

Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.

A Longitudinal Study Of Commitment To Careers In  
The Hospitality Industry Based On Analysis Of  
Employment Expectations And Perceptions Of  
Hospitality Students Enrolled At New Zealand  
Polytechnics In 1997/98.

A thesis presented in partial fulfilment of the  
requirements for the degree of

Doctor of Philosophy  
In  
Human Resource Management

At Massey University, Palmerston North  
New Zealand

Roderick Allan Fraser

2000

## ABSTRACT

This thesis contains the findings from a longitudinal study of New Zealand hospitality students' perceptions of aspects of employment along with measures of their commitment to careers in the hospitality industry. The sample includes students from almost all hospitality programmes offered by New Zealand polytechnic institutions over the 1997 and 1998 academic years. With the primary focus on students undertaking three-year management programmes, a number of significant changes in students' views about the industry are identified, but no leading indicators are found that may indicate those individuals with a higher likelihood of staying in the industry. Some comparisons are made with students undertaking one-year skills programmes and current industry employees.

Extensive statistical tables are included showing respondents' ratings of each of the items used in the research instruments in three rounds of data collection. Also reported are how these ratings change over time and the differences between the ratings by various sub-groups based on independent variables, including sex, age, qualifications held, previous work experience, level of industry knowledge at programme entry, preferred area of employment, and having friends or relatives employed in the industry. Predominantly quantitative, the research also incorporates qualitative data.

Although the size and direction of changes in respondents' ratings of items is analysed in detail, no clear causes of such changes are established. However, some potential implications of these changes are identified for both educators and employers. A number of possible strategies are suggested for consideration by employers in the face of students' declining enthusiasm for this industry.

## ACKNOWLEDGEMENTS

The assistance of the managers, teaching staff and students of the institutions who took part in this study is greatly appreciated. To personally administer the instrument to all the students in a timely way at the beginning and end of the 1997 academic year would have not only been prohibitively expensive but impractical. To all those individuals at the following institutions who were involved in some way, my thanks.

Aoraki Polytechnic  
Bay of Plenty Polytechnic  
Christchurch Polytechnic  
Hutt Valley Polytechnic  
Manukau Polytechnic  
Northland Polytechnic  
Southland Polytechnic  
Taranaki Polytechnic  
Waikato Polytechnic  
Wellington Polytechnic

Auckland University of Technology  
Central Institute of Technology  
Eastern Institute of Technology  
Manawatu Polytechnic  
Nelson Polytechnic  
Otago Polytechnic  
Tairāwhiti Polytechnic  
Wairariki Institute of Technology  
Wanganui Community College  
Whitireia Polytechnic

Ethics approval was obtained from the Massey University Human Ethics Committee for parts of this study. A grant towards the cost of travel for the final round of data collection in 1998 was received from the Massey University Graduate Research Fund.

Most important on this journey of discovery though has been the love and support of my wife Diane and our children, Nicole, Michael and Sarah. Without their forbearance and understanding it could not have happened.

# CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
LIST OF TABLES	ix
LIST OF FIGURES	xvi
CHAPTER 1 - INTRODUCTION	1
CHAPTER 2 – LITERATURE REVIEW	11
2.1 The Hospitality Industry Labour Market	11
2.2 Attraction, Training and Retention of Young People in Hospitality	14
2.3 Some Possible Solutions	22
2.4 Career Intentions and Choices	23
2.5 Career Commitment and Related Concepts	27
2.6 The Theory of Reasoned Action and the Intention to Behave	32
2.7 Ryan's Variant	43
2.8 Concepts from the Human Resource Management Literature	44
2.9 Some Issues From The Services Marketing Literature	47
CHAPTER 3 THE RESEARCH MODEL	52
3.1 The Central Question	52
3.2 The Research Model	53
3.3 The Model of Reasoned Behaviour	60
3.4 The Research Objectives	62
CHAPTER 4 – METHODOLOGY	64
4.1 Overview	64
4.2 The Sample Population and Plan	65
4.3 Inter-regional Differences	66
4.4 The Industry Survey	67
4.5 The Instrument	68
4.5.1 Some Design Considerations and Constraints	68
4.5.2 The Independent Variables	72
4.5.3 Case Matching Details	74
4.5.4 Type, Style And Layout Of Questions	74
4.5.5 Dependent Variables	75
4.6 The Industry Questionnaire	81
4.7 Sources of Items	81
4.8 How Items Were Developed.	84
4.9 Is the Questionnaire Rigorous?	85
4.9.1 Internal Reliability Analysis	86
4.10 Administrative Procedure Used to Contact Student Subjects	87
4.10.1 The First Round of Data Collection	87
4.10.2 The Second Round of Data Collection	89
4.10.3 The Final Round of Data Collection	90
4.11 The Overall Research Design	91

CHAPTER 5 - THE NATURE OF THE SAMPLE	92
5.1 An Overview	92
5.2 Respondent Profiles	94
5.2.1 Student Respondents	94
5.2.2 Industry Respondents	98
5.3 A Comparison Of Regional Differences.	100
CHAPTER 6 - RESULTS	101
6.1 Responses to Section One of the Questionnaire - What Is Important About Work	101
6.2 Responses to Section Two of the Questionnaire - What Is Important To Get A Job	105
6.3 Responses to Section Three of the Questionnaire	108
6.4 Underlying Relationships Within The Data From Student Responses	113
6.5 Responses to the Industry Survey	116
CHAPTER 7 - ANALYSIS OF ALL RESULTS	121
7.1 An Overview of the Analysis.	121
7.2 A Comparison of NDHM and BHM Students With Other Student Groups and Current Employees.	122
7.2.1 Comparison of Sub-Samples by Programme and Sex	123
7.2.2 Comparison of Sub-Samples by Programme and Previous Work Experience	124
7.2.3 Comparison of Sub-Samples by Programme and Age	126
7.2.4 Comparison of Sub-Samples by Programme and Industry Knowledge	128
7.2.5 Comparison of Sub-Samples by Programme and Having Close Friends and Relatives In the Industry	129
7.2.6 Comparison of Sub-Samples by Programme and Qualifications	129
7.3 Analysis of All Students and Industry Results by Independent Variables	132
7.3.1 Differences Attributable to Sex	132
7.3.2 Patterns of Difference of the Overall Mean Scores Between Male and Female Respondents for Successive Rounds of Data Collection.	137
7.3.3 Differences Between Responses Attributable to Previous Work Experience in the Industry	139
7.3.4 The Effects of Age on Overall Responses	142
7.3.5 Differences Between Responses Attributable to Qualifications Already Held	145
7.3.6 Differences Between Responses Attributable to Their Intended Area of Work	148

CHAPTER 8 - ANALYSIS AND DISCUSSIONS OF THE THREE-YEAR MANAGEMENT PROGRAMME STUDENTS' RESPONSES; AND CONSIDERATION OF THE RESEARCH OBJECTIVES	155
8.1    Some Overall Considerations Regarding Methods of Analysis	155
8.2    Analysis of Results for Section One, Two and Three of the Survey by Programme, Year of Study and Time; Relating to the First, Second and Third Research Objectives	158
8.3    Analysis of Results for Section One, Two and Three of the Survey by Independent Variables; Relating to the Fourth Research Objective	170
8.3.1    Analysis of Results for Section One, Two and Three of the Survey by The Independent Variable Sex	170
8.3.2    Analysis of Results for Section One, Two and Three of the Survey by the Independent Variable 'Previous Work Experience'	175
8.3.3    Analysis of Results for Section One, Two and Three of the Survey by the Independent Variable 'Friends Or Relatives Employed In The Hospitality Industry'	180
8.3.4    Analysis of Results for Section One, Two and Three of the Survey by the Independent Variable 'Knowledge of the Industry'	184
8.3.5    Analysis of Results for Section One, Two and Three of the Survey by the Independent Variable 'Age'.	187
8.3.6    Analysis of Results for Section One, Two and Three of the Survey by the Independent Variable 'Qualifications'.	190
8.3.7    Analysis of Results for Section One, Two and Three of the Survey by the Independent Variable Of 'Respondent's Area Of Greatest Employment Interest'	191
8.4    Analysis of Respondents' Career Commitment; Relating To The Fifth Research Objective	193
8.5    Analysis of the relationships Between Career Commitment and other Variables	200
8.6    Qualitative Data	205
CHAPTER 9 - DISCUSSION AND CONCLUSIONS	214
9.1    Some General Observations	214
9.2    Gender Based Differences Among Overall Data	216
9.3    A Comparison With Ross' (1992) Australian Study	218
9.4    Comparisons of Sub-Groups Based On Other Independent Variables	219
9.5    Analyses Over Time	224
9.6    The Three-Year Management Students Over Time	230
9.7    The Three-Year Management Students and Other Variables	234
9.8    Career Commitment	234
9.9    Some Missing Variables	237
9.10   What Has Been Achieved	238
CHAPTER 10 - SUMMARY AND RECOMMENDATIONS	242
REFERENCES	247

Appendix 1	The Final Round Questionnaire	257
Appendix 2	The results of the principal component analysis showing therotated compopnent matrix using the Varimax with Kaiser Normalization rotation for the first round of data collection	261
Appendix 3	The results of the principal component analysis showing therotated compopnent matrix using the Varimax with Kaiser Normalization rotation for the second round of data collection	262
Appendix 4	The results of the principal component analysis showing therotated compopnent matrix using the Varimax with Kaiser Normalization rotation for the third round of data collection	263
Appendix 5	The results of the principal component analysis showing therotated compopnent matrix using the Varimax with Kaiser Normalization rotation for the industry survey	264
Appendix 6	The mean scores for items in the first round of data collection analysed by gender, with Levene's test for equality of variance reported and the related t-test results and levels of significance for both equal and unequal variances	265
Appendix 7	The mean scores for items in the second round of data collection analysed by gender, with Levene's test for equality of variance reported and the related t-test results and levels of significance for both equal and unequal variances	267
Appendix 8	The mean scores for items in the third round of data collection analysed by gender, with Levene's test for equality of variance reported and the related t-test results and levels of significance for both equal and unequal variances	269
Appendix 9	The mean scores for items in the industry round of data collection analysed by gender, with Levene's test for equality of variance reported and the related t-test results and levels of significance for both equal and unequal variances	271
Appendix 10	The mean scores for items in the first round of data collection analysed by previous work experience, with Levene's test for equality of variance reported and the related t-test results and levels of significance for both equal and unequal variances	273
Appendix 11	The mean scores for items in the second round of data collection analysed by previous work experience, with Levene's test for equality of variance reported and the related t-test results and levels of significance for both equal and unequal variances	275



Appendix 12	The mean scores for items in the third round of data collection analysed by gender, with Levene's test for equality of variance reported and the related t-test results and levels of significance for both equal and unequal variances.	277
Appendix 13	Pearson's Correlation Coefficients of respondents' ages to the ratings for each item in each round of data collection reported by sex	279
Appendix 14	Pearson's Correlation Coefficients of respondents' ages to the ratings for each item asked in the industry data collection reported by sex	281
Appendix 15	The results of the Test of Homogeneity of Variances for round one data across sub-groups based on programme and year of study - Table 8.2, 8.3 and 8.4 .	283
Appendix 16	The results of the Test of Homogeneity of Variances for round two data across sub-groups based on programme and year of study - Table 8.2, 8.3 and 8.4 .	284
Appendix 17	The results of the Test of Homogeneity of Variances for round three data across sub-groups based on programme and year of study - Table 8.2, 8.3 and 8.4 .	285
Appendix 18	The full details of Table 8.5: The mean scores, standard deviations and rankings for Section One of the survey for each round of data collection for all NDHM and BHM students together, identifying significant differences by sex and between rounds.	286
Appendix 19	The full details of Table 8.6: The mean scores, standard deviations and rankings for Section Two of the survey for each round of data collection for all NDHM and BHM students together, identifying significant differences by sex and between rounds.	287
Appendix 20	The full details of Table 8.7: The mean scores, standard deviations and rankings for Section Three of the survey for each round of data collection for all NDHM and BHM students together, identifying significant differences by sex and changes between rounds.	288
Appendix 21	The full details of Table 8.8: The mean scores, standard deviations and rankings for Section One of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by previous work experience and between rounds.	290

Appendix 22	The full details of Table 8.9: The mean scores, standard deviations and rankings for Section Two of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by previous work experience and between rounds differences.	291
Appendix 23	The full details of Table 8.10: The mean scores, standard deviations and rankings for Section Three of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by previous work experience and between rounds.	292
Appendix 24	The full details of Table 8.11: The mean scores, standard deviations and rankings for Section One of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by friends or relatives in the hospitality industry and between rounds.	294
Appendix 25	The full details of Table 8.12: The mean scores, standard deviations and rankings for Section Two of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by friends or relatives in the hospitality industry and between rounds.	295
Appendix 26	The full details of Table 8.13: The mean scores, standard deviations and rankings for Section Three of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by friends or relatives in the hospitality industry and between rounds.	296
Appendix 27	The full details of Table 8.14: The mean scores, standard deviations and rankings for Section One of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by industry knowledge and between rounds.	298
Appendix 28	The full details of Table 8.15: The mean scores, standard deviations and rankings for Section Two of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by industry knowledge and between rounds.	299
Appendix 29	The full details of Table 8.16: The mean scores, standard deviations and rankings for Section Three of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by industry knowledge and between rounds.	300

## LIST OF TABLES

Table 1.1	Showing total number of visitor nights spent in each type of accommodation and percent of total market share by international visitors in New Zealand for the year ending March, 1999.	2
Table 3.1	The research model's variables over time.	62
Table 4.1	Showing patterns of administering the survey for respective groups.	65
Table 4.2	Items used in Section One : Feelings about work, as used in each of the data collection rounds, both with students and industry employees.	77
Table 4.3	Items used in Section Two : Getting a job, as used in each of the data collection rounds.	77
Table 4.4	The items used in Section Three : Feelings about employment in the hospitality / tourism industry, as used in each of the students data collection rounds.	79
Table 4.5	The questions as included in each round to collect information about the respondent to measure independent variables, to identify personal details to allow cases to be matched, and the qualitative questions.	80
Table 4.6	Items used in Section Three : Feelings about employment in the hospitality / tourism industry, as used in the current industry employee survey.	81
Table 4.7	Identifying the original source from which items used in Section One and Two were taken.	82
Table 4.8	Identifying the original sources from which items used in Section Three were taken and / or modified.	83
Table 4.9	Alpha coefficients of internal reliability for each section of the questionnaire on each administration.	86
Table 4.10	The results of the Kaiser-Meyer-Olkin of sampling adequacy and the Bartlett test of sphericity shown by the sections of the instrument and for each period.	87
Table 5.1	The number of responses in each survey period both by matched and unmatched cases.	93
Table 5.2	The number of National Diploma in Hospitality Management and Bachelor of Hospitality Management students who responded to the survey shown by programmes, cohorts and institutions	94

Table 5.3	Showing the % of respondents in each independent variable category for each sub-group of respondents - February 1997.	95
Table 5.4	Showing the % of respondents in October / November 1997 for each independent variable category by sub-groups of programmes and cohorts where cases could be matched with respondents from February 1997. Results are based on responses given in Feb 1997.	96
Table 5.5	Showing the % of respondents in October / November 1998 for each independent variable category by sub-groups of programmes and cohorts where cases were matched with respondents from both February and October / November 1997. Results are based on responses given in Feb 1997.	97
Table 5.6	Showing the % of industry respondents September / October 1998 for each independent variable category.	99
Table 6.1	Overall mean scores, standard deviations, skewness, kurtosis and significant differences for of items in Section One of the questionnaire, reporting importance of feelings about work in general; shown by period of data collection.	104
Table 6.2	The number of respondents for each item for Section One of the questionnaire, reporting importance of feelings about work in general; shown by period of data collection.	105
Table 6.3	Overall mean scores standard deviations, skew, kurtosis and significant differences for Section Two of the questionnaire, reporting importance accorded items in getting a job in the Hospitality or Tourism industries; shown by period of data collection.	107
Table 6.4	Overall mean scores, standard deviations and significant differences for Section Three of the questionnaire, reporting feelings about employment in Hospitality / Tourism; shown by period of data collection.	111
Table 6.5	Skew and Kurtosis Values of scores for Section Three of the questionnaire, reporting importance of feelings about work in general; shown by period of data collection.	112
Table 6.6	Mean scores, standard deviations, skew, kurtosis and number of responses for each item from Sections One of the industry survey conducted in August / September 1998.	116
Table 6.7	Mean scores, standard deviations, skew, kurtosis and number of responses for each item from Section Two of the industry survey conducted in August / September 1998.	117

Table 6.8	Mean scores, standard deviations, skew, kurtosis and number of responses for each item from Section Three of the industry survey conducted in August September 1998.	119
Table 7.1	Numbers and percentages of respondents of each gender reported by type of hospitality programmes in which enrolled.	123
Table 7.2	Number and percentage of respondents of each gender among industry respondents reported by management status.	124
Table 7.3	Number and percentage of respondents who reported that they had previous work experience by type of hospitality programmes in which enrolled.	125
Table 7.4	Number and percentage of respondents who reported that they had previous work experience by year of NDHM and the BHM programmes.	126
Table 7.5	The reported mean ages, in months, of respondents reported by programme and showing approximate corrected age at enrolment.	127
Table 7.6	Numbers and percentages of respondents who reported that they had either good or limited knowledge of the industry by type of hospitality programmes in which enrolled.	128
Table 7.7	Number and percentage of student respondents who reported that they had close friends or relatives employed in the industry by type of hospitality programmes in which enrolled.	129
Table 7.8	Number and percentage of student respondents who have school certificate, 6 <sup>th</sup> form certificate, bursary, tertiary, trade or other as their highest qualification reported by type of hospitality programmes in which enrolled.	130
Table 7.9	Number and percentage of industry respondents who have school certificate, 6 <sup>th</sup> form certificate, bursary, tertiary, trade or other as their highest qualification reported by type of position in which employed.	131
Table 7.10	The overall mean scores for items in the first round of data collection analysed by gender, with t-test results and levels of significance.	134
Table 7.11	The overall mean scores for items in the second round of data collection analysed by gender, with t-test results and levels of significance.	135
Table 7.12	The overall mean scores for items in the third round of data collection analysed by gender, with t-test results and levels of significance.	136

Table 7.13	The overall mean scores for items in the industry round of data collection analysed by gender, with t-test results and levels of significance.	136
Table 7.14	Showing the items in each of the data collection round where statistically significant differences between the genders were identified, the level of that significance and whether males or females had the higher mean score.	138
Table 7.15	The mean scores for items in the first round of data collection analysed by previous work experience, with the related t-test results and levels of significance for differences of means.	139
Table 7.16	The mean scores for items in the second round of data collection analysed by previous work experience, with the related t-test results and levels of significance for differences of means.	140
Table 7.17	Showing the items in each of the data collection round where statistically significant differences between those with previous work experience and those without were identified, the level of that significance and whether those with or without experience had the higher mean score.	141
Table 7.18	Pearson Correlation Coefficients for each item in each round of data collection reported by sex	143
Table 7.19	Pearson Correlation Coefficients for each item in the industry data collection related to age of respondents, shown by sex	144
Table 7.20	Items which had statistically significant differences between sub-groups of first round students and industry respondents based on qualifications held.	146
Table 7.21	The mean scores, standard deviations for items for student respondents where significant differences were identified between areas of work interest.	151
Table 7.22	The mean scores, standard deviations for items for industry respondents where significant differences were identified between areas of work interest.	153
Table 8.1	The number of matched cases between among the NDHM and BHM respondents between successive periods, shown by programme and year of programme.	156
Table 8.2	The mean scores, standard deviations for Section One of the survey for each round of data collection for NDHM and BHM respondents, identifying significant differences between sub-groups and between rounds.	162

Table 8.3	The mean scores, standard deviations for Section Two of the survey for each round of data collection for NDHM and BHM respondents, identifying significant differences between sub-groups and changes between rounds.	164
Table 8.4	The mean scores, standard deviations for Section Three of the survey for each round of data collection for NDHM and BHM respondents, identifying significant differences between sub-groups and changes between rounds.	165
Table 8.5	The mean scores, standard deviations and rankings for Section One of the survey for each round of data collection for all NDHM and BHM students together, identifying significant differences by sex and between rounds those differences.	171
Table 8.6	The mean scores, standard deviations and rankings for Section Two of the survey for each round of data collection for all NDHM and BHM students together, identifying significant differences by sex and between rounds.	172
Table 8.7	The mean scores, standard deviations and rankings for Section Three of the survey for each round of data collection for all NDHM and BHM students together, identifying significant differences by sex and between rounds.	174
Table 8.8	The mean scores, standard deviations and rankings for Section One of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by previous work experience and between rounds.	176
Table 8.9	The mean scores, standard deviations and rankings for Section Two of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by previous work experience and between rounds.	177
Table 8.10	The mean scores, standard deviations and rankings for Section Three of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by previous work experience and between rounds.	178
Table 8.11	The mean scores, standard deviations and rankings for Section One of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by 'friends or relatives employed in the hospitality industry' and between rounds.	181
Table 8.12	The mean scores, standard deviations and rankings for Section Two of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by 'friends or relatives employed in the hospitality industry' and between rounds.	182

Table 8.13	The mean scores, standard deviations and rankings for Section Three of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by 'friends or relatives employed in the hospitality industry' and between rounds.	183
Table 8.14	The mean scores, standard deviations and rankings for Section One of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by 'industry knowledge' and between rounds.	185
Table 8.15	The mean scores, standard deviations and rankings for Section Two of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by 'industry knowledge' and between rounds.	185
Table 8.16	The mean scores, standard deviations and rankings for Section Three of the survey for each round of data collection for year one NDHM and BHM respondents together, identifying significant differences by 'industry knowledge' and between rounds.	186
Table 8.17	Pearson Correlation Coefficients for items in relation to age of NDHM 1 and BHM respondents for each round of data collection reported by sex.	188
Table 8.18	The mean scores, standard deviations for items of the survey for each round of data collection for NDHM 1 and BHM respondents, identifying significant differences by 'areas of employment interest' and between rounds	191
Table 8.19	The mean scores, standard deviations for Career Commitment items of the survey for each round of data collection for NDHM 2 respondents, identifying significant differences by 'area of employment interest' and between rounds.	192
Table 8.20	The mean scores, standard deviations for Career Commitment items of the survey for each round of data collection for NDHM 3 respondents, identifying significant differences by 'area of employment interest' and between rounds.	193
Table 8.21	Results of the Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's test of sphericity for data from Section Three of the survey using BHM and NDHM 1 respondent scores.	195
Table 8.22	The results of the principal component analysis showing the rotated component matrix using Varimax with Kaiser Normalisation rotation for the third round Section Three data for the NDHM year one and BHM respondents.	197
Table 8.23	The mean scores, standard deviations for Career Commitment items of the survey for each round of data collection for NDHM and BHM respondents, identifying significant differences by 'Programme and Cohort' and between rounds.	198



Table 8.24	The Pearson coefficients and levels of significance between the 'career commitment' items and other items from Section Three of the instrument.	201
Table 8.25	The Pearson coefficients and levels of significance between the 'career commitment' items and other items from Section One the instrument.	202
Table 8.26	The statistically significant Pearson coefficients between the 'career commitment' items and other items from Sections One and Three of the instrument.	203
Table 8.27	Number of responses to qualitative items by programmes of study	205
Table 8.28	Allocation of responses to the item "briefly describe the sort of work you hope to be doing in 5 to 10 year?"; shown by programmes.	206
Table 8.29	The frequency of responses by category of response to the question asking "Why do you want to do this type of work?"	209
Table 8.30	The frequency of response by category of statements about what has happened to positively change the respondent's views about a career in hospitality.	210
Table 8.31	The frequency of response by category of statements about what has happened to positively change the respondent's views about a career in hospitality.	211

## LIST OF FIGURES

Figure 2.1	Interrelationships between five universal forms of work commitment.	30
Figure 2.2	Factors determining a person's behaviour.	34
Figure 3.1	An Ideal Conceptual Model for the Research	54
Figure 3.2	The Basic Research Model	55
Figure 3.3	Extended model comparing three year study programme students with both one year programme students and current industry employees	56
Figure 3.4	Laws and Ward's (1981) model of the processes of career development.	57
Figure 3.5	The Research Variables	58
Figure 3.6	Differing forms in which the dependent variable may be expressed.	59
Figure 3.7	Modified list of dependent variables to reflect student status.	59