A Mixed Method Study of Employability and Career Adaptability of Tourism and Hospitality Graduates:

for Curriculum Enhancement Model

Maria Cecilia Angeles – Tio Cuisin

University of Santo Tomas
Manila, Philippines
Question 1

Why consider employability and career adaptability as the focus of my working paper?
Employability and Career Adaptability

a set of achievements—skills, understandings and personal attributes—that makes graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy”.

Yorke and Knight (2003)
is a central construct in adolescent career development and is defined as the ability to adjust oneself to fit new and changed circumstances in one's career by planning, exploring and making decisions about one's future.

Hirschi (2009); Brown & Associates (2002); & Savickas (1997)
With the existing global business system, employability is viewed as the basis for national development but with great reliance on the translation of a constant enhancement of knowledge, skills and abilities of a nation’s human capital.

(Brown & Lauder, 2001; Wright, Brinkley & Clayton, 2010)
Why dwell on tourism and hospitality industry?
Travel & Tourism is a key sector for economic development and job creation throughout the world.

In 2016, Travel & Tourism directly contributed US$2.3 trillion and 109 million jobs worldwide.
Taking its wider indirect and induced impacts into account, the sector contributed US$7.6 trillion to the global economy and supported 292 million jobs in 2016.

This was equal to 10.7% of the world’s GDP, and approximately 1 in 11 of all jobs.
Travel & Tourism as one of the world's largest industries, employing approximately 255 million people and generating over 10 percent of world GDP.
Travel & Tourism’s direct contribution to GDP is expected to grow at an average of 3.9% per year over the next ten years.

By 2027, Travel & Tourism is expected to support more than 380 million jobs globally, which equates to 1 in 11 of all jobs in the world and the sector is expected to contribute around 23% of total global net job creation over the next decade.
Question 3

What challenges are being faced by today’s academe?
Graduates are seen as a valuable resource in the knowledge-based economy.
Undeniably, the soft skills acquired would be most essential in the recruitment of graduates. (Yorke, 2006)
Besides employability, today’s higher education is also expected to develop in their students’ career adaptability considering the range of benefits it offers to the individuals as well as to their future work organization.
What theoretical underpinning supports the conduct of my study?
How can graduate employability be developed?

Theoretical Framework

(CareerEDGE: The key toemployability: developing a practical model of graduate employability. Dacre Pool and Sewell, 2007)
What are the gaps to be addressed by this study?
1. Lucidate on the preferences of the tourism and hospitality industry relative to the graduates’ understanding skills, efficacy beliefs and metacognition;
Objectives of the Study

2. Determine career adaptability of a select group of tourism and hospitality graduates
Describe the problems and issues encountered by employers in regard to their tourism and hospitality recruitment.
How do I plan to go about this paper?
Research Design

is the optimal market research approach for measuring the value that consumers place on features of a product or service. This commonly used approach combines real-life scenarios and statistical techniques with the modeling of actual market decisions.

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Inclusion Criteria

1. Company position
2. Involvement in the human resources development
3. Tour, travel and hospitality-related establishment
Industry located in Metro Manila area with respect to the would-be professionals from tourism and hospitality management schools.
**Data Measures**

**ATTRIBUTES**

anchored on Dacre, Pool and Sewell’s Career Edge Model (2007) were used as theoretical basis in evolving the desired attributes.

<table>
<thead>
<tr>
<th>ATTRIBUTES</th>
<th>Willingness to learn</th>
<th>Can regulate emotions</th>
<th>Entertains career options</th>
<th>OJT considerably not related</th>
<th>Applies academic knowledge</th>
<th>Goal-oriented</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work well With others</td>
<td>Perceive emotions</td>
<td>Entertains career options</td>
<td>OJT related to work</td>
<td>Critical and reflective</td>
<td>Process-oriented</td>
<td></td>
</tr>
<tr>
<td>Work well With others</td>
<td>Understand emotions</td>
<td>Collaborate effectively</td>
<td>OJT considerably not related</td>
<td>Understand multiple views</td>
<td>Goal-oriented</td>
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To determine the challenges of the tourism and hospitality sectors as regards the employability and career adaptability of tourism and hospitality management graduates,

Semi-Structured Interview

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Data Collection

Balanced Incomplete Block Design shall be used for the deployment of the survey which will be the basis for determining the rank of the given choice bundles from the most favored to the least favored according to the preferences on the particular attributes

(Green, 1974; Almairan, 2015; Lee & Roth, 2015).
1. Conjoint Analysis
2. Pearson r
3. T-test for independent sample
4. Canonical Correlation

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1. discerning themes and subthemes
2. winnowing themes into a manageable few
3. building hierarchies or codebooks
4. Linking themes into a theoretical model
To elucidate further and highlight the case study being undertaken, the pattern-matching technique by Teddie and Tashakkori (2009) shall be used for a mixed-method research such as the one under investigation.
What significant benefits may accrue from the conduct of this study?
Significance of the Study

oster understanding on how educational institutions link with the industry for the advancement of students’ learning for the development of employability and career adaptability skills.

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effectively embedding a specific program of employability skills development and career adaptability in the curriculum.
ridge the skills gap that the academe and industry sector are confronted with through an intensified partnership between the academe and the industry.

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Simulate the conduct of further studies on employability and career adaptability emphasis on implications to curriculum development and implementation in the Philippines.
Contribute greatly in the Tourism and Hospitality Industry in terms of promotion of consciousness of the training and development extended to all educational institutions.
Thank you for listening

Maria Cecilia Angeles – Tio Cuisón
University of Santo Tomas Manila, Philippines
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Maria Cecilia Angeles – Tio Cuisan
Ph.D. Human Resources Management
UST Graduate School