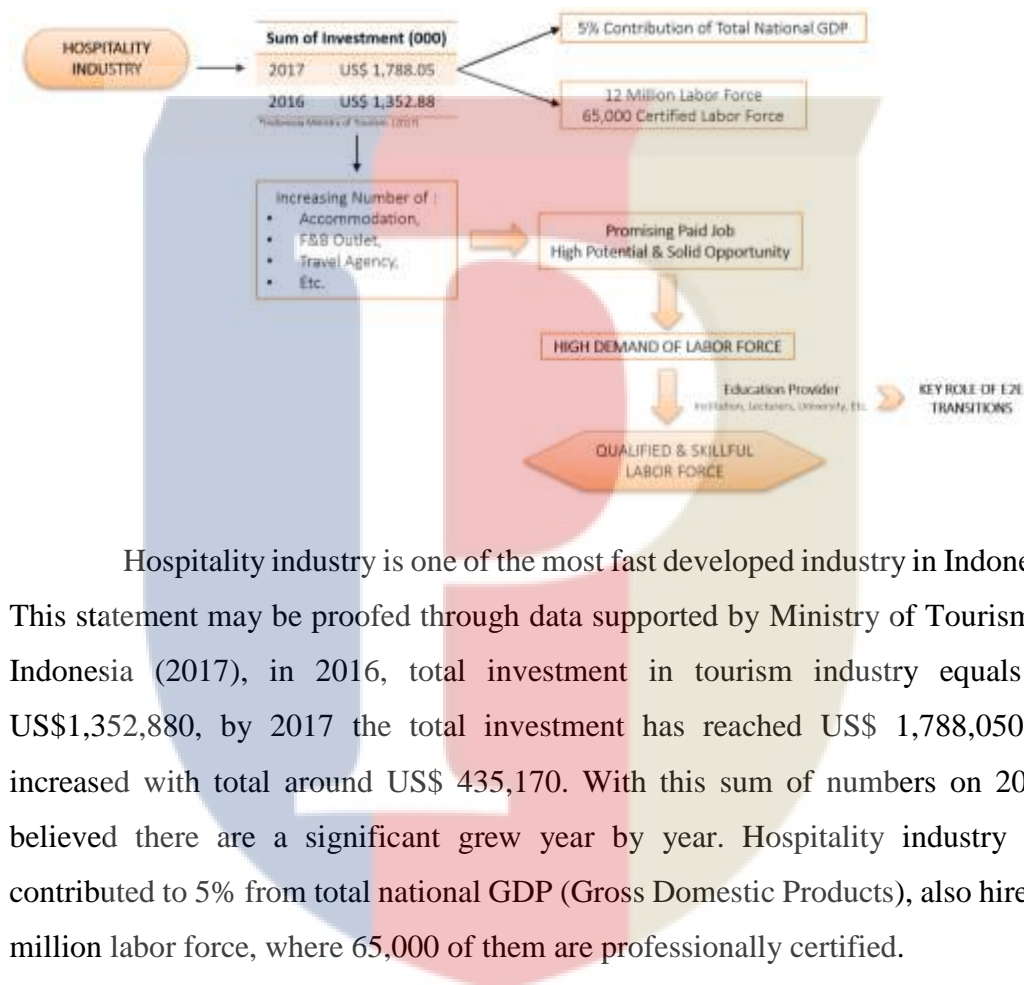


# CHAPTER I INTRODUCTION

## 1.1. Background

Figures 1.1

Background of Study



Hospitality industry is one of the most fast developed industry in Indonesia. This statement may be proofed through data supported by Ministry of Tourism in Indonesia (2017), in 2016, total investment in tourism industry equals to US\$1,352,880, by 2017 the total investment has reached US\$ 1,788,050 or increased with total around US\$ 435,170. With this sum of numbers on 2017, believed there are a significant grew year by year. Hospitality industry has contributed to 5% from total national GDP (Gross Domestic Products), also hire 12 million labor force, where 65,000 of them are professionally certified.

Following the positive growth of investment, number of accommodations, F&B outlet, travel agency and others tourism attributes are increasing and opened a lot of work fields. These opened post become a promising paid job, with high potential and open a lot of employment opportunity. Increase numbers of opened vacancy post has increased the demand of market for high number of labor force, and it is really important to find qualified and skillful employee to fill-up the empty post.

In a process of creating qualified and skillful labor force, educational provider such as institutional, university, lecturers have played an important role in between E2E (Employment to Education) transition process. Educational provider has become an important key role that will create the best talent, whom ready and suitable to work in the professional fields.

## Figures 1.2

### Background of Study 2

Playing a role as medium in between E2E transition and creating best talent possible, education providers play roles to share information, giving understanding and share their previous experience. These shape of input received by students will create shape of perceptions, as processing all the data and information to a shape of an imaginary figures they could understand, and it may comes in neither positive and negative perception of an atmosphere and situation occurred. Neither positive or negative the perception, it will turned into a final shape of thinking and processing, which called expectations. As every single individual has different way of implementing, ability to process and variety source of information, therefore there will be variety options of expectations resulted.

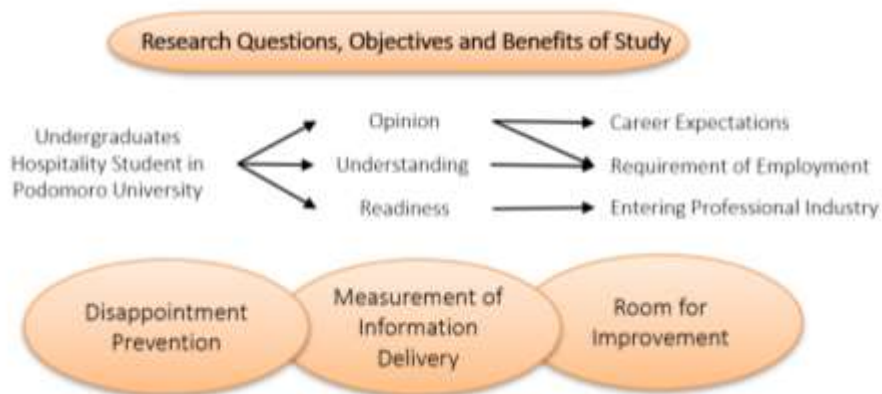
#### **1.2. Problem Limitations**

In order to prepare the best talent, ready to work, it is important to get to know how student filter all the information they've got along the study. In another way it is important to understand and review on how does the teaching process has bring undergraduates to come up into one clear image of employment in the real industry. Since lot of unclear perception stay through the undergraduates and make different expectation and perception between before and after entering the labor force, this may cause to a lot of disappointment and bring different perspective between employers and undergraduates that leads to negative sight towards each other.

#### **1.3. Research Questions**

## Figures 1.3

### Research Questions, Objectives and Benefits of Study



This study will answer to these following questions:

1. What is the opinion of undergraduate hospitality student in Agung Podomoro University regarding career expectation?
2. What is the opinion of undergraduate hospitality student in Agung Podomoro University regarding requirement of employment?
3. Has undergraduate hospitality student in Agung Podomoro University understand the requirement of employment in hospitality industry?
4. How ready are the undergraduate hospitality student of Agung Podomoro University to enter the professional hospitality industry?

#### **1.4. Objectives of Study**

The main objectives of this study are:

1. To get a broad view of undergraduate hospitality student in Agung Podomoro University regarding their career expectation
2. To get a broad view of undergraduate hospitality student in Agung Podomoro University regarding their opinion and understanding towards requirement of employment
3. To see if there are any differences of opinion between undergraduates that has prior experience in the industry versus the one without.
4. Obtain the confidence level and ensure the readiness of student to enter the professional hospitality industry upon graduate.

### **1.5. Benefits of Study**

There are 3 main benefits will shown upon obtaining the result of this study, as follows :

1. For educators, this study result may be used as a tools of measurement in order to know better on how accurate and well the information passed through education process, in order to create a proper and clear understanding regarding the hospitality industry. Educators may use the result to find rooms for improvement, especially to enhance the understanding level of undergraduate student in hospitality faculty of Agung Podomoro University.
2. For students, this study will become an image and represent their opinion in order to prevent any further disappointment in between students, educator and employers, caused by different expectations and perspective towards requirement of employment in the real industry.
3. For employers, result of study could represent the thought of young talent in hospitality industry nowadays. This may become a tools to evaluate on how to find the right and best suitable match talent for a specific job, and communicate with educators on how to decrease the misunderstanding in E2E (Education to Employment) transitions.

