



Factors Influencing Career Interest in the Tourism Industry (Case Study on Students of the National University Tourism Study Program)

Putri Aulia Ardani ¹ and Gagih Pradini ²

^{1,2} Faculty of Economics and Business, National University, Jakarta, Indonesia

gagih@civitas.unas.ac.id

Abstract. This study aims to analyze the influence of socioeconomic, environmental, and life outlook factors on the career interests of National University Tourism Study Program students in the tourism industry. This study used quantitative methods using Likert measuring devices with primary data obtained from questionnaires filled out by active National University Tourism Study Program students. The data analysis technique in this study is a multiple linear regression test with the help of SPSS version 25 statistical application. The results of this study show that socioeconomic and environmental social support factors do not affect career interest in the tourism industry. At the same time, the student's perspective of tourism factors affects their interest in the tourism industry career.

Keywords: *Career Interest; Environmental; Socioeconomics; Tourist; View of life.*

1 Introduction

The development of the tourism sector has now become one part of the phenomenon in the era of globalization that cannot be avoided. This industry can be classified as a promising industry. It is evident from the many countries that make the tourism industry one of the sources of foreign exchange income in their countries, including Indonesia. Indonesia's tourism industry is a significant economic zone for foreign exchange income (Kusumanigrum & Digdowiseiso, 2022).

According to Law No. 10 of 2009, tourism is defined as a variety of activities supported by various facilities and services provided by the community, entrepreneurs, government, and local government. As an industry, the tourism sector has a role in displaying the image and identity of a country to attract tourists to carry out recreational activities recreational activities in the country (Pradini et al., 2022). Therefore, the government continues to encourage the tourism industry to become the main commodity focused on its development as one of the sources of foreign exchange opinions of the country.

Tourism development, which is designated as a leading sector, is also expected to be able to grow the economy of regions in Indonesia, empower the economy, and expand job opportunities in the tourism sector because tourism is a labor-intensive industry that also contains other sectors such as culture, maritime, culinary, and even politics. In its development efforts, the tourism sector cannot be separated from human intervention as the leading actor in tourism interactions. This interaction is because tourists and managers of tourist attractions are the main indicators of tourism activities, where tourists or people who visit are consumers. At the same time, those who offer services and products are producers. That is why humans or human resources can be said to be the motor of the sustainability of the tourism industry (Lesmana & Purwanti, 2020)

As the leading actor in the tourism industry, human resources will open up job opportunities. This opportunity is contributing to continuing to develop this industry for the better. It is supported by a statement from the President Director of PT Idea Indonesia Tbk, Eko Desriyanto, saying that since the beginning of 2022, IDEA has received at least 4,500 requests for trained workers to be placed in hotels, restaurants, resorts, villas, to cruise ships.

Furthermore, the Minister of Tourism and Creative Economy (Menparekraf), Sandiaga Uno, targets the absorption of new workers in the tourism sector to reach 4.4 million by 2024. It is enough to explain that this industry has promising career opportunities (Winarto, 2022; Fardaniah, 2022).

However, the reality of wide-open career opportunities in the tourism sector only makes some people choose a career in the tourism sector (Amissah et al., 2020). Tourism students typically have low aspirations and engagement, and many are not interested in the industry as a long-term career option (Ramakrishnan & Macaveiu, 2019), including graduates of the National University Tourism Study Program who do not all choose a career in the Tourism Industry. Students consider many factors when choosing a career in the hospitality and tourism industry, including the opportunity to build their own jobs, gain transferable skills, training, and further education (Amissah et al., 2020). Especially after the pandemic, the pandemic is a catalyst and not the leading cause of worker problems in the tourism industry. The complexity of worker problems is partly due to major economic problems and the application of technology (Liu et al., 2023). In addition, based on data that shows a significant reduction in labor in the type of work of reservation staff, this is likely due to technological advances, making reservations easily (Kemnaker, 2021; Sari & Remiasa, 2019).

Many studies have shown that the factors influencing a person's career choice, especially for the younger generation after graduating, include socioeconomic (Besigomwe, 2022; Wong et al., 2017). Furthermore, the surrounding environment is like the influence of the people closest to them; parents, best friends, and mentors will influence the career choice decision-making process (Kvitkovičová et al., 2017). Therefore, whether this is still relevant in the tourism sector and also after the pandemic is a concern in this research. Hence, this research aims to test whether socioeconomic factors, the surrounding environment, and views about tourism will influence the interest in choosing a career in the tourism industry.

2 Hypothesis Development

2.1 Factors Influencing Career Interest

Interest (interest) means a high inclination or a great desire for something. High enthusiasm for something will encourage someone to do it. Interest is a psychological aspect in humans that can cause intention towards something (Hidayah, 2021). A career is any activity or position a person holds during his professional life (Yusuf, 2002. This is in line with the definition of career), which states that career is the order of the main position or job that a person occupies from adolescence until retirement during his life span (Ayuni, 2022; Sari et al., 2021).

One of several factors that can influence a person's career interest is socioeconomic factors (Sari & Remiasa, 2019), where socioeconomic status can be measured by parents' employment, education, income, and social position in society (Hasan, 2019). Environmental or social support factors are based on the academic, family, and peer environments. c). View of life about tourism or tourism capability factor is formed from support by educational environment, parents and friends that can influence the choice and interest of individuals in choosing their careers (Putra & Masyhudi, 2018; Sari & Remiasa, 2019).

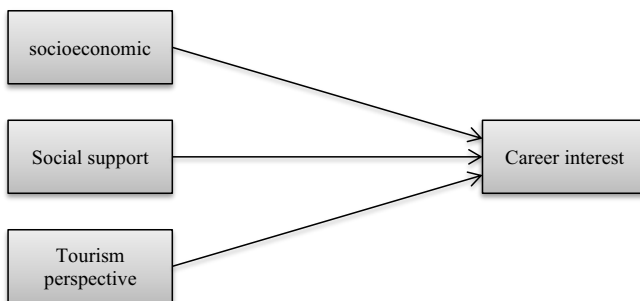


Fig 1. Conceptual Framework

- H1: Socioeconomic factors affect students' career interest in the Tourism Industry.
- H2: Social support factors affect students' career interest in the Tourism Industry.
- H3: Tourism capability factors affect students' career interest in the Tourism Industry.

3 Data and Methodology

3.1 Sampling and Data Collection

Active students from the tourism study program, totaling 268 people, are the target population in this research. The sample size is based on the Slovin formula, with the chosen error rate being 10%, resulting in a sample size of 73 students. Then, samples were taken in a way that was as convenient as possible in selecting the 73 samples. Next, data was collected by distributing a questionnaire containing questions that measured the four variables in this research. So, the data source is primary data.

3.2 Measurement

This study has four variables: socioeconomic, social support, tourism capability, and career interest. Socioeconomic measures, social support, tourism capability, and career interest factors are factors adopted from the study. In addition, the factor of career interest is also a variable that has been studied by Sari & Remiasa (2019) and Warsitasari & Astika (2017).

3.3 Data Analysis

The analytical technique used in this study uses a quantitative approach by testing three independent variables against one dependent variable so that multiple linear analysis techniques are used. The tool for testing multiple linear regression is SPSS 25. Before hypothesis testing, instrument testing is carried out with validity tests and reliability tests. In addition, t-tests, f tests, and coefficients of determination are used to test established hypotheses.

4 Result and Findings

4.1 Result

Several testing stages have been passed to get to the hypothesis testing process, including testing tools like questionnaires with validity and reliability tests. Table 1 shows that all items are valid, all variables are reliable, and meet internal consistency. Then, the process can be continued by testing the assumptions required in multiple regression with estimation-based Ordinary Least Square (OLS).

Table 1. Validity and reliability result test.

Variable	Item	value	Cronbach Alpha
Socioeconomic	S1	0.820	0.731
	S2	0.696	
	S3	0.902	
Social support	Ss1	0.738	0.697
	Ss2	0.823	
	Ss3	0.808	
Tourism perspective	Tp1	0.883	0.843
	Tp2	0.893	
	Tp3	0.843	
Career interest	Ci1	0.725	0.617
	Ci2	0.826	
	Ci3	0.728	

Source: SPSS Processing Results, 2023

The assumption test shows that the data is normally distributed, as shown by the results of the Kolmogorov-Smirnov test with an asymp.sig value of 0.200>0.05. Furthermore, the data is also free from heteroscedasticity and multicollinearity. The results of the Glesjer test show that all independent variables get a p-value greater than 0.05 when regressed on the dependent variable, which is the abs residual value. The p values for socioeconomic, social support, and tourism capability are 0.057, 0.386, and 0.723, respectively. Furthermore, if the VIF value of all independent variables is above one and below 10, there are no

multicollinearity symptoms.

Table 2 shows that of the three hypotheses proposed in this study, only one hypothesis was supported. However, the R-sq value of 0.414 shows that the model of all three variables simultaneously influencing career interest is suitable. This model can show a variance of influence on career interest of 41.4%. This model meets goodness of fit with an F value of 16.236 and a p-value of $0.000 < 0.000$.

However, when these three independent variables were jointly linked to career interests, it turned out that socioeconomic and environmental variables did not influence UNAS students' career interests in the tourism sector. These results indicate that hypothesis 1 and hypothesis 2 are not supported. Interest in a career in the tourism industry does not come from socioeconomic and social support factors such as parents or friends.

Table 2. Hypothesis result

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
Model						
1	(Constant)	6.081	1.012		6.009	.000
	Socio-Economic	.090	.063	.149	1.429	.157
	Milieu	-.018	.091	-.024	-.199	.843
	Life View	.465	.091	.588	5.126	.000
	R ²		.414			
	F		16.236			.000

Source: SPSS Processing Results, 2023

However, interest in a career in the tourism industry will be significantly influenced by tourism capability. So, this provides support for the third hypothesis statement in this research. Students who increasingly understand and comprehend the ins and outs of tourism will be increasingly interested in entering this industry. A brand's image is a perception that is created through time, is largely consistent, and lasts a long period. Therefore, the Service Quality received by consumers will have an impact on brand image, if the service quality is good, then the brand image will also be good.

4.2 Findings

Socioeconomic factors such as parental status, as seen from parents' economic stability, parents' education, and parents' employment, are not determining factors for UNAS tourism students to determine their career choices in the tourism sector. Apart from that, this sector is a sector that is less attractive for students in determining their career choices (Amissah et al., 2017). Moreover, tourism students are less inspired by the results of their education, making them doubtful about the sustainability of their career in the tourism sector (Ramakrishnan & Macavieu, 2019).

However, the results of this research found that being able to stimulate students' desire to pursue a career in the tourism industry is not due to family social status. These findings provide additional insight that whether family social status is low or high will not be a problem for career choice. Because this has proven insignificant, students will not be interested in joining the tourism industry due to the need for low family status and vice versa. Some careers are in demand due to the desire to raise family status because family status is considered low. Research by De Schepper et al. (2023) revealed that those with low socioeconomic status will experience more difficulty in finding suitable career choices and getting quality work. Furthermore, due to the pandemic, the tourism industry is increasingly uncertain about career success (Benaraba et al., 2022). This result might be a thought for students that entering this industry will not raise their status for those with low status, and will also not make them more established and prestigious for those with high status.

Furthermore, the variable of socioeconomic factors is not significant, probably because few students choose answers on a scale of 3 "neutral" on indicators of parents' employment status and education level. In this case, it can be seen from the characteristics of respondents who filled out the questionnaire that most of them came from the class of 2019, around 58.9%, whose average age was around 21-22 years old, which was considered adult and independent so that they were able to determine their interests without involving their parents' employment and education status backgrounds.

Likewise, support or relationship involvement factors such as support from the

educational environment, friendship, and parents cannot inspire students to be interested in a career in the tourism industry. This finding aligns with the results of research from Sari and Remiasa (2019). These findings show that social support cannot persuade students to choose careers in this sector. That could be because the surrounding environment does not trust or understand the future of a career in this industry, so this support is neutral. Furthermore, concerns about salaries and career development in the tourism industry mean that students are not interested in joining this industry, but the notion that the tourism industry is full of interesting and fun things creates a special interest for students (Rosyidi, 2021).

The findings from this research confirm that individuals' views on tourism or tourism capability, reflected in knowledge and expertise regarding tourism, will increase their interest in entering this industry. These findings support previous research, providing consistent results that tourism education is vital to increase student engagement and foster interest in entering the tourism industry (Zhong et al., 2021). Furthermore, the world of education plays a very important role in reducing anxiety about uncertainty in the tourism industry so that it does not reduce interest in entering this industry with the existence of student clubs that encourage involvement (Unguren & Huseyinli, 2020).

5 Conclusion

5.1 Conclusion

The results of this research conclude that the most essential factors for boosting interest in a career in tourism are knowledge and skills, which can renew their perspective on the tourism industry. Meanwhile, socioeconomic and environmental factors, such as social support, are not factors in generating career interest for National University students.

5.2 Limitation of Research and Suggestion

It is expected for academics, especially the Tourism Study Program, Faculty of Economics and Business, National University, to be able to dig deeper into the knowledge, skills, and character (attitude) of its students seeing from the results of the analysis which states that only life view factors have a significant effect on students' career interests. Because this indicator will shape the outlook on student life in the future in determining careers. Then for the next researcher, it is recommended to use the interview method in data collection so that the data obtained is more in-depth with different factors or influences so that it can be used as a comparison with factors that will be used by other researchers.

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