

## **Attitudes and perception of tourism and hospitality undergraduates toward the careers in the same field**

**B. Hettiarachchi and E.W Biyiri**

*Department of Tourism and Hospitality Management, Faculty of Management Studies,*

*Rajarata University of Sri Lanka, Mihintale, Sri Lanka.*

*Corresponding author: [buddhidonz@gmail.com](mailto:buddhidonz@gmail.com)*

### **Abstract**

Travel, tourism and hospitality industry is one of the important industries in both developed and developing countries as it contributes to the country's economy by generating foreign exchange and creating new job opportunities in various sectors. . Tourism and hospitality industry is one of the labor intensive industries. Many universities and educational institutes in Sri Lanka focus on developing human resources for the industry. This study examines the attitudes and the perception of current undergraduates towards careers in tourism industry. This study focused the undergraduates in Rajarata University of Sri Lanka and 38 tourism and hospitality undergraduates who have working experience in the tourism and hospitality industry were selected as the sample. A structured questionnaire was developed for data collection. The concerned areas to assess the attitude and perception of the undergraduates are nature of work, social status, industry person compliance, physical working condition, pay/ benefits, promotion opportunities, co-workers, managers and commitment to the industry. The data were analyzed using descriptive statistics and inferential statistics. The result reveals that attitudes and perception of the undergraduates to select the career in tourism industry is modest. The result further indicates that the undergraduates do not weight much on financial and other fringe benefits available at the industry in selecting their career choice. Therefore, these findings should be considered at the curriculum revision of the program to cultivate positive attitudes and perception towards the industry. .

**Keywords:** *Attitudes, perception, tourism and hospitality industry, undergraduates. ,*