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