

# Hospitality Interest and Inferred Domains: A Comparative Study Among Indian and Malaysian Students

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**Abstract** *Hospitality and Tourism industry is one of the fastest growing sectors in the world with its direct contribution to GDP was USD2, 229.8bn (3.0 of total GDP) in 2015. By 2026, Travel & Tourism will account for 135,884,000 jobs directly, an increase of 2.1 per annum over the next ten years (WTTC, 2016). The potential growth trends of this sector in India and Malaysia can also be predicted by identifying occupational/professional interest trends among students in the hospitality education. This study established a comparison between 400 hospitality and tourism students of two different universities located in India and Malaysia, who identify their interests in the various domains of the hospitality and tourism industry. Findings revealed that both the Indian students and Malaysian students have a deeper interest in domains like F&B Service, F&B Production, Housekeeping and Front Office. In addition, the study infers that the score was indicative of their desire to pursue careers in Cruise Lines for Indian students while for Malaysian students; they have a deeper desire to pursue careers in domains Entrepreneurship. Findings will help institutions and industry to know the trends of students' occupational interest in totality, which will further aid Institutions and industry to make decisions on strategic planning and implementation of taking up the course, introducing specialised areas and creating enough employment opportunities in the thrust domains.*

**Keywords:** *Hospitality Domains, Tourism, Occupation, Indian Students, Malaysian Students*

## INTRODUCTION

Hospitality students' are often confused about choosing their specialisations based on their real innate interests in a specific domain as they have a number of occupational choices to choose from. In their curriculum, institutions teaches them a number of courses and from them they need to select one or maximum two as their specialization which lately help them to get a job in the same field like Front Office, Food & Beverage Service, Food & Beverage Production, House Keeping, Travel and Tourism, Aviation Management, Cruise Lines, Event Management, Entrepreneurship etc. However, it becomes extremely difficult for many students' to finalise one from all. It is because they like studying many courses but get confused whether they should choose a course in which they score well or should follow what they like most.

An extensive literature review (Chuang, & Dellmann-Jenkins, 2010; Davidson, & Tideswell, 1998; Fraser, 2000; Getz, 1994; Goldsmith, & Mohd. Zahari, 1993; Joseph, & Joseph, 2000; Lewis, & Airey, 2001) discovered that while some research has been available about decision making for a future profession in hospitality and tourism industry, and a few articles have been published about hospitality and tourism as a profession, there were no reviews identified with the Indian situation. The literature related to which occupational choice hospitality and tourism students select or do not select as a career choice is influenced by several factors (Kusluvan, & Kusluvan, 2000; Lu, & Adler, 2009; Richardson, 2009; Singh, & Greenhaus, 2004; Song, & Chon, 2012; Teng, 2008; Walsh, Chang, & Tse, 2015; Wan, Wong, & Kong, 2014; Zahari, Sharif, & Ismail, 2005). These might include socio-demographic components (Law & Arthur, 2003), students' perception about the various

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available positions in the hospitality and tourism industry as a profession, and factors influencing students' career choice. Researchers in the past supported the notion that high scores do not guarantee a great career choice or career ahead. It is indeed a faulty belief that great grades signify deep interest in the specific area and by opting that course as specialisation; the student will make a wise occupational choice. It was also seen that Hospitality students' pick those occupational choices which look flashy or lucrative or which are in the market trend. Instead of following or choosing something which really interests them.

This study categorises Hospitality Interest Domain trends between Indian and Malaysian Students. The study also classifies overall Hospitality Interest Domains trends among Indian male and female students, overall Hospitality Interest Domains trends among Malaysian male and female students, and the differences between Interest and Inferred domains between Indian and Malaysian male and female students by calculating the identified interest areas and calculated actual interests of the respondents. The study will also help students to realise about the existing gap between the choices made and their actual calculated or measured interest in a particular domain. It will help students to think wisely before making choices and making decisions. The study will also help academic institutions to realise their roles in supporting students while making career choices, institutions would also be able to identify the existing trends as per the choices students make and the identified inferred interest domains. Through this, institutions would be able to make policies regarding student mobilisation, course launch, academic planning with reference to the identified trend for identified and researched domains, training and placements. The findings will specifically help the corporate world to explore the interesting trend of the students, which will help them plan recruitment policy and introducing trend relevant businesses. To the knowledge of the authors, this was the first study of its kind that tried to measure the interest and inferred domains of Indian and Malaysian students together.

## LITERATURE REVIEW

The hospitality business is perceived as being essential for both national and worldwide economies. From a global point of view, it is recognised as one of the quickest developing divisions and the world's biggest industry (Lewis & Airey, 2001). The business while being a sub-part of the tourism business is of important significance to the constant achievement and improvement of the tourism industry and has more extensive significance as a noteworthy supporter of monetary and social development. As indicated by the report from WTTC, 2016, Hospitality and Tourism industry has turned out to be one of the quickest developing areas on the planet with its immediate commitment to GDP was

USD 2, 229.8 billion (3.0 of aggregate GDP) in 2015. It is additionally expected that by the year 2026, Travel and Tourism industry will offer 135,884,000 employments straightforwardly, an expansion of 2.1 annually throughout the following ten years (WTTC, 2016).

In order to keep pace with expanding work opportunities and importance for a qualified and skilled workforce, there has recently been an increase in the number of educational institutions offering hospitality management programs, both in India and Malaysia. Many colleges and universities have developed the new programs in hospitality, tourism and culinary arts, which are largely well received by the students. This wonder has been occurring in different nations around the globe (Joseph & Joseph, 2000). Thus, the number of undergraduates registering in hospitality programs has expanded considerably in nations that are undergoing fast development in tourism, for example, New Zealand, Australia, China, Thailand, Singapore, and Malaysia (Hobson, 1995).

Chuang & Dellmann-Jenkins, (2010) revealed that people are influenced by role models in their decision of a specialisation or academic major while deciding on their career. Zahari, Sharif & Ismail (2005) found in their study that parents' encouragement was rated as far more important by the respondents compared to that of friends, brothers/sisters, teachers and counsellors in the first round. In fact, over time respondents reported that parents still continued to support or encourage them to remain in the programme. Similarly, Riegel (1985) affirmed that lecturers "play a significant part in augmenting and developing a wisdom of committing to a career in hospitality management" (p. 2).

Again, the findings (Law & Arthur, 2003) advocated that students' use of career-related services was linked with scholastic status and gender. The male-female balance of enrolments in many professional and occupational education programs have changed noticeably over recent years (Law & Arthur, 2003). During this time, hospitality and tourism have remained a highly male-dominated profession, and females constituted a very small percentage of the workforce in this industry. Recently, there is a change in this and more and more females are applying for various positions in the hospitality and tourism industry.

Parents play an essential role in all parts of a youngster's life, including those important decisions like picking up a profession. Lent et al. (1998) portrayed how an undergrad confronting a career decision can be envisioned as being in the deepest hover, encompassed by his or her direct atmosphere impacting this decision, involving companionships, finance related circumstances, and in particular, the parental encouragement. Parental impacts, which contain the principle family impact, are both distal (socio-cultural) and proximal (parent-child interactions) relevant intellectual variables, and apply a remarkable impact on their posterity's

profession decision (Wong & Liu, 2010). Lent and Brown (1996) mentioned that parental impacts are capable of relevant determinants that intervene in the connection amongst interests and objectives, amongst objectives and activities, and amongst activities and achievements. Various other studies have focused on the significance of parental impacts on a youngster's professional growth. For instance, Ferreira et al. (2006) found that parental impact is one of the various influential settings that have an orientation on the professional conduct of youngsters. Stambler (1998) proposed that when youngsters need to pick their profession, parents undoubtedly play a significant role in their profession decision. Biggart et al. (2004) reported that parents are the most repeatedly stated facilitator for starting the decision. Whiston and Keller (2004) affirm that many studies have recognised that youngsters identify their parents as a most influencing in their profession decisions. Kagitcibasi (1994) mentioned that Chinese culture gives a high importance on parental control and on youngsters' compliance in a classified family setting. In an investigation of Asian-Americans' profession decisions, Tang et al. (1999) recommend that Asian-Americans may pick a profession that is pleasing to their parents, as against to the one in which they have their own comforts. Thus, In the Asian context, it is important to study family background and parent's anticipations while studying the career decisions of students. Rush (2002) additionally noted that having a compassionate and supportive family atmosphere is related to the effective agreement of professional growth.

Awareness and use of career resources have been found to reflect maturity in career decision-making (Lokan, 1984). Tracy (Ying) Lu and Howard Adler (2009) studied that a huge percentage of the respondents in Hospitality programs did not choose tourism as their first major. From the Chinese perspective, if a student scores less in the national examination for college admission, he/ she might not have the opportunity to choose a preferred major of academic interest. The compulsory choice will have an impact on students' attitudes and behaviours with regard to career prospect and advancement.

In the recent time, many researchers from the world of academia are concentrating on undergraduates' professional objectives to study how much they desire to excel in their careers in the hospitality and tourism industry (Chuang & Dellmann-Jenkins, 2010; Song & Chathoth, 2008; Song & Chon, 2012; Teng, 2008; Walsh, Chang & Tse, 2015; Wan, Wong, & Kong, 2014). All of these studies found that the hospitality and tourism industry appears not to be the most supported profession track for some alumni of hospitality and tourism programs. For instance, Richardson (2008) found that more than fifty per cent of undergraduates revealed that after completing their studies, they 'might' look for employment in the hospitality and tourism industry.

Likewise, another study conducted by King, McKercher, and Waryszak (2003) found that only half of the students of their sample size looked for their first employment in the hospitality and tourism business. Other researchers have also affirmed that hospitality professions are not as much as well-known vocational decisions for the majority of the undergraduates (Chuang & Dellmann-Jenkins, 2010; Richardson, 2009; Song & Chathoth, 2008, 2011).

The hospitality industry is perceived as an underprivileged industry by undergraduates who have worked in the industry. Their perception of the hospitality industry includes poor dealing with the workforce, not enough of practice exposure given, and fewer rewards and appreciation for the staff's hard work. The pictures of tourism occupations in the undergraduates' thoughts were distressing and no family life, with long working hours, debilitating and insecure work, low societal position, unacceptable career advancements, low pay, inadequate remunerations, and poor physical working conditions (Kusluvan & Kusluvan, 2000).

Gu, Kavanaugh, and Cong, (2007) mentioned that undergraduates claimed that professional development in the hospitality and tourism industry was not adequately encouraging. Students had a tendency to prefer diverse work options upon graduation since they thought that the salaries in different enterprises were much better than those in the hospitality and tourism industry (Gu, Kavanaugh, & Cong, 2007). Students today would prefer not to begin in low-paying employment. This creates the impression that numerous hospitality undergraduates turn out to be significantly less keen on working or remaining in the hospitality industry. It may likewise be contended that the presentation inside the program may acquaint the undergraduates with an extensive variety of inspirations and uncontrollable components. Industry experience, the growth of life and informative impressions may transform their career aims and change their dedication after some time. Leslie (1991) mentioned in his study that it has been testified globally that numerous students do not join the hospitality and tourism industry upon their graduation. Moreover, those who join the industry, many of them, quickly decide not to seek after a full time, and a long career in the hospitality and tourism industry. Xu (2005) reported that merely 10 to 20 per cent of hospitality and tourism graduates join the industry after completion of their studies and after a few years later, of those who join the industry, around 20 per cent will leave and join other lucrative industries.

Nevertheless, a majority of the students who have joined the hotel and tourism industry hold the view that the industry offered pleasing professions (Barron & Maxwell, 1993). Hospitality and tourism industry leaders had a distinctive inclination for specific divisions. Hotels, travel organisations, Airlines, and cruise liners were the most well-known divisions that undergraduates picked after completing

their studies (Chen, Chu, & Wu, 2000; Gu, Kavanaugh, & Cong, 2007). In order to hire and retain appropriate employees in today's intensive hospitality industry, it is critical for companies to comprehend needs and requests of the workforce (Chen, Chu, & Wu, 2000; Ng & Burke, 2006). Profession objectives and anticipations of students give the industry a reasonable image of the inclinations and requests that future representatives will hold. Through finding interests, capacities, vocational values, and needs of the enlistment pool, bosses will have the capacity to increase upper hands and create fruitful human asset techniques (Baum, 2007).

The foundation of this research is that undergraduates will select their job that best draws in their abilities and which fits with their identity qualities (Tinsley, 2000). For sure, as research on person-environment fit recommends, people are dynamic leaders or supervisors of their own professions and they choose occupations after precisely assembling information about themselves and their potential workplaces (Furnham, & Schaeffer, 1984; Holland, 1985; Singh & Greenhaus, 2004). In such a manner, they will likely discover positions that best match their general needs and identity characteristics (Verquer, Beehr, & Wagner, 2003). The study also demonstrates that this is a compelling technique, as people will be more fruitful when their identity characteristics coordinate the requests of their selected profession (Carliss, 2005). At the point when there is a comparison or similarity, people will probably perform at a larger amount, live up to their administrators' desires, and stay longer in their employment and fields (Carliss, 2005; Vogel & Feldman, 2009). If people can utilise their attributes to accomplish well in their occupation, they have a higher chance to advance in the selection procedure, be effective in their occupations, and stay in their selected profession (Cable & DeRue, 2002; Carliss, 2005).

## METHODOLOGY

### Theoretical Framework

On the basis of reviewed literature and observational study of the hospitality students, authors propose that the career choices or in other words, the area of specialisation or occupational interest should be based on the assumption that there should exist an absolute parity and equilibrium between the area of interest chosen to build, develop and sustain career with the measured or inferred interest. Students should not be selecting or choosing a domain on the temporary external influences like peer pressure or influence, family pressure or influence, faculty pressure of influence, existing temporary industry trends or other biases. Instead, the choice should be based upon the true interest, (which this study measures)

and on the basis of skill set, which can be later mapped with interest in future studies through other tools like aptitude testing etc.

*Career Choice = inferred interest + Skill Set*

*Inferred interest = identified or choice made. => Successful and sustainable career*

This study measured the inferred interest of the students and identified opted or chosen domains by the same students. Other factors as aptitude testing and skill mapping with interest may be used in the future studies.

### Objectives of the Study

- To identify Overall Hospitality Interest Domains trends among Indian and Malaysian Students and its comparative analysis with overall Hospitality Inferred domains of both the countries.
- To identify overall Hospitality Interest Domains trends among Indian male Students with Indian female students and its comparative analysis with overall Hospitality Inferred domains among Indian male and female students.
- To identify overall Hospitality Interest Domains trends among Malaysian male Students with Malaysian female students and its comparative analysis with overall Hospitality Inferred domains among male and female students.
- To identify Differences between Interest and Inferred domains among Indian and Malaysian Male Students.
- To identify Differences between Interest and Inferred domains among Indian and Malaysian Female Students.

### Assumptions of the Study

- Hospitality Interest Domains trends among Indian and Malaysian Students are different from Hospitality Inferred domains.
- Hospitality Interest Domains trends among Indian male Students with Indian female students are different from Hospitality Inferred domains among Indian male and female students.
- Hospitality Interest Domains trends among Malaysian male Students with Malaysian female students are different from Hospitality Inferred domains among male and female students.
- Students in both the countries are indecisive about choosing the occupational domains and are unaware of their latent interests, which in this study are called Inferred interest domains.

## Variables Under Study

**Dependent Variable:** Inferred Interest Domain (i.e. calculated or measured).

**Independent Variable:**

1. Interest domain (chosen one), *If the choice is not mentioned, it will be called as 'Undecided'*
2. Front Office
3. Food and Beverage Service
4. Food and Beverage Production
5. House Keeping
6. Travel and Tourism
7. Aviation Management
8. Cruise Lines
9. Event Management
10. Entrepreneurship

The basis of Categorisation:

1. Countries i.e. India and Malaysia
2. Gender i.e. Male and Female

## Locale of the Study

The data for this study were collected at two different locations, which were Garhwal region of Uttarakhand state in India and Taylor's University located in Kuala Lumpur, where students from 70 different nations come to study.

## Sample

400 samples were collected from the Hospitality students who were enrolled under various programmes at Diploma, Under Graduate and Postgraduate levels. The respondents

were aged between 18 to 23 years. Samples collected were equally divided into 200 each from both the countries i.e. India and Malaysia. The sampling was done based on a random selection of subjects or respondents. The data was collected by the distributing the questionnaire to each subject who were well instructed to complete the questionnaire. The questionnaire had 162 occupational choices to choose from. The maximum number of selects from a specific domain will be calculated and be called an inferred domain.

## FINDINGS AND DISCUSSION

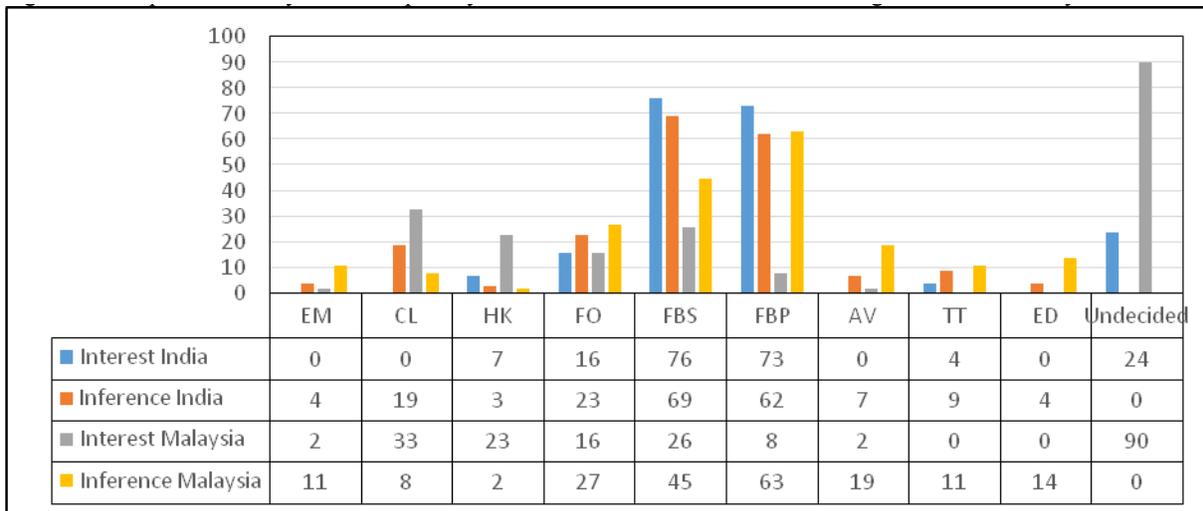
Fifty per cent of the respondents reported that their choice of the decision was influenced by their own, followed by the influence of friends, parents/siblings/relative, others employer and high school counsellor or teacher. When it was asked to the respondents about the most influential person with regard to their decision on a future career in the hospitality industry, the chief proportion reported that they had most influence from their course professor. This finding corresponds well with the findings of previous research conducted by Paa and McWhirter (2000), Maani (2000) and Conti (2000). Table 1 and Figure 1 illustrates that it is clear that Indian students choose F&B Services and F&B Production as their career specialisation and the calculated value for Inferred interest also reveals the same domains followed by Front Office. However, it is prominent through the data that Cruise lines calculated being the inferred interest domain for which students did not show or revealed interest. Similarly, 1/8<sup>th</sup> of the population is indecisive about the proffered or chosen interest. A very few segments of the population has shown interest in Travel and Tourism in spite of the fact that India is growing in the Tourism sector immensely. Respondents have not shown any interest in Event Management, Cruise Lines, Aviation and Entrepreneurship, while calculated values revealed the deep down interest in these domains as well.

**Table 1: Hospitality Interest and Inferred Domains Among Indian and Malaysian Students**

Domains	India					Malaysia				
	Interest	%	Inference	%	% Difference (interest & infer)	Interest	%	Inference	%	% Difference (interest & infer)
EM	0	0	4	2	2	2	1	11	6	5
CL	0	0	19	10	10	33	17	8	4	13
HK	7	4	3	2	2	23	12	2	1	11
FO	16	8	23	12	4	16	8	27	14	6
FBS	76	38	69	35	3	26	13	45	23	10
FBP	73	37	62	31	6	8	4	63	32	28
AV	0	0	7	4	4	2	1	19	10	9
TT	4	2	9	5	3	0	0	11	6	6
ED	0	0	4	2	2	0	0	14	7	7
Undecided	24	12	0	0	12	90	45	0	0	45
Total	200	100	200	100	48	200	100	200	100	140

From Malaysian samples, 45 students were unclear and indecisive about making a career choice. However, students had the highest interest in the cruise lines, F&B Service and Housekeeping, followed by Front Office. No interest has been displayed in the domains like Entrepreneurship, Travel and Tourism followed by Aviation and Event Management. Whereas, inferred interest domains showed a different picture. Inferences display that a maximum number of

people are interested in F&B Production, F&B Service and Front Office followed by Aviation, Entrepreneurship, Event Management and Travel and Tourism. Fields like House Keeping and Cruise lines showed negligible inferred interest. Both of these above findings were in line with the findings of (Gore, 2002; Schultheiss, 2000) which indicates that students' intentions to choose an occupation associated with their majors can be predicted if their career beliefs and interests match their career goals.



**Fig. 1: Comparative Analysis of Hospitality Interest and Inferred Domains Among Indian and Malaysian Students**

Table 2 below is indicative of overall Hospitality Interest Domains trends among Indian male Students with Indian female students and its comparative analysis with overall Hospitality Inferred domains among Indian male and female students. Indian male students had shown maximum interest area in the domains like F&B Service and F&B Production followed by event management. It is also prominent from the above table that 11% people are confused about their

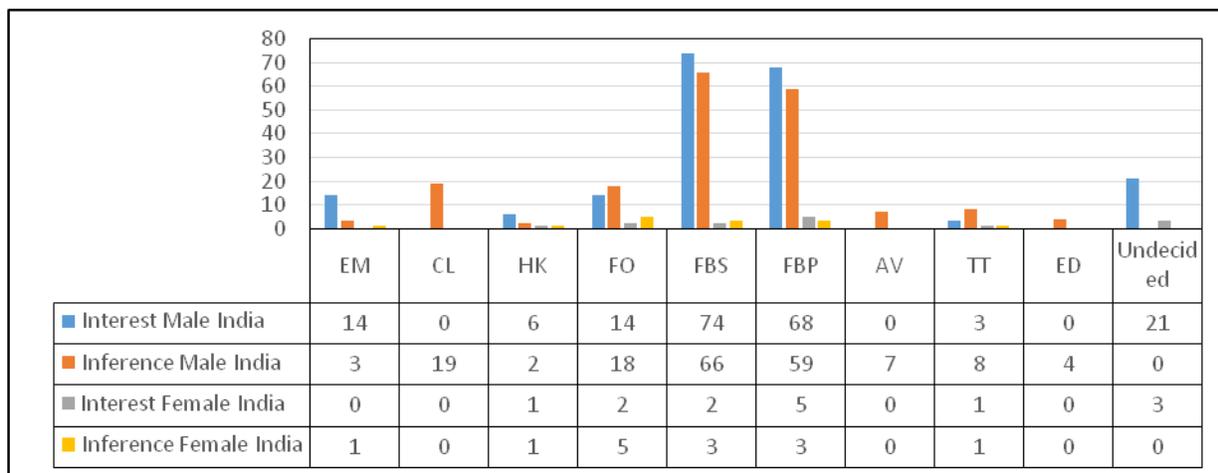
interest and have not shown any specific interest in any domain. Inferred data reveals the same thing that most Indian male students are inclined towards domains like F&B Service, Production, Front Office and Cruise Lines. A small segment of students showed interest in House Keeping, event management, Entrepreneurship, Aviation and travel and tourism.

**Table 2: Overall Hospitality Interest and Inferred Domains Trends Among Indian Male and Female Students**

Indian Domains	Males					Females				
	Interest	%	Inference	%	% Difference (interest & infer)	Interest	%	Inference	%	% Difference (interest & infer)
EM	14	7	3	2	5	0	0	1	7	7
CL	0	0	19	10	10	0	0	0	0	0
HK	6	3	2	1	2	1	7	1	7	0
FO	14	7	18	10	3	2	14	5	36	21
FBS	74	37	66	35	2	2	14	3	21	7
FBP	68	34	59	32	2	5	36	3	21	15
AV	0	0	7	4	4	0	0	0	0	0
TT	3	2	8	4	2	1	7	1	7	0
ED	0	0	4	2	2	0	0	0	0	0
Undecided	21	11	0	0	11	3	21	0	0	21
Total	200	100	186	100	43	14	100	14	100	28.4

Whereas, Indian Female approximately 10.4% in number have shown maximum interest in the areas like F&B Production followed by F&B Service, Front Office and Travel Tourism. Of these respondents, none has displayed

interest in event management, entrepreneurship and cruise lines, about 21% girls are indecisive about their career choices. However, inferred data says that girls are mostly inclined to Front Office followed by F&B Service and Production and then Housekeeping and Travel and Tourism.



**Fig. 2: Comparative Analysis of Hospitality Interest and Inferred Domains Among Indian Male and Female Students**

Table 3 displays that Malaysian male students had shown their interest in Cruise Lines and House Keeping followed by F&B Service, Production and Front Office. None of the students showed interest in Event Management, Aviation,

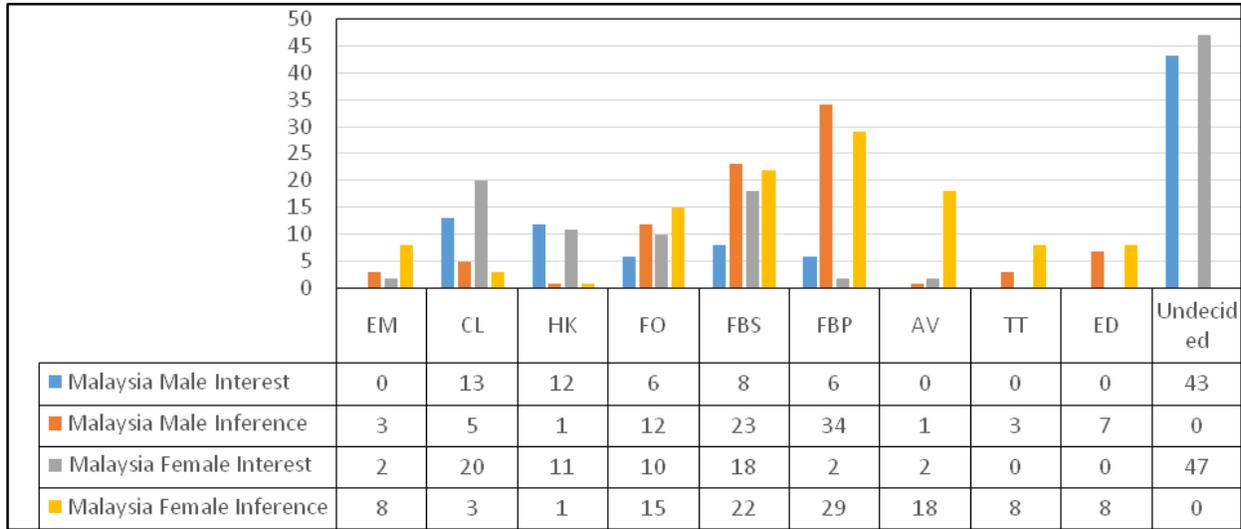
Travel and Tourism and Entrepreneurship. In addition, approximately 50% of the boys were confused in picking up their domain of interest. Whereas, data inference shows that boys are mostly inclined towards F&B Production, Service and front Office followed by Entrepreneurship, Cruise Lines.

**Table 3: Overall Hospitality Interest and Inferred Domains Trends Among Malaysian Male and Female Students**

Malaysian Domains	Males					Females				
	Interest	%	Inference	%	% Difference (interest & infer)	Interest	%	Inference	%	% Difference (interest & infer)
EM	0	0	3	3	3	2	2	8	7	5
CL	13	15	5	6	9	20	18	3	3	15
HK	12	14	1	1	13	11	10	1	1	9
FO	6	7	12	14	7	10	9	15	13	4
FBS	8	9	23	26	17	18	16	22	20	4
FBP	6	7	34	39	32	2	2	29	26	24
AV	0	0	1	1	1	2	2	18	16	14
TT	0	0	3	3	3	0	0	8	7	7
ED	0	0	6	7	6	0	0	8	7	7
Undecided	43	49	0	0	49	47	42	0	0	42
Total	88	100	88	100	140	112	100	112	100	131

Malaysian Females are more than 50% population displayed interest in domains like Cruise Lines, F&B Service, Housekeeping and front office. 42 per cent females were confused and indecisive about their areas of interest.

Whereas inferred data reveals that Girls were mostly desired to be in the domains like F&B Production, Service, Aviation and Front Office followed by Event management Travel Tourism and Entrepreneurship.



**Fig. 3: Comparative Analysis of Hospitality Interest and Inferred Domains Among Malaysian male and Female Students**

Table 4 is indicative of Differences between Interest and Inferred domains among Indian and Malaysian Male Students. In Indian Students, maximum difference was observed in

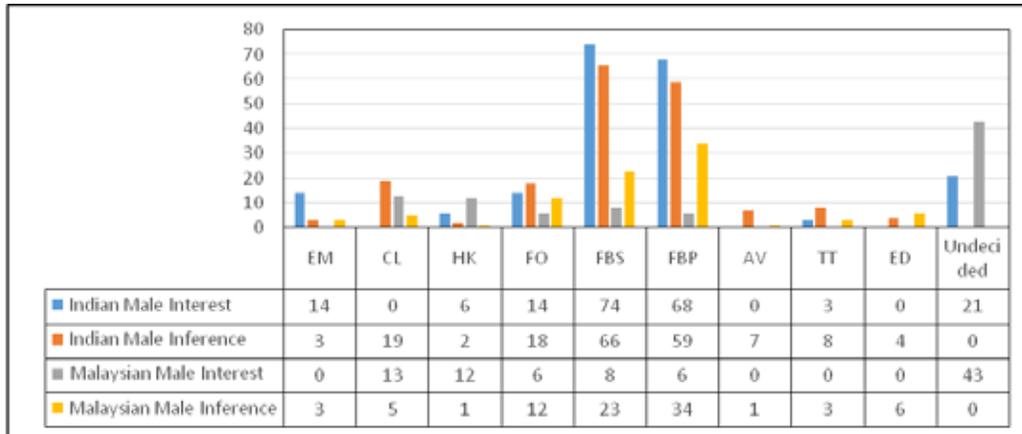
domains like Cruise lines where boys showed no interest but inferences indicated that 10% of people are inclined to join Cruise Lines, followed by Event management, Aviation and Front Office.

**Table 4: Overall Hospitality Interest and Inference Domains Among Indian and Malaysian Male Students**

Gender	Indian Males					Malaysian Males					
	Domains	Interest	%	Inference	%	% Difference (infer & interest)	Interest	%	Inference	%	% Difference (infer & interest)
EM		14	7	3	2	5	0	0	3	3	3
CL		0	0	19	10	10	13	15	5	6	9
HK		6	3	2	1	2	12	14	1	1	13
FO		14	7	18	10	3	6	7	12	14	7
FBS		74	37	66	35	2	8	9	23	26	17
FBP		68	34	59	32	2	6	7	34	39	32
AV		0	0	7	4	4	0	0	1	1	1
TT		3	2	8	4	2	0	0	3	3	3
ED		0	0	4	2	2	0	0	6	7	6
Undecided		21	11	0	0	11	43	49	0	0	49
Total		200	100	186	100	43	88	100	88	100	140

While Malaysian students showed vast differences between their choices of interest and inferred interest in the domains like F&B Production, Service, House Keeping followed by Front Office, Cruise Lines, and Entrepreneurship etc.

Malaysian boys showed more disparity between the choice of interest and inferred or calculated interest, while Indian students showed relatively less disparity in terms of interest shown and interest inferred.



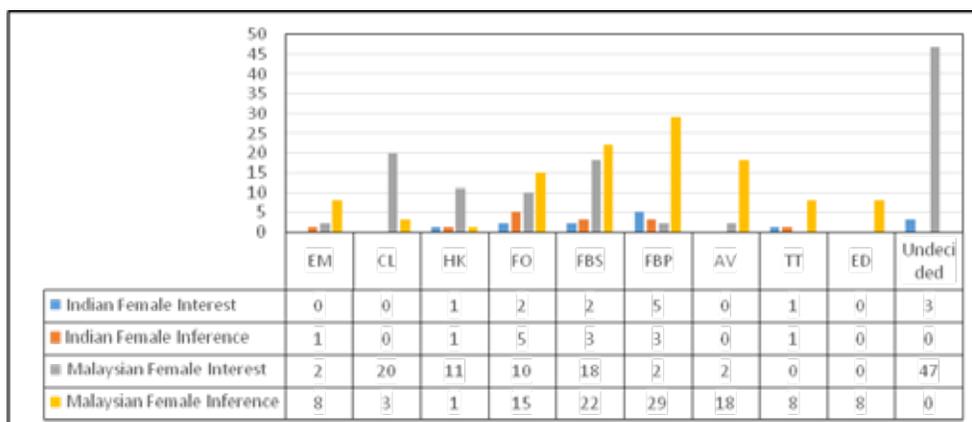
**Fig. 4: Comparative Analysis of Interest and Inference Domains Among Indian and Malaysian Male Students**

Table 5 indicates Differences between Interest and Inferred domains among Indian and Malaysian Female Students. Indian Females who are very less in proportion in comparison to their male counterparts have displayed major disparity in the domains like F&B Production, Service, Aviation and Front Office followed by Event Management, Travel and

Tourism, Entrepreneurship and others. While Malaysian females who are more percentage in comparison to their male counterparts displayed disparity in the domains like F&B Production similarly like Indian females followed by Cruise Lines, Aviation, House Keeping, Travel and Tourism, Entrepreneurship and others.

**Table 5: Overall Hospitality Interest and Inferred Domains Among Indian and Malaysian Female Students**

Gender	Indian Females					Malaysian Females				
	Interest	%	Inference	%	% Difference (interest & infer)	Interest	%	Inference	%	% Difference (interest & infer)
EM	2	2	8	7	5	2	2	8	7	5
CL	20	18	3	3	15	20	18	3	3	15
HK	11	10	1	1	9	11	10	1	1	9
FO	10	9	15	13	4	10	9	15	13	4
FBS	18	16	22	20	4	18	16	22	20	4
FBP	2	2	29	26	24	2	2	29	26	24
AV	2	2	18	16	14	2	2	18	16	14
TT	0	0	8	7	7	0	0	8	7	7
ED	0	0	8	7	7	0	0	8	7	7
Undecided	47	42	0	0	42	47	42	0	0	42
Total	112	100	112	100	131	112	100	112	100	131



**Fig. 5: Comparative Analysis of Interest and Inferred Domains Among Indian and Malaysian Female Students**

## CONCLUSION

The present study was able to identify Overall Hospitality Interest Domains trends among Indian and Malaysian Students and its comparative analysis, which revealed that Indian students have shown a deeper interest in domains like F&B Service, F&B Production and Front Office. In addition, the study infers that the score was indicative of their desire to pursue careers in Cruise Lines as well apart from other domains with overall Hospitality Inferred domains of both the countries. Malaysian Students showed interest in Cruise Lines, F&B Service, House Keeping and Front Office while the score was indicative of their deeper desire to pursue careers in domains like F&B Production, F&B Service, Front Office and Entrepreneurship etc. The study also revealed that more percentage of Malaysian students showed a latent desire to be entrepreneurs in comparison to Indian students.

The study also identified overall Hospitality Interest Domains trends among Indian male Students with Indian female students. Indian Male and females both showed more interest and inferred interest towards domains like F&B Service, Production and Front Office in comparison to other domains. However, males were inferred to be interested in Cruise lines and in as well in comparison to other domains. The study found out overall Hospitality Interest Domains trends among Malaysian male Students with Malaysian female students. Malaysian Males showed in F&B Production, Service and Front Office in comparison to other domains but inferences revealed that they have a deeper desire to be in careers like F&B Production, Service, and Housekeeping etc. Whereas, Females are more interested in F&B Production, Service, Aviation, Front Office etc. but score inferred that they are deeply interested in pursuing careers in F&B Production, Cruise Lines, Aviation and Housekeeping. The study clearly indicates that 21% of Indian Males and 21% of Indian females are confused and indecisive in making career choices. Whereas, 49% of Malaysian males and 42% of Malaysian females are confused and indecisive in making career choices. Confusion or indecisiveness leads to a short-term or short-lived career in the industry. This also adversely impact the talent retention and sustainable growth planning of any organisation and of an individual.

## RECOMMENDATIONS

Authors of this study will recommend that students across the globe and across domains should be apprised of and be educated about existing and potential career choices in the local and global industry. Schools, colleges and institutions along with parents can play a big role by working on measuring the interest and aptitude of students from the childhood days through trained and qualified education counsellors and guides in order to nullify potential state

of confusion in the adulthood which will hence lead to stress, frustration and depression in later career and life. Train students to identify areas of their choices. It is very important that the students are trained to make bold decisions about making career choices independent of caste, creed, race, culture, gender, territories etc. They should receive the support and guidance from the parents, teachers, and industry on experiencing different job roles so that they may take the right decision from the beginning. Introduction of incubation centres in schools and colleges for enterprising students so that they may later choose to be an entrepreneur and can hence generate employment in the country. Last but not the least students should be trusted and be given freedom of choice in making career-related decisions so that they come out to be a confident individual and professional who could not only support his family but also could contribute society at large. Goals and expectations are also concerned with environmental supports and barriers (Lent et al., 1994). Since the study was conducted in India and Malaysia, the consideration of environmental factors will be helpful to better understand the goals and expectations found in the research. As mentioned earlier, to the author's understanding, this study was unique in its kind that tried to measure the interest and inferred domains of Indian and Malaysian students together. Although, many studies were conducted in the past on topics like factors moderating students selection of hospitality programme and subsequent career intentions (Zahari, Sharif, & Ismail, 2005), career decision making and intention of hospitality undergraduate students (Chuang, & Dellmann-Jenkins, 2010), career goals and expectations of hospitality and tourism students (Tracy & Adler, 2009), understanding students' perceptions of tourism and hospitality as a career choice (Richardson, 2009; Walsh, Chang, & Tse, 2015), none of the studies highlighted on studying the Hospitality Interest Domains among Indian-Malaysian students.

## LIMITATIONS

Research is seldom perfect and there are always compromises because of resource constraints and the availability of data. There were quite a few limitations associated with the findings of this study. The study measured only the inferred interest of the students and identified opted or chosen domains by the same students. Other factors like aptitude testing and skill mapping with interest were not studied and may be done in the future research. Another limitation was the use of uneven sample size, mainly among the Indian students as it can be seen from the data collected from Indian students comprised of 186 males while only 14 female students. Likewise, this study included the hospitality and tourism students from two universities only, in which the outcomes may not be valuable for different universities and colleges in Malaysia. As various geographical and demographical settings may change the

consequences of the study considerably, future studies could include various other Indian and Malaysian universities and colleges to understand their inferred interest. Intense future research focussing on the gender-based selection of career choice will also provide a clear picture of the male and female students.

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