

## **Analysis on the Employment Intention of Undergraduates in Tourism Management --- A Case Study of Southwest Forestry University**

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**Abstract:** With the vigorous development of tourism, the hotel industry has been rising rapidly, which has promoted the employment of its employees. Based on the development of disciplines and the demand of the market, many universities and colleges have set up tourism management major. However, in recent years, the employment rate of undergraduates majoring in tourism management has been decreasing year by year, and the turnover rate of the students who work in hotels is still high. The contradiction between supply and demand between schools and enterprises is becoming increasingly prominent. This study adopts questionnaire survey method, for undergraduate students majoring in tourism management of Southwest Forestry University engaged in hotel work intention, investigation and analysis of samples of the basic information, employment intention, influence factors and employment expectation situation are discussed, in order to promote the healthy development of both sides of supply and demand.

### **1. Introduction**

Since the reform and opening up, China's tourism industry has developed rapidly, tourism and tourism consumption volume gradually increased, according to statistics, the annual total consumption of tourists and the average annual growth rate of more than 10%, by 2020, China will become the world's largest tourist source country and the fourth largest tourist destination country, therefore, at present in our country tourism is a huge talent gap. But the reality is that the employment situation of students majoring in Tourism Management in China is not optimistic, most of the students are willing to engage in tourism related occupation, the tourism industry as the preferred industry itself, but more willing to choose the state organs and institutions or start their own businesses.

John Evans take the tourism major graduate employment analysis in UK, consider that in the future tourism development prospects for the development of the current graduates is not very good, so must strengthen the school education, launched to meet the market demand for a variety of courses to enrich the students' knowledge and ability<sup>[1]</sup>. Bob Mckercher take the Charles Sturt University as an example, the analysis of Tourism Management Specialty graduates, showed only 55% of graduates still work in Tourism<sup>[2]</sup>. Mainly studies the tourist industry employment intention and employment situation of tourism management students in China. Some investigation shows that tourism management students employment in the tourism industry intention: "very willing" only 7.6%, "willing" accounted for 42.62%, which indicates that all the students are willing to only about half of employment in the tourism industry<sup>[3]</sup>.

The hotel industry is one of the important employment channels for tourism majors. However, a large number of survey results show that the employment intention in hotel is lower. The hotel industry attraction for Tourism Management Majors in gradually decline, turnover continued to rise, especially the lack of high-level talent management, which leads to high star hotel can not break

through the difficulties of sustainable development.

## 2. Materials and methods

In this paper, a questionnaire survey was conducted, with a total of 209 questionnaires, with a total of 207 valid questionnaires, with an efficiency of 99%.

The design of the questionnaire includes: gender, grade, place of origin, willingness to work, influencing factors of employment intention and employment expectation. The proportion of female students surveyed was 78.74%, and that of male students was 21.26%, which was in line with the present situation of this major. It covers students of all grades in tourism management, and the proportion of grades is basically close.

## 3. Results and analysis

### 3.1. Overall intention employment in hotel

In 207 copies of effective questionnaires, with the intention of working in the hotel industry in the proportion of 41.06%, select the "general" in the proportion of 40.1%, the proportion is not willing "is not willing" and "the 18.84% results show that most of the students may be engaged in the hotel work, which is conducive to the development of school teaching, hotel internship and employment of graduates.

### 3.2. Employment intention of hotel in personal background

#### 3.2.1. Gender differences

Gender differences have a great influence on the hotel employment intention. The proportion of girls who are "willing" and "willing" is 46.63%, while the male only is 20.45%. From the proportion of people who are interested in the hotel industry, girls are 26.18% higher than boys (Fig.1). This is in line with the hotel industry is easier for girls to provide jobs and gender differences in the hotel industry is in line with the status quo. At the same time, social psychology research shows that men's work accomplishment is stronger than women, and it is difficult to satisfy their work sense of accomplishment, which is also one of the reasons that lead to lower employment intention of boys<sup>[4]</sup>.

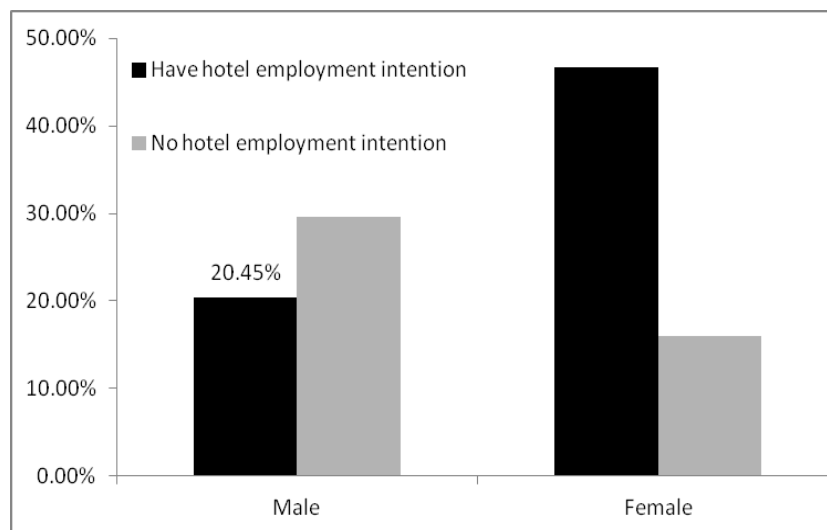


Figure 1 The employment intention of hotels in the context of gender differences

#### 3.2.2. Grade difference

The proportion of freshman to senior students who intend to engage in the hotel industry is 50.82%, 47.05%, 32.56% and 28.12%, respectively, showing a trend of decreasing (Fig.2). This shows that the freshman and sophomore students are more enthusiastic about the hospitality

industry, while the junior and senior students are relatively low. This phenomenon is related to the characteristics of different grades of students<sup>[5]</sup>. Freshman and sophomore students have shorter professional learning time, less attention to employment information, and more sensitive and selective employment intention. The juniors and seniors are faced with internships and employment, and gradually begin to pay attention to employment information. They are more aware of the hotel's cognition and understanding of themselves, and the relative employment options are more rational and prudent.

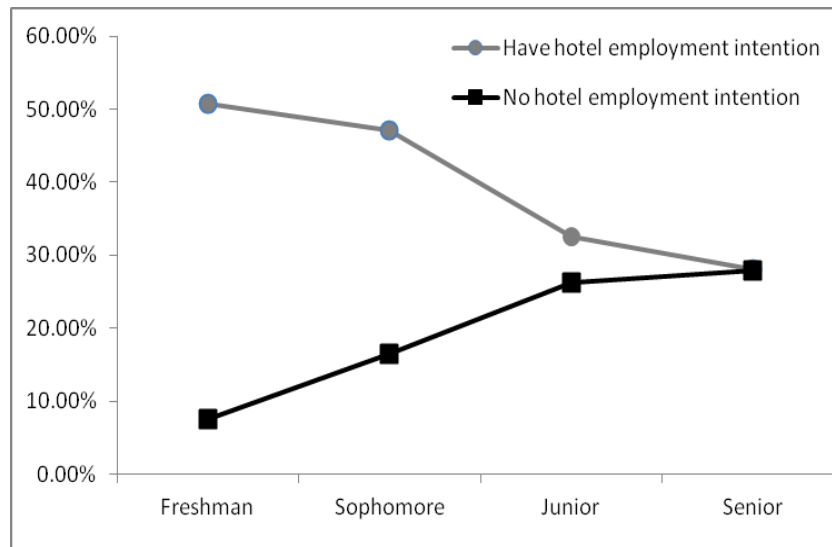


Figure 2. The employment intention of hotel in the context of grade difference

### 3.2.3. Differences in birth source region

The proportion of students who have the intention and the intention to engage in the hotel industry is 32.56% and 34.88% respectively; the corresponding proportion of students in rural areas is 43.29% and 14.63% respectively. Among the students without employment intention, the percentage of urban students is nearly more than 20 percentage points higher than that of students in rural areas. This reflects the pragmatic attitude of students in rural areas, and also shows that urban students may have more social resources for employment.

### 3.3. Influencing factors of hotel employment intention

#### 3.3.1. Non hotel employment intention factor

Among the 207 students surveyed, 18.84% were "unwilling" and "reluctant" to work in the hotel. The reason of employment intention of the hotel includes "labor intensity" and "low wages", "uncertain future" are the three main reasons; "monotonous work" and "slow promotion" and "tangled crowd" is also an important reason (Fig. 3). Related characters of affecting factors of employment intention of the hotel and the hotel industry, the hotel work is basically from the grassroots level, high labor intensity, simple repetition, and low wages, job promotion is relatively slow, the students engaged in the hotel industry has a great influence<sup>[6]</sup>.

#### 3.3.2. Hotel employment intention factor

41.06% of the students are "very willing" and "willing" to the hotel jobs, half of the students have "switch job" mentality among them (Fig.4), which shows that most students are not in the development of the hotel industry's long-term occupation planning. The other influential factors are "self-exercising ability", "professional counterpart" and "display image". This shows that some students combine the hotel with their long-term career development. Therefore, improving staff ability and quality and paying attention to the professional development of employees can provide a breakthrough for the accumulation of talents in hotels. From the Figure (4), 20.24% of the students are passionate about the hotel and are full of confidence in the work of the hotel. This quality is also in line with the hotel's standard of employment.

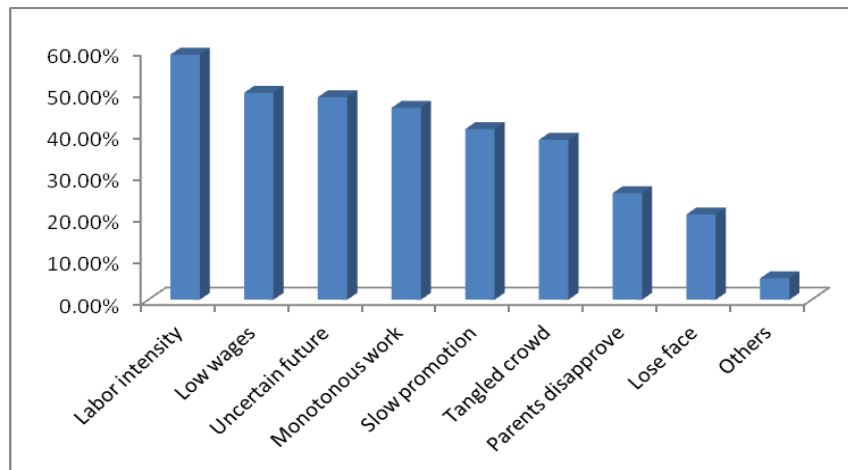


Figure 3 Influencing factors of students' no hotel employment intention

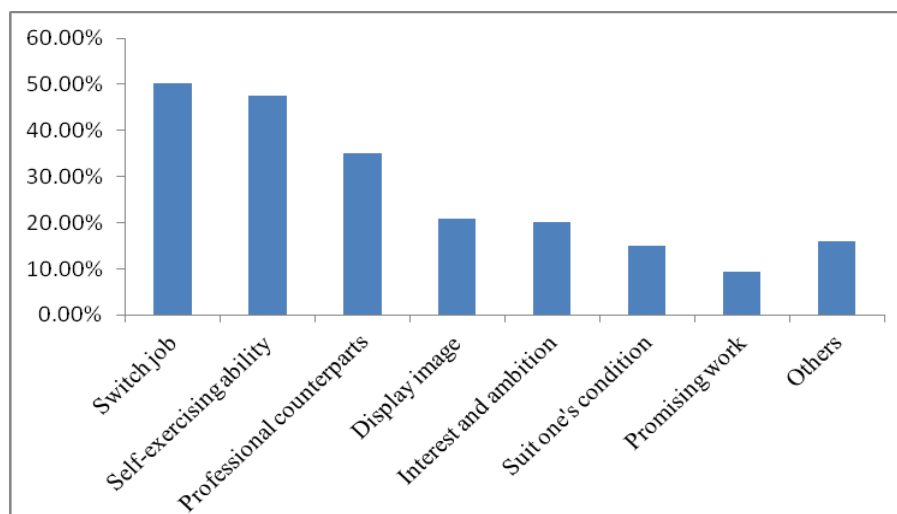


Figure 4 Influencing factors of students' employment intention in hotels

### 3.4. Hotel employment expectation

#### 3.4.1. Salary

In the hotel employment intention, 98% of the students will be engaged in the hospitality industry, the starting salary is fixed at more than 2000 yuan, the expected starting salary is 2000 - 4000 yuan students accounted for nearly 80%. The higher expectations of the salary of the hotel industry and the fact that most hotels can not meet the formation of the employment intention gap.

#### 3.4.2. Career growth

Most of the students in the survey refused to work at the grass-roots level for too long. Nearly 90% of the students were able to accept 1 to 2 years' work at the grassroots level, and less than 10% of the students who were able to work at the grass-roots level for more than 2 years. But in reality, the hotel promotion cycle is generally 4 to 5 years, the short also need 3 years or so. There is a significant gap between the expectation of career growth and the actual existence of the students, which leads to lower employment intention<sup>[7]</sup>.

#### 3.4.3. Hotel type

Up to 85% of the students are expected to work for the type of high star hotel, which coincides with the demand for talent in high star hotels. The proportion of people who expect to employ a hotel as a "general social catering or accommodation facility" is less than 2%, indicating that students are more focused on whether the hotel can provide a good platform for their career development.

#### 4. Conclusion

The general employment intention of undergraduates majoring in tourism management is normal. The employment intention will be affected due to the differences in gender, grade and place of origin. The factors that influence the students' employment intention mainly include the cognition of the hotel industry, the students' self-awareness and evaluation, professional awareness and external pressure. In addition, the expectation of the students' employment is too high, and it is also an important factor in the low employment intention of the hotel.

Contemporary college students have made great changes in their learning motivation and interests and career outlook. The colleges should strengthen students' quality education and improve the subjective initiative of employment, so that students can make full use of their own advantages, point to social needs and personal development, find their own jobs<sup>[8]</sup>. The hotel industry should further establish and improve the industry management system, salary and welfare system, training and development plan, etc., to attract more practitioners with the advantages of the industry.

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