THE CHALLENGES OF GRADUATES EMPLOYABILITY IN THE HOSPITALITY INDUSTRY

PRESENTED BY:
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Introduction

Background of the study

51,000
Malaysia produce graduates annually

299,841
Malaysia’s HEIs produced a total of graduates

Source: Higher Education Statistics (MOE, 2018)
Introduction

Background of the study

• According to the Higher Education Statistics (MOE, 2018), in 2018, Malaysia’s Higher Education Institutions (HEIs) produced a total of 299,841 graduates with the majority having a Bachelor’s Degree (46.2%), followed by a Diploma (31.9%), and a Master’s (6.9%) (MOE, 2018).

• Most of the graduates (39.2%) had studied Agriculture and Veterinary Sciences, while those who took Engineering, Manufacturing, and Construction (22.3%) came in second, followed by Science, Mathematics, and Computing (16.8%), and Social Sciences, Business, and Law (15.8%) (MOE, 2018).

• Although Malaysia’s HEIs have recently produced a substantial number of graduates, the rate of employed graduates has gone down slightly (Hossain et al., 2018). Based on a tracer study in 2018 by the Ministry of Education Malaysia, 19.8% of graduates still fail to secure employment after one year of graduating (New Strait Times, 2020).
Introduction

Background of the study

Moreover, although HEIs are offering more Hospitality Management Degree programs, the hospitality industry is still seeing a shortage of skilled workers. Additionally, the current Industrial Revolution (IR4.0) has led to a lower number of employed hospitality graduates, as technology has become more sophisticated, therefore reducing the shortage of human capital. Besides, some jobs are now being replaced with new technology (Nankervis, Connell & Burgess, 2020). Thus, this urgent situation calls for all university stakeholders to take action.

Hence, the harsh reality is that getting a job is no longer guaranteed even if one has the title of “university graduate” (Leo, 2019), and good grades alone will not ensure employment (Hossain et al., 2018).

Previous study remarks based on statistic report in 2015 by Ministry of Education attained from Graduates Employability (G.E), displays Faculty of Hotel and Tourism Management UiTM produced the third amongst the highest unemployed graduates for social science field for the year of 2015 (Kamarudin, Abas, Kamal, Ghani, Shattar, and Nawawi, 2016).
OBJECTIVE OF THE STUDY

Thus, this study reviews the challenges of graduates employability in hospitality industry by summarizing major related articles.
Figure 1: Number of related studies on Graduate Employment (Employability: 2015-2020, Worldwide, Source: Google Trends)
<table>
<thead>
<tr>
<th>Author</th>
<th>Year</th>
<th>Element</th>
<th>Theory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cotton</td>
<td>1993</td>
<td>• Basic skills&lt;br&gt;• Higher-order thinking skills&lt;br&gt;• Affective skills&lt;br&gt;• Traits</td>
<td>Employability skills model</td>
</tr>
<tr>
<td>Hillage &amp; Pollard</td>
<td>1998</td>
<td>• Assets&lt;br&gt;• Deployment&lt;br&gt;• Presentation&lt;br&gt;• Contexts</td>
<td>Model Employability</td>
</tr>
<tr>
<td>Knight &amp; Yorke</td>
<td>2002</td>
<td>• Understanding&lt;br&gt;• Skills (subject-specific and generic)&lt;br&gt;• Efficacy beliefs (and self-theories generally)&lt;br&gt;• Metacognition (including reflection)</td>
<td>USEM model</td>
</tr>
<tr>
<td>Fugate, Kinicki &amp; Ashforth</td>
<td>2004</td>
<td>• Employability&lt;br&gt;• Personal Adaptability&lt;br&gt;• Career Identity&lt;br&gt;• Social and Human Capital</td>
<td>A heuristic model of employability</td>
</tr>
<tr>
<td>Pool &amp; Sewell</td>
<td>2007</td>
<td>A. Five lower-order factors;&lt;br&gt;• Career development learning&lt;br&gt;• Experience&lt;br&gt;• Degree subject knowledge understanding and skills&lt;br&gt;• Generic Skills&lt;br&gt;• Emotional intelligence (reflect and evaluate the experience)&lt;br&gt;B. Social concepts&lt;br&gt;• Self-esteem&lt;br&gt;• Self-efficacy&lt;br&gt;• Self-confidence</td>
<td>Career EDGE</td>
</tr>
<tr>
<td>Harvey</td>
<td>2010</td>
<td>• Roles of graduates&lt;br&gt;• Higher education institutes, Employers&lt;br&gt;• Employment</td>
<td>Employment development model</td>
</tr>
<tr>
<td>Wellman</td>
<td>2010</td>
<td>• Knowledge&lt;br&gt;• Skills&lt;br&gt;• Personal attributes</td>
<td>Integrated Competence Model of Employability</td>
</tr>
<tr>
<td>Copps &amp; Plimmer</td>
<td>2013</td>
<td>• Personal circumstances&lt;br&gt;• Emotional Capabilities&lt;br&gt;• Attitudes&lt;br&gt;• Employability Skills</td>
<td>Journey of Employment (JET)</td>
</tr>
<tr>
<td>Hogan et al.</td>
<td>2013</td>
<td>• Rewarding&lt;br&gt;• Ability&lt;br&gt;• Willingness</td>
<td>RAW model</td>
</tr>
<tr>
<td>Van. Der et al.</td>
<td>2016</td>
<td>A. Macro-level (Societal)&lt;br&gt;• Labor market&lt;br&gt;• Globalization&lt;br&gt;• Market condition&lt;br&gt;B. Meso-level (work)&lt;br&gt;• Organizational culture&lt;br&gt;• Leadership&lt;br&gt;C. Micro-level (personal)&lt;br&gt;• Family&lt;br&gt;• Personal&lt;br&gt;• Social&lt;br&gt;• environment</td>
<td>Model of sustainable employability.</td>
</tr>
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Table 1. A summary review of theoretical Employability Models
### Employment Challenges among Hospitality Graduates

<table>
<thead>
<tr>
<th>Author &amp; year</th>
<th>LITERATURE REVIEW</th>
</tr>
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<tbody>
<tr>
<td>Patiar et al., (2020)</td>
<td>The <strong>product of hospitality and services</strong> consisting of production, delivery, and consumption is <strong>intangible and perishable</strong>, where it must be <strong>delivered in real-time or in a short time</strong>.</td>
</tr>
<tr>
<td>Pearlman and Schaffer (2013)</td>
<td><strong>Skill limitation</strong> of hospitality graduates also contributed to the low employment rate in the hospitality industry. Hence, hospitality graduates tend to <strong>leave the industry after graduation</strong> (Chang &amp; Tanford, 2018).</td>
</tr>
<tr>
<td>Chang and Busse (2020)</td>
<td>The growth of the hospitality industry contributes to increased financial value, but it also presents some concerns related to the <strong>lack of talent among hospitality graduates</strong>. Although the switching of fields is a personal decision, it also poses a risk to the hospitality industry because the graduates leave the industry and therefore <strong>contribute to a talent deficit</strong>.</td>
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<td>Hossain et al. (2018)</td>
<td><strong>Mismatch between employer demand and graduate skills</strong> is the main reason for the high unemployment.</td>
</tr>
<tr>
<td>Brown, Arendt and Bosselmar (2014)</td>
<td>Hospitality graduates do <strong>not enter the hospitality industry</strong> and instead work in other industries.</td>
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<tr>
<td>Patiar et al. (2020)</td>
<td>On the other hand, several HEIs are unable to spend on the resources required to offer practical training facilities or work-integrated learning to increase graduate employability.</td>
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<td>Lim et al., 2018</td>
<td>However, in comparison to hard skills (27%) employers place more value on soft skills (50%) and experience (31%).</td>
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<td>Nachmias and Walmsley (2015)</td>
<td>Besides, the literature on hospitality in HEIs heavily recognizes graduate recruiters from large companies and undervalues those from SME companies.</td>
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<td>Chang and Tse (2015) Hanapi and Nordin (2014)</td>
<td>Chang and Tse (2015) argued that the hospitality curriculum does not meet the requirements of the hospitality industry. In line with this, Hanapi and Nordin (2014) reiterated that the university curriculum is not aligned with the skills required at the workplace.</td>
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<tr>
<td>Hossain et al. (2018) Griffin (2020)</td>
<td>Nevertheless, it was noted that the most skilled and knowledgeable hospitality graduates tend to get hired ahead of their peers (Hossain et al., 2018). Therefore, Griffin (2020) suggested that the faculty play the main role in developing and sustaining a rapport between all stakeholders involved to improve the relevant curriculum.</td>
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AND HERE COMES THE Methodology!

Research design:
1. Qualitative techniques
2. Secondary data
3. Content analysis via Atlas.ti
a) The main keywords used were employability, graduate employability, hospitality graduate, and employment rate.

b) Supportive keyword was also applied to enhance the accuracy of article information, such as graduate unemployment, hospitality industry, and fresh hospitality graduate.

Duration of articles search
December 2019 to March 2020

Data Collection

250
The search resulted
80
Appropriate for this review
60
After reviewing the screened abstracts and introduction sections
33
Articles were found relevant to the study.
The results of this study have been reported in a number of publications between the years 2002 and 2020. Figure 2 shows the study publications. The high-impact publications are the International Journal of Contemporary Hospitality Management (17.24%) followed by the Journal of Hospitality & Tourism Education (13.79%) and the Journal of Hospitality Management (10.34%). The other publications have the same percentage impact (3.45%), as shown in Figure 2.
Skill had the highest score because the industry is more intangible in nature, so it needs skilled persons as well as talent from the hospitality graduate pool to increase company performance (Griffin, 2020; Goh & Okumus, 2020). This skill includes customer service skills (Goh & Okumus, 2020), employability skills (Hossain et al., 2018), critical thinking skills (Griffin, 2020), career management skills (Copps & Plimmer, 2013), and generic skills (Pool & Sewell, 2007).

In the context of attitude, previous works commonly highlighted personal behavior, such as (Copps & Plimmer, 2013), emotional capabilities, emotional intelligence, personal adaptability (Pool & Sewell, 2007), family, and social skills as valuable skills to have (Van Der et al., 2016). Employees with a good attitude is an advantage for employers because such employees will have increased resilience when facing the demanding hospitality industry.
These findings help enhance understanding of the challenge of employability specifically among hospitality graduates. Students, higher education institutions (HEIs), and the hospitality industry need to understand these challenges to address the employability issue (Harkison et. al. 2011).

A good rapport between the hospitality industry and HEIs should be established and continuously improved to sustain the relevant curriculum that will, in turn, improve the job prospects and job satisfaction among hospitality graduates.

Thus, the findings of this study contribute towards a better understanding of the challenges faced by hospitality graduates in fulfilling the requirements of the industry and valuable insight on how HEIs may groom the potential graduates for the workplace.
Future research could use this finding as a basis for studying hospitality graduate employability from another perspective. In particular, it is recommended that future research focus on comparing the different points of view between HEIs and the hospitality industry.
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Does anyone have any questions?

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