industry after graduation (66.3%), recommend first year students to choose tourism as career path (69.3%), don not think it was a big mistake to choose tourism as a career path (72.4%), would want their children to study tourism (65.6%), recommend a job in the tourism industry to their relatives (61.4%), will not work only in high paid jobs in the tourism industry (55.8%) and see their professional future in the tourism industry (78%) (Table 13) which contrasts with the study conducted by Kusluvan and Kusluvan (2000) and Mathew (2010) who conclude that to respondents do not have a strong commitment to work in the tourism industry and coincides with the finding of Sayed (2014); Lu and Adler (2009) who conclude that respondents have strong commitment to pursue their job in the tourism industry.

**Table 13. Respondents Perception towards Commitment to the Tourism Industry**

<b>Factors</b>	<b>Strongly Disagree (%)</b>	<b>Disagree (%)</b>	<b>Neutral (%)</b>	<b>Agree (%)</b>	<b>Strongly Agree (%)</b>	<b>Mean (<math>\gamma</math>)</b>	<b>Standard Deviation (s)</b>
In my opinion, the disadvantage of working in the tourism industry greater than the advantage	35.6	16.0	13.5	20.9	14.1	2.62	1.492
I am very happy for choosing tourism as a vocation path	6.1	1.8	27.6	24.5	39.9	3.90	1.140
In would not want my children to work in the tourism industry	30.1	22.7	25.8	12.3	9.2	2.48	1.288
I will not put great effort into acquiring a job in the tourism industry	33.7	28.2	15.3	10.4	12.3	2.39	1.367
It is define that I will not work in the tourism industry after graduation	35.6	30.7	12.9	13.5	7.4	2.26	1.276
I recommend first year students to choose another career path other than tourism	46.6	22.7	9.2	12.9	8.6	2.14	1.356
It was a big mistake to choose tourism as a career path	55.8	16.6	8.6	9.8	9.2	2.00	1.370
I would want my children to study tourism	5.5	5.5	23.3	23.9	41.7	3.91	1.170
I recommend a job in the tourism industry to my relatives because it is very nice to be part of this industry	7.4	9.2	22.1	16.6	44.8	3.82	1.295
I will work only in high paid jobs in the tourism industry	32.5	23.3	19.6	18.4	6.1	2.42	1.281
I see my professional future in the tourism industry	3.7	8.6	9.2	30.1	47.9	4.10	1.118

Source: Own Survey, 2019

### 3. Variables Affecting Students' Perceptions toward the Future Jobs in the Tourism Industry

This part measures the relationship between several variables that may have effects on tourism students' perceptions and intention towards working in the industry. These contingency variables are: gender, department and region where they come from.

Results

#### 3.1 Independent t-test results

Two independent t-tests were conducted to test whether there is statistical difference between tourism and hospitality department students intention towards working in the tourism industry. The selection of independent t-test here is that the predictor (i.e. department) is a two categorical variable. Tab.14 below presents the results from the computed independent sample t-tests for the two dependent variables, namely intention of students towards working in the tourism industry at the time of joining CTTI and current intention of students towards working in the tourism industry.

**Table 14: An independent t-test results for the two measured variables**

Dependent variables	Tourism Mean	Tourism SD	Hospitality mean	Hospitality SD	Leven's test	t-value	p-value
Intention at the time of joining CTTI	3.55	1.438	3.51	1.382	0.928	0.109	0.913
Current intention	3.45	1.535	4.01	1.323	0.128	-1.782	0.077

Source: computed by author

An independent-samples t-test was conducted to compare the intention of CTTI students enrolled in the tourism sector related department and hospitality related department. There was no significant difference in scores for tourism students ( $M=3.55$ ,  $SD=1.438$ ) and hospitality [ $M=3.51$ ,  $SD=1.382$ ;  $t(161)=0.109$ ,  $p=0.913$ ] by the time they joined CCTI. This implies that the tourism and hospitality students had a similar intention to work in the sector before. From the

mean score of 3.55, for both departments, it can be deduced that they had a high intention to work in the sector when they join CTTI.

Again an independent-samples t-test was conducted to compare the current intention of CTTI students enrolled in the tourism sector related department and hospitality related department. There was a significant difference in the current intention of students towards working in the tourism sector in scores for tourism students ( $M=3.45$ ,  $SD=1.535$ ) and hospitality [ $M=4.01$ ,  $SD=1.323$ ;  $t(161)=-1.782$ ,  $p=0.077$ ]. This implies that the tourism and hospitality students had different intention to work in the sector. The current intention of hospitality department students towards working in the tourism sector is better than students from the tourism department students. From the mean score of 3.73, for both departments, it can be deduced that currently they had a high intention to work in the sector.

### 3.2. ANOVA test results

To test hypotheses with the region origin of the students, an ANOVA test was used. Table 15 presents the results from the ANOVA test.

**Table 15: ANOVA results on perception variation in the intent of students to work in the tourism sector**

DVs	Mean	SD	F-value	p-value
Work intention in tourism at the time of joining CTTI	3.52	1.38	2.166	0.118
Current work intention	3.93	1.359	1.260	0.287

Source: computed by author

A one-way between-groups analysis of variance was conducted to explore the perception difference among respondents on their work intention in the tourism sector at the time of joining CTTI. Respondents were divided into three groups according to their region (Group 1: Amhara; Group 2: Addis Ababa; Group 3: other regions). There was no any statistically significant difference at the  $p<0.05$  level in their intention working in the tourism sector before for the three regional groups [ $F(2, 160) = 2.166$ ,  $p=0.118$ ]. This implies that the three regional groups had a similar work intention in the tourism sector by the time they joined the CCTI. That is, with a

mean score of 3.52, all respondents regardless of their regional origin rated their intention to work in the tourism sector before as high.

A one-way between-groups analysis of variance was conducted to explore the perception difference among respondents on their current work intention in the tourism sector. Respondents were divided into three groups according to their region (Group 1: Amhara; Group 2: Addis Ababa; Group 3: other regions). There was no any statistically significant difference at the  $p < 0.05$  level in their intention working in the tourism sector before for the three regional groups [ $F(160) = 1.260, p = 0.287$ ]. This implies that the three regional groups had a similar current work intention in the tourism sector. That is, with a mean score of 3.93, all respondents regardless of their regional origin rated their current intention to work in the tourism sector is very high.

# **CHAPTER FIVE**

## **CONCLUSION AND RECOMMENDATION**

### **5.1 Conclusion**

This research was conducted to find out final year tourism students' attitudes towards future job with different aspects of working in the tourism sector and their intention to work in the tourism industry. Based on the study findings, currently majority of respondents have a strong intention to work in the tourism industry and students had generally evaluated different aspects of working in the tourism industry favorably. And currently both tourism and hospitality students of the Catering and Tourism Institute (CTTI) had high intention to work in the tourism sector from the time they join CTTI and all respondents regardless of their regional origin rated their current intention to work in the tourism and at the time they join CTTI as high.

Students' positive attitudes towards different aspects of working in the tourism industry which are formed after the practical work experience (internship), possibly will lead positive results for the trainee students, the tourism sector, the government, and Catering and Tourism training institutions. Satisfaction of the students with the industry may enhance motivations for future students to join the schools and take career in the industry positively and enables the industry to hire and maintain or retain the number of qualified tourism catering graduates it requires.

Thus, the tourism industry and organizations will be able to benefit from skilled and qualified graduates. This will probably have a positive effect on the service quality which results in consumer satisfaction and loyalty and gaining competitive advantage through workforces.

### **5.2 Recommendation**

This study has discovered that prospective graduating class students of CTTI have positive attitude towards future job in the Tourism industry. This positivity leads them to have strong commitment to join the industry. However, specifically unfavorable evaluation was caught on pay and benefit dimension of working in the tourism industry. This may result in high turnover

rate when they join the industry. This has serious effects on the industry investment on training and hiring process of employees and the quality of service delivered by the industry. Thus,

- Law makers should participate in determination minimum wage in the tourism industry.

And in order for qualified tourism students to have more positive attitudes towards working in the tourism industry:

- At the secondary school level career guidance and orientation should be made more efficient. Because they would form more realistic and lower expectations with regard to jobs in the tourism industry when students informed accurately and sufficiently about careers and working conditions in the tourism industry. So that when they choose to study tourism and work in the tourism industry they would be less disappointed which might prevent industry low development. Therefore, in order to reduce the gap between perceptions, expectations and experiences, students need to be informed about employment opportunities, so that their career decisions will be based on choice rather than chance.
- The tourism industry needs to pay special attention when hiring managers and employees.
- Also conditions of employment related to promotion opportunities, nature of work, physical working conditions and dimensions need to be improved.

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**Addis Ababa University**

**College of Development Studies**

**Department of Arts in Tourism Development and Management**

**The objective of the study**

The purpose of this questionnaire is to study the perception of final year TVET students towards future job in the Tourism Industry in Ethiopia: the Case of Catering and Tourism Training Institute (CTTI). The information you provide will be used as part of a Master thesis research being conducted by Tsion Berhanu supervised by Dr. Tesfaye Zeleke, College of Development Studies, Addis Ababa University.

Dear respondent: you are kindly requested to provide genuine information, since the successful completion of this study is dependent on your humble cooperation for provision of information. The information gathered will be used only for academic purpose and the information you provide is highly confidential. Your cooperation would be greatly appreciated and is of great importance.

***Part I: PROFILE OF THE RESPONDENT***

1. Name of respondent: \_\_\_\_\_
2. Sex (a) Male \_\_\_\_\_ (b) Female \_\_\_\_\_
3. Age \_\_\_\_\_
4. Region where you come from \_\_\_\_\_
5. Department \_\_\_\_\_
6. Date \_\_\_\_\_

**Part 2: Please rate the following statements 1- very Low, 2-Low, 3-Neutral, 4-High, 5- Very High**

No.	Items	1	2	3	4	5
1	Your intention to work in the tourism industry at the time you have joined CTTI					
2	Your current intention to work in the tourism industry					

**Part 3: Please rate the following statements 1- Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5- Strongly Agree**

No.	Items	1	2	3	4	5
	<b><i>Nature of work</i></b>					
1	I find the jobs in the tourism industry interesting					
2	In my view most jobs in the tourism industry require low skilled manpower					
3	I can feel independent as a professional to exercise my knowledge in the tourism industry					
4	I observed there is high work pressure in the tourism industry					
5	I think jobs in the tourism industry are worth doing for my self-development					
6	I find jobs in the tourism industry stressful					
7	I can use my personal authority to make decision in jobs in the tourism industry					
8	I find working hours in the tourism and hospitality industry longer than officially regulated 8 hours					
9	For me it is a great opportunity to communicate with foreigners while working in the tourism industry					
10	I like to meet famous people while working in the tourism industry					
11	In my view there is always new skill to learn each day in jobs the tourism industry					
12	In my view the working hours in the tourism industry are not suitable for social interactions					
13	In my opinion it is very difficult to find a stable job in the tourism industry due to seasonality of the jobs					
	<b><i>Social status</i></b>					
1	My family is proud of my profession in the tourism industry					
2	I think tourism industry regarded as an important service sector that creates jobs for youths					
3	I think those who are working in the tourism industry are not respected in Ethiopian					

	society						
4	I think parents do not want their daughters to marry with someone working in the tourism industry						
5	I talk to my friends with pride about my tourism profession						

	<b><i>Industry- person congeniality</i></b>						
1	I find serving foreign tourists degrading personality						
2	My character fits to working in the tourism industry						
3	I can use my skill for jobs in the tourism industry						
4	Working in the tourism industry contradicts with my religious values						
5	I feel as a slave while working in tourism						
6	I get pleasure while working in the tourism industry						
7	I believe my ethical value will degrade if I work in the tourism industry						
8	I like to see satisfied customers when I serve them						
9	It creates nice feeling for me to serve tourists who are there in order to spend a good time						
1	I think it's not nice to serve people while they are on holiday and enjoying						
	<b><i>Physical working conditions</i></b>						
1	In my opinion employee dormitories are in satisfactory conditions in most companies in the tourism industry						
2	I think there is high risk of work accident in the tourism industry						
3	In my view employee dining halls are in good conditions in most companies in the tourism industry						
4	I find the work environment in the tourism industry very noisy						
5	In my opinion employee bathrooms are not in good conditions in most companies in the tourism industry						
	<b><i>Pay</i></b>						
1	I think pay for the jobs in the tourism industry are not sufficient to lead a satisfactory life						
2	Considering work load, I find the pay low in the tourism industry						
	<b><i>Benefits</i></b>						
1	I think the level of bonuses provided by the tourism industry are insufficient						
2	In my view provision of leisure time for employees is short in the tourism industry						
3	In my opinion the provision of meals for employees are healthy in the tourism industry						

4	In my view holiday vacations are not sufficient in tourism industry					
	<b>Promotion Opportunities</b>					
1	I think promotion is based on excellence in the tourism industry					
2	For me promotion opportunities are satisfactory in the tourism industry					
3	I think there is opportunity of getting promoted to managerial position tourism industry					
4	I think number of years worked in the tourism industry taken in to consideration in promotion decisions					
	<b>Coworkers</b>					
1	I believe there are no team spirit amongst coworkers in the tourism industry					
2	I confirm that there is cooperation amongst employees in the tourism industry					
3	In my view employees are mostly uneducated in the tourism industry					
4	I can make employee friends easily in the tourism industry					
5	In my opinion it is not easy to get along with people working in the tourism industry					
6	I think most employees are highly motivated about working in the tourism industry					
7	I think employees without degrees are jealous of graduates with degree from tourism schools					
8	In my view people with educational background in tourism works in the tourism industry					
9	I think most people working in the tourism industry are rude people					
10	I think there is good relationship amongst employees in the tourism industry					
	<b>Managers</b>					
1	I find out that managers give due value to employees in the tourism industry					
2	I observed that managers give authority for employees to do their jobs better in the tourism industry					
3	I found out that most managers have an educational background in the tourism industry					
4	I observed that managers value employees' suggestions in the tourism industry					
5	I find that managers do not reward employees who are doing a good job in the tourism industry					
6	I witnessed that managers behave respectfully to employees in the tourism industry					
7	I witnessed when managers make sure employees participate in decisions affecting their job in the tourism industry					
8	In my view managers do not help to solve employees' personal problems in the tourism industry					
9	I witnessed when managers provide vocational training when necessary in the tourism					

	industry						
10	I think managers behave in a fair way to all employees in the tourism industry						
	<b><i>Commitment to the tourism industry</i></b>						
1	In my opinion, the disadvantage of working in the tourism industry greater than the advantage						
2	I am very happy for choosing tourism as a vocation path						
3	In would not want my children to work in the tourism industry						
4	I will not put great effort into acquiring a job in the tourism industry						
5	It is define that I will not work in the tourism industry after graduation						
6	I recommend first year students to choose another career path other than tourism						
7	It was a big mistake to choose tourism as a career path						
8	I would want my children to study tourism						
9	I recommend a job in the tourism industry to my relatives because it is very nice to be part of this industry						
10	I will work only in high paid jobs in the tourism industry						
11	I see my professional future in the tourism industry						

## **DECLARATION**

This thesis is my original work and has not been presented for a master's degree in any university, and that all sources of materials used in this thesis have been duly acknowledged.

Name of the investigator: -Tsion Berhanu

Signature: - \_\_\_\_\_

Date of submission: - \_\_\_\_\_