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Career Perception of Undergraduate Students in the Tourism and Hospitality Industry in Jordan

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Abstract: This research explores undergraduate students' perceptions of the tourism and hospitality industry in Jordan. It aims to understand the views and perspectives of Jordanian college graduates regarding careers in this sector. It explores factors influencing students' decisions to enter or avoid this field. Highlighting the significance of the hospitality industry in Jordan and the challenges in attracting and retaining skilled workers. It emphasizes the importance of employees' attitudes and perceptions in customer satisfaction and the success of the industry. This sets the stage for investigating undergraduate students' perceptions of a career in tourism and hospitality.

Materials and Methods: This study delves into the career perceptions of Jordanian college graduates towards the hospitality and tourism industries, exploring the factors that attract or deter them from this field. It employs a comprehensive survey, disseminating 150 questionnaires encompassing 100 categories to gather diverse student perspectives. The data analysis utilizes the multiple regression method to test formulated theories, with a focus on the p-value for statistical hypothesis testing. The significance level is set at 0.05. This approach effectively reveals the strong correlation between various factors, such as career leaving intentions, location, salary, and desirable career traits, with the overall importance assigned to careers in this sector. Results: The survey revealed significant insights into the factors influencing Jordanian college graduates' career choices in the tourism and hospitality industry. The analysis identified a strong correlation between career preferences and factors such as location, salary, and specific traits viewed as desirable in the industry. These factors varied in their influence but collectively played a substantial role in shaping students' career aspirations and decisions. This comprehensive understanding of student perceptions provides valuable information for industry stakeholders aiming to attract and retain talented professionals.

Keywords: Career perception, Tourism, Hospitality industry, Undergraduate students, Aqaba.

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1. Introduction

The leisure sector is a subset of the service business that offers a variety of goods to satisfy demand for leisure activities such as transportation, information, restaurants, hotels, and entertainment. Jordan's hospitality industry grew at a time when the world's economy was slowing down due to the financial crisis and the European debt crisis. According to data released by the World Travel and Tourism Council (WTTC, 2002), the hotel sector has seen rapid development in several nations. In many Western nations, the

tourism sector is now one of the largest employers, and a large number of towns rely on it to offer excellent job prospects for students. The fact that it's challenging to find and keep skilled workers has an effect on the tourism and hotel industries all over the world, especially in Jordan. As a result, there aren't enough skilled workers to manage the industry's growing number of businesses. This problem is complex and has numerous underlying causes. There is conjecture that several characteristics common to the hospitality and tourism industries may contribute to Jordan's current skills deficit. (Jawabreh,2023). Allegations suggest that these characteristics include a young, transient workforce, low pay and formal qualifications, a high proportion of female, student, part-time, and casual workers, a high proportion of low-skilled jobs, a significant percentage of hours worked outside of regular business hours, poor utilization of student labor, and high levels of staff turnover. These traits all contribute to the challenging issues relating to attracting and keeping qualified employees in the sector. A variety of factors contribute to the study's relevance. The first of them stems from Jordan's present position. The number of students enrolled in specialized educational courses in the tourism and hospitality industries is increasing, but job opportunities in this labor market are not keeping pace. This disparity raises concerns about both the level of dissatisfaction among workers in these occupations and the local campus environment. It is critical to be more realistic about the potential for this labor supply imbalance to persist. Another significant factor to consider when choosing a profession in travel and tourism is the conduct of young individuals who believe the industries will help them discover alternative work options. Furthermore, the industry's economic and marketing advantages attract a large number of pupils. It has been said that a company doesn't have much chance of making its clients happy and loyal if its employees don't have a positive attitude about their jobs. This is becoming increasingly evident as companies leverage their workforce to gain a competitive advantage, particularly in the context of increased competition among companies and locations abroad. How dedicated the staff is to the company or industry will determine its competitiveness. Their education, training, skills, and drive all play a significant role in determining their dedication.

The types of jobs available in any industry, as well as how people perceive and feel about working there, will all have an impact on how dedicated employees are to that industry. Reports suggest that prospective hires in the tourist and leisure sectors often have a negative perception of the jobs available. It is claimed that it is crucial for graduates in tourism and hotel management to have a favorable mindset toward working in the industry because employees can be used as a tool to obtain an edge over rivals.

This sector requires a large workforce because customer service coincides with both manufacturing and consumption. To satisfy the majority of the market's personnel requirements, a number of colleges and technical institutions have intensified their efforts to create relevant restaurant and hospitality departments. After many years of development, a study revealed that only a small percentage of students joined relevant job market sectors after graduating from these departments (Mahmoud, 2021). To this end, it would be fascinating to learn about students' views and attitudes about working in the tourist and hospitality sectors before and after they have completed their studies in hospitality.

Depending on the circumstances and location, attitudes may predict human behavior. Because there are so many moderating factors, circumstances, and situational limitations, there is a gap between attitude and conduct. According to research, there is consistency among the components of attitudes, as well as between attitudes and conduct. This implies that understanding and attitudes may aid in the prediction of conduct. A new study by Richardson (2009) supports this. The most important factors were the extent to which a career in these industries would offer factors such as a satisfying job, a pleasant working environment, job security, colleagues they can get along with, and high earnings throughout their career. These beliefs were held by Jordanian students studying hospitality and tourism.

The goal of this research is to look at current undergraduate tourism and hospitality students' views and impressions about a career in the sector. The tourism and hospitality sectors have been grappling with the issue of recruiting and keeping excellent workers all over the globe. Hiring well-educated, motivated, and dedicated individuals is critical to the growth of the hotel and tourism industries. It's critical to instill incompetent tourism students with a positive attitude about working in the hotel and tourist industries. We ask Jordanian students who plan to work in the hospitality and tourism sectors after college about their opinions and beliefs in this research. The study was conducted by Jawabreh (2017), Abuhashesh et al. (2019), and Masadeh et al. (2019). Its goal is to figure out what reasons and variables are drawing or

repelling students from pursuing careers in the sector. Given this context, we can formulate the study's question as follows: What are contemporary undergraduate tourism and hospitality students' views of the significance of a career in the industry?

To analyze the discrepancy gap between undergraduate students expectations and perceptions towards career importance in the hospitality industry in many aspects (leaving the career, location of the career, money, and desirable trait), and to assess undergraduate students' expectations and perceptions towards career importance in the hospitality industry.

2. Theoretical Overview of the Main Concepts

We can leverage positive attitudes toward practical and accessible business abilities, along with the industry's distinctive products and services, to recruit new employees. Furthermore, it is evident that when a tourist or hospitality business fails due to inadequate or misinterpreted customer-service planning, the labor force tends to prioritize improved management. Economic rewards, professional progression, and work incentives are all important factors that influence job happiness and productivity. In terms of work attitudes, monetary awards often represent the perceived value that the firm places on individuals who do exceptionally well. To address the labor shortage, businesses must promote any professionalization opportunities that may exist within the sector. An analysis of upper-secondary students' perceptions and attitudes about the tourism profession has received little attention. Scholars such as Frye and Mount (2007), Alananzeh et al., 2019, and Jahmani et al., 2020 have conducted studies on this topic. Researchers have identified factors on a resume that may lead to an interview (Countryman and Horton, 2006), investigated the causes of management turnover, and explored strategies to improve retention. Researchers have identified factors on a resume that may lead to an interview (Countryman and Horton, 2006), investigated the causes of management turnover, and explored strategies to improve retention (Stalcup and Pearson, 2001; Walsh and Taylor, 2007). Additionally, Walsh and Taylor (2007) conducted studies with graduates from specific institutions, focusing on their perspectives and graduation goals. (Richardson, 2009; Alshurideh et al., 2021). Blomme et al. (2009), Jawabreh (2021), and Jawabreh et al. (2020) found differences between graduates of hotel management programs' pre- and post-entry hopes. However, previous research has not looked at the variations in hospitality graduates' experiences, importance, and attrition in the sector. According to experts, many hotel graduates left the industry without ever returning or joining it. (Walsh and Taylor, 2007). Blomme et al. (2009) also found significant differences between pre- and post-entry aspirations for hotel graduates. Only a few studies have emphasized students' views of the significance of careers in the tourist sector, despite the large literature on tourism jobs. This implies that additional empirical research focused on tourism students' views of the business is required to assess the status of tourism employment in the tourism sector's human resources (HR) planning process. A number of academics have also looked at the perspectives of undergraduate tourism and hospitality management students.

The study on working circumstances in The literature survey includes the hotel sector, which might incline graduates toward a particular viewpoint of work in the sector. This study's objectives were to determine the value of careers in the hotel sector and to look into college students' views and hopes for those roles. The findings of this quantitative assessment of perceptions and expectations may provide some insight into how students rate career importance.

Tourism creates employability, according to Anandhwanlert and Wattanasan (2016) in their research, “Career Perception of Undergraduate Students in the Tourism and Hospitality Industry” (Jawabreh & Al Sarayreh, 2017; Jawabreh, 2020; Al Khasawneh et al., 2021). However, it frequently receives criticism for generating low-skilled, low-paying jobs that offer minimal work satisfaction. We conducted this research based on a previously tested model to understand the underlying factors influencing students' commitment to employment in the tourism and hospitality industries. The nature of the work, social status, career prospects, promotion opportunities, physical working conditions, pay, and fringe benefits are all likely to influence commitment. They list six variables that can affect commitment: the type of job, societal standing, professional possibilities, opportunities for advancement, bodily working conditions, salary, and benefits.

All factors related to the nature of work have a significant and positive impact on the overall assessment of working in the tourism sector, except for one variable -'meeting new people through working in tourism',

which negatively impacts the overall rating (Huang & Lo, 2014; Qandah et al., 2020). Working experience influenced students' attitudes toward a career in the restaurant industry as they progressed in their education and gained more experience. They also discovered that juniors' opinions on school education had altered, despite the fact that they still had more favorable job views and attitudes.

According to the study "Undergraduates' views of tourism and hospitality as a career option" (Richardson, 2009), most students do not believe that working in the tourism or hospitality industry would give them the things they value. In the meantime, Kusluvan and Kusluvan (2000) attempt to develop a multi-dimensional and multi-item attitude scale for measuring undergraduate tourism students' attitudes toward working in the tourism industry as well as investigate the general attitudes of undergraduates toward working in the tourism industry in their study titled "Perceptions and attitudes of undergraduate tourism students toward working in the tourism industry in Jordan." Bahcelerli (2015) observed in their study "Undergraduate Tourism Students' Opinions Regarding the Work Conditions in the Tourism Industry" that "graduates who left the hospitality industry indicated it was more important to have a career where they could contribute to society." Richardson (2008), however, found significant differences between the two categories, especially when considering how much respondents believed that the tourist and hotel industries offered the professional qualities that students prized.

3. Methodology

The methods used in the present research are described in this part. In addition to the data gathering instrument, research community, and research group, it comprises the research model, practical descriptions of the study's independent and dependent factors, and research theories.

3.1 .Research Model

The components of this study were developed based on prior theories or observational works. This research used factors that are frequently found in writing on travel and hospitality. The independent factors, the dependent variable, and the suggested connection between them are shown in the research model in Figure 1.

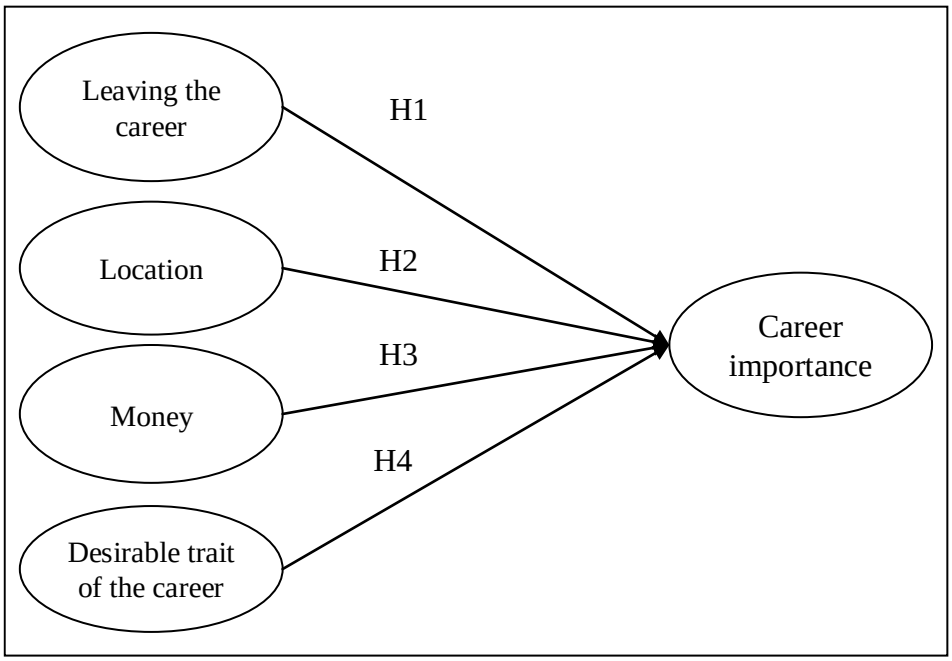


Figure 1.Research Model

3.2. Definitions for Operations

The current study, which is an adaptation of Brown (2011), takes into account one dependent variable (i.e., career importance), which is based on Brown (2011) and measured through nineteen items, as well as four independent variables (i.e., leaving the career, location, money, and a desirable career trait). These four

independent variables were measured in the research questionnaire through fifteen, five, three, and ten items, respectively.

3.3. Research Theories

The following is the study's hypothesis, which seeks to evaluate the research model:

H1: The significance of a job and abandoning it are significantly correlated.

H2: The significance of the job and the location of the business are significantly correlated.

H3: The significance of a job and money are significantly related.

H4: There is a strong link between how important a job is and what makes it appealing to do it.

3.4. Sample size and population

All Jordanian university freshmen made up the research group. 150 questionnaires were given out, and 100 of them were used for statistical analysis. As a result, the answer rate was 66.6%, which is high for Jordanian university undergraduates. 4. Analysis of Data and Findings In order to test the research theories, these factors have been rated on a 5-point Likert scale, where 1 means strongly disagree and 5 means strongly agree. Along with studying the independent and dependent factors, reliability and validity studies were also done, and descriptive analysis was used to describe the population and the survey respondents. Also used to evaluate the study ideas was multiple regression analysis. 4.1. Validity and Trustworthiness Validity and dependability are two important measures of how good and useful the original data is. Reliability is used to evaluate the questionnaire's continuity and stability. Validity concerns correctness and whether the instrument measures what it is meant to measure. In actuality, the researchers relied on metrics and other items that academics with similar interests had already developed and applied. To ensure that each item is measuring what is intended to be measured and to avoid ambiguity and complexity in the phrasing of questions, a draft of the questionnaire was also developed and then reviewed by three academic lecturers who have sufficient knowledge and experience in this field. The Cronbach's alpha value was used to gauge the instrument's dependability. Additionally, some researchers (such as Bagozzi & Yi, 1988) advocated for all markers' or dimensional scales' values to be higher than the proposed value of 0.60. The findings of Cranach's alpha for the independent and dependent factors are shown in Table 1. All of the examined factors have Cronbach's alpha values above 0.60, indicating the reliability of the aggregate measure.

Table (1): The research factors' Cronbach's alpha values

Variables	Number of items	Cronbach alpha
Leaving the career	15	0.926
Location	5	0.798
Money	3	0.801
Desirable trait of the career	10	0.803
Career importance	19	0.958

4.2. Respondents' Profile in Demographics

According to Table 2, the interviewees in this research are usually Jordanian men and women, most of whom are between the ages of 20 and 24, and most of whom have earned bachelor's degrees.

Table (2): Description of the respondents' demographic profiles

Category	Category	Frequency	Percentage%
Gender	Males	50	50.0
	Females	50	50.0
	Total	100	100.0
Age	18 years - less than 20	22	22.0
	20 years - less than 22	38	38.0

	22 years - less than 24	24	24.0
	24 years - less than 26	6	6.0
	More than 26 years old	10	10.0
	Total	100	100.0
Education	Diploma	17	17.0
	Bachelor	83	83.0
	Total	100	100.0
Experience	Less than 2 years	8	8.0
	2-5 years	30	30.0
	6-9 years	18	18.0
	More than 9 years	44	44.0
	Total	100	100.0

4.3. Detailed Analysis

The mean and the standard deviation were used to describe the answers and, by extension, how the people who took the poll felt about each topic. The standard deviation shows how far apart the data points are and how diverse they are. The mean, on the other hand, shows the central trend of the data. (Sekaran & Bougie, 2013). In other words, a small standard deviation indicates that a collection of numbers is tightly concentrated around or near the mean, whereas a large standard deviation suggests the reverse. The formula used to determine the level of each item is as follows: (highest Likert scale point minus lowest Likert scale point) / the number of levels used = (5-1) / 5 = 0.80, where 1-1.80 represents "very low," 1.81-2.60 represents "low," 2.61-3.40 represents "moderate," 3.41-4.20 represents "high," and 4.21-5 represents "very high." Then the products were arranged according to their affordability. The outcomes are shown in Tables (3) and (4).

Table (3): Overall mean and standard deviation of the study's variables

Type of Variable	Variables	Mean	Standard Deviation	Level	Order
Independent Variables	Leaving the career	1.825	0.58922	Low	4
	Location	1.832	0.64305	Low	3
	Money	3.493	0.63118	High	1
	Desirable trait of the career	2.497	0.52483	Low	2
Dependent Variable	Career importance	1.680	0.55621	Very low	

As presented in Table (3), data analysis results have shown that the money variable is applied to a high level, with a mean score of 3.49. However, desirable traits of the career, location, and leaving the career were applied at low levels. However, career importance existed on a very low basis, with a mean of 1.68. Table 4 demonstrates the mean, standard deviations, level, and order scores for each variable.

Table (4): Mean and standard deviation of the study's variables

Leaving the career	Mean	SD	Level	Order
I desire a more conventional work schedule and a job route with a wider range of advancement possibilities.	1.59	.698	Very low	9
I would want to start a family	1.92	1.079	Low	3
Retirement	3.64	1.124	High	1
I think I'm being taken advantage of and that there's no chance for me to progress.	1.54	.926	Very low	11
Change careers but continue working in the field.	1.82	.626	Low	5

New Challenge, Burned out	1.94	.886	Low	2
No promotion available	1.61	.695	Very low	8
Poor health; inability to travel	1.72	.996	Very low	6
As a parent, I was unable to continue in my work.	1.63	.917	Very low	7
I want to go after a new chance or task that I haven't yet attempted.	1.90	.718	Low	4
I am moving out of state	1.57	.700	Very low	10
I concluded it wasn't for me because I didn't like it.	1.90	.759	Low	4
I burned out due to my lengthy hours and worry.	1.54	.744	Very low	11
I had trouble juggling my family and my job.	1.52	.822	Very low	12
I was admitted to a university.	1.54	.702	Very low	11
Location	Mean	SD	Level	Order
be able to be with my family more	1.86	.817	Low	2
I wanted to start a family	1.67	.682	Very low	5
People in the service sector are too picky.	1.81	.631	Low	4
I put in a ton of work, don't get compensated enough, my supervisor does very little, so I end up doing the majority of the work, and servers are going to be the cause of my demise.	2.01	.980	Low	1
I discover a higher job in a different motel with better perks and/or salary.	1.81	1.116	Low	3
Money	Mean	SD	Level	Order
I want to launch my own company.	3.61	1.476	High	2
In order to pursue my master's degree in teaching, I did quit my paid managerial position in January. Since then, I have only been waiting tables. The hours are bad, I didn't put my degree to use, and I've always wanted to be a teacher!	4.27	.827	Very high	1
To own my own business	2.60	1.326	Low	3
Desirable trait of the career	Mean	SD	Level	Order
Long hours and stress	1.89	.680	Low	9
Human Resources issues	1.96	.803	Low	6
Telling visitors with reservations that we don't have a place for them	3.19	1.169	Moderate	3
Hours- no time of family	1.95	.809	Low	7
The high level of workload	3.53	1.000	High	2
The long hours required in my position	1.97	.674	Low	5
At my job, he frequently serves as the excuse for people who don't want to take responsibility for their regions.	1.97	.674	Low	5
Being measured every week by a sales number	2.81	1.269	Moderate	4
Lack of management skills	1.90	.628	Low	8
Always working	3.80	.778	High	1
Career importance	Mean	SD	Level	Order
That I find enjoyable	1.42	.699	Very low	16
With colleagues that I can get along with	1.81	.800	Low	6
With a pleasant working environment	1.34	.685	Very low	17
That is secure	1.80	.636	Very low	7
That provides intellectual challenge	1.45	.857	Very low	15
That has a strong chance of being promoted.	1.71	.671	Very low	10
Which places obligation on me?	1.58	.890	Very low	11
with large salaries over the course of a lifetime.	1.88	.640	Low	2
what I do to benefit civilization.	1.53	.822	Very low	12

where I can apply my education.	2.05	.783	Low	1
I learn transferrable abilities here.	1.84	.825	Low	4
That is respected	1.46	.744	Very low	14
There is a manageable task there.	1.82	.626	Low	5
with top-notch tools and services.	1.58	.819	Very low	11
with the capacity for international trips.	1.77	.649	Very low	8
With professional movement, getting a job anywhere is simple.	1.48	.703	Very low	13
That and parenting are a natural fit.	1.86	.603	Low	3
That has a respectable beginning pay.	1.82	.757	Low	5
Where I can care for others	1.73	.709	Very low	9

4.4. Results of Testing Hypotheses

The main goal of this study is to find out what happens in the Jordanian city of Aqaba when things like location, salary, and desired career traits are taken out of the equation. So, the theories made for this research were judged using the multiple regression method. Also, the likelihood value (p-value) of the statistical hypothesis test, which was set to 0.05 as a measure of importance, is seen as the standard for rejecting the null hypothesis. (Creswell, 2009). The alternative hypothesis will be accepted and the null hypothesis denied if the p-value is less than or equal to 1. The null hypothesis cannot be disproved, and the alternative hypothesis cannot be sustained if the p-value is higher than the level. Additionally, it was verified that the independent variables were normal and that there was no multi-co-linearity issue, which is an instance of multiple regression in which the independent variables are strongly linked among themselves. Pallant (2005) asserts that the majority of the numbers should fall within the appropriate limits for normalcy (i.e., -1.0 to +1.0). Skewness and the Variance Inflation Factor (VIF) were examined for this reason; Table 5 contains the findings.

Table (5): Skewness and VIF for the independent variables

Variables	Tolerance	VIF	Skewness
Leaving the career	0.395	2.531	0.686
Location	0.206	4.845	0.685
Money	0.329	3.035	-0.055
Desirable trait of the career	0.249	4.014	0.148

Table 5 shows that the skewness values fell within the normal range (-1.0 to +1.0), which means that the independent variable data is normal.The VIF values were below the critical value of 10, which is used in most studies. This meant that there was no problem with the independent factors being too similar to each other.The table, however, shows the findings from evaluating the four career-related theories. (6).

Table (6): Result for the study model (b)

Variable	r	R2	f	Sig (f)	β	t	Sig (t)
Leaving the career	0.978	0.956	515.049	0.000a	0.920	26.836	0.000
Location					0.169	3.567	0.001
Money					0.248	6.601	0.000
Desirable trait of the career					0.364	8.434	0.000

a. Predictors: (Constant), Leaving the career, Location, Money, Desirable trait of the career

b. Dependent variable: Career importance

Referring to Table 6, the multiple correlation coefficient R = 0.978 shows that the independent factors (ending the profession, location, income, and attractive job characteristics) and the significance of the

career are positively correlated. The R2 showed how generalizable the model was. It enables us to extrapolate the findings from the interviewees to the entire population. In this instance, it is 0.956. The findings revealed that the F-ratio for these data is equivalent to 515.049, which, at p 0.05, is statistically significant. As a result, we draw the conclusion that the independent factors have a statistically significant effect on job significance. If all other variables are kept fixed, this denotes the unique input of each predictor (an independent variable) to the model. The normalized values for each independent variable are displayed in Table 6. The values for quitting the job, place, money, and attractive employment characteristics are 0.920, 0.169, 0.248, and 0.364, respectively. The greater the number, the greater the impact these factors will have on the dependent variable. The component that contributes the most to the model, according to the beta values, is quitting the job.

5. Discussion and Conclusions

The study's findings led to the testing of the following conclusions and ideas: The results indicated the acceptance of the experts' opinions. (That is, H1, H2, H3, and H4), with Table (6) serving as a guide. The data analysis findings reveal a significant use of the money variable, with a mean score of 3.49. However, the variables of location, quitting a job, and desired career quality received very little attention. However, it's undeniable that compensating employees for their labor is a critical aspect of the financial industry, and it's essential to provide them with the necessary resources. You are in the complete wrong place if your employment does not fulfill your creativity, grow your abilities, expand your experiences, or provide you with the appropriate cash compensation for your demands. You must choose whether to hunt for another job or to keep working on the current one. Rewards and promotions are a terrific method to promote workers' productivity at work, so when an employee doesn't get recognition for his efforts—in the form of a pay raise or promotion, for example—it has a detrimental impact on his output and performance. Before considering quitting your job, you may wish to speak with your boss. You might receive a promotion soon. When your application is rejected and you are not given the chance to apply, you can quit and look for a better job. In February 2015, for instance, a Bayt.com study titled "Education in the Middle East and North Africa" revealed that 98% of professionals in the area thought it was crucial to work for an organization that offered possibilities for training and growth.

It is evident that there are significant disparities between what recent hotel industry graduates witnessed and what they believed to be critical factors in choosing a job. Furthermore, these opinions differ between people who have left the hotel industry and those who are currently working there. Considering that Blomme et al. (2009) and Richardson (2009) discovered that students' perceptions of the hotel sector change significantly once they work in the field, differences in the judgments of job component experience and relevance are not surprising. Employees in direct touch often report feeling more emotionally exhausted and less satisfied with their jobs. Studies show that people working in the service business typically feel psychological stress. In 2019, Obeidat et al. Employees in the service sector want to quit. Current research defines job satisfaction as the positive emotion or enjoyment that an individual derives from their evaluation of their work experience. Workers that interact directly with customers often discover that they are more prone to emotional exhaustion and lower levels of job satisfaction. Research has shown that psychological stress is a common occurrence for service personnel. Workers in the service industry want to leave their positions.

Employees should always give their best effort while working because their own and other people's emotions may influence those who interact face-to-face with many other workers (Johnson et al., 2005). It is essential to have conversations regarding prospects for advancement. "Know their individual goals and start to formulate a plan on how to achieve them," Hohmann advises. Talk about your training options and seek guidance from the most experienced staff members. After that, have frequent check-ins with the team to discuss their development. This will encourage them to remain with the organization, saving you the expense of continually recruiting and onboarding new hires. According to recent data conducted by LinkedIn, the primary cause of employee turnover is a perceived lack of professional development opportunities inside their present employers. How do you foster a culture of growth and development among your staff members without giving them unwarranted raises or promotions? According to Hohmann, workers' doubts about their ability to progress in their professions stem from their ignorance about the competencies they want to acquire and the potential experience gaps that may exist. Thus,

individuals are unaware of their progress, or if the organization acknowledges it."

Instructors can provide a more accurate picture of the profession if they expect students to gain real-world cooking experience immediately. Graduates in the hotel business are more likely to stay in the profession if they have more equitable standards, according to Kusluvan & Kusluvan (2000). Perhaps graduates would stay in the field longer if professors could contribute to more genuinely formed standards. To dispel any doubts about work standards, it might be helpful to show how shifting employees to other roles within the organization is an option. Businesses must invest in their training and provide constructive feedback in order for employees to keep trying to achieve their managers' expectations and the company's objectives. Inside the company, individuals are allowed to develop new roles as long as the hiring workers have taught them what roles inside the organization best suit their needs and what they develop. During their professional year, employees should have both official and informal assessments of their work. Internship opportunities will only help students form accurate perceptions of the hospitality sector. According to the research study's findings, a big disconnect exists between what individuals believe is required and what they really encounter, which is why many quit the hospitality sector. Researchers found a connection between the characteristics of a pleasant job, a fair beginning salary, a mental challenge, and enjoyment, and the disparities between hotel graduates who left and those who did not. Alrowwad et al. (2020) When workers feel accountable for their job results, respect their roles, utilize all of their abilities in their work, and receive recognition for their contributions to the organization, they will perform at their best. Employees should get prizes if the task needs greater effort in order to inspire them even more. Delivering these incentives to an employee as soon as possible after an achievement, as a "thank you" for their hard work, has a strong motivating impact. There are several methods for the company to express gratitude to a worker. Companies have to choose between investing more time and money in putting the greatest job resurrection ideas into practice and concentrating more on retaining their current pool of talented employees. Hiring new employees is an expensive, worrying, and time-consuming process. All of these things, like receiving a free dinner or whatever, help an employee feel appreciated, according to EA Consulting. So, is it prudent to make every effort to retain competent employees once you have them on board? Consider keeping your employees in mind while your workforce changes. I am aware that the factors that draw applicants to a certain position and those that keep them there vary significantly. Although the main incentive that prospective workers look for in a job is a monthly wage, this does not guarantee that they would remain with the firm (Masa'deh et al., 2018). The modern worker demands a full range of professional benefits, such as a comfortable work environment, a well-defined employment path, a diverse range of responsibilities, and a harmonious balance between personal and professional life. Anything other than the monthly salary guarantees retention. Offering perks such as high pay, high compensation ratios, incentives, pension and health care plans, paid time off, and education reimbursement sends a clear message to employees about their value to the organization. Not simply attractive compensation is what attracts a competent employee to a firm. Listen to employees, learn about their successes, and ask them about the best employee incentives for the company. Employers could also plan events and research projects that allow employees to share knowledge and perspectives. Pay should have a significant impact on employees' engagement with the company and, consequently, help them stay loyal to it. The project's subjective section also delves into these topics. It's evident that the demanding work environment and long hours were the reasons for many of the sector's departures. In addition to these less significant reasons, those who stayed possessed some more noteworthy ones, such as enjoying their work, facing challenges, and gaining fresh experiences. Industry professionals could leverage the graduates' educational background by assigning them tasks and challenges that align with their education. In addition, they need to push their staff members and provide them with fresh experiences and chances for career advancement.

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