A RESEARCH ON THE PERCEIVED CAREER BARRIERS OF HOSPITALITY AND TOURISM STUDENTS IN TAIWAN’S UNIVERSITIES OF TECHNOLOGY

Abstract

In this paper, we focus on the cognition about the future career barrier of the students majored in hospitality or in tourism in the universities of technology in Taiwan. Their views about the differences of the future career awareness because of the gender and/or work experiences are discussed. We also review the sex discrimination that may occur in the future workplace. Questionnaires by a convenient sampling method are used for this research. 875 questionnaires were distributed and 713 ones of them are valid. The recovery rate of the survey is 81.49%. The result shows that gender discrimination is the highest career barriers, followed by professional image.

Keywords: career barrier, internal factors, external factors

INTRODUCTION

The educational goals of a university of technology are to develop the applications of science and technology, and foster practical technological talents. Up to the end of 2000, there are 77 universities of technology in Taiwan, accounting for 52.03% of the total number of universities in Taiwan.

In recent years, Taiwan's tourist industry is booming, and the hospitality and tourism students are growing up in a large numbers. According to a formal statistics from the Ministry of Education (2010), it shows that there were 20,074 hospitality and tourism students in 2001, accounting for 1.69% of the total college students in Taiwan, and 66,916 hospitality and tourism students in 2011, accounting for 4.94%, and nearly three times comparing with 2001.

Can the students recognize the career barrier in advance before entering a hotel, restaurant, and other related workplace, or they already understand the career barrier, and thus tend not to select the relevant industry? Chuang (2010) found that career barrier may impact the career awareness, and the views of male and female students are different.

Actually, some research showed that career obstacles is a very important role in career choice and career interest (Lindley, 2005). It can be expected that students have to make a judgment about career barrier in their future choice of occupation. In this study, we would like to explore what career barriers for which students perceived, and to analyze the differences of career barriers according to their personal background.