

## Factors affecting the career choice of students in tourism: Evidence from Danang city, Vietnam

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### ABSTRACT

The purpose of this research was to determine the factors affecting the career choice of students in Tourism in Danang City, Vietnam. The survey adopted some questionnaire from the existing literature, distributed among 350 randomly chosen participants and managed to collect 300 properly filled ones. Cronbach's Alphas were well above the desirable level and confirmed the overall survey. Exploratory factor analysis (EFA) was implemented to reduce the important factors into six groups and multiple regression analysis (MRA) was executed in order to measure the effects of each group on the career choice. The survey results show that the career choice of students in Tourism was due to career opportunities, belief in self-capacity, culture, intellect and the imposition of others.

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## 1. Introduction

Danang is a tourist city of Vietnam. The city is a popular tourist destination and has many unique tourist activities. The quality of tourism's staff is the main reason for attracting many people. According to a forecast accomplished in 2020, Da Nang will welcome 8.5 million visitors, including 2.5 million international visitors, 6 million domestic visitors and the demand for direct tourism labor will reach 35,289. In particular, the accommodation industry in 2020 will increase to 26,000 rooms, 62,000 rooms are forecasted in 2030 and will require 65,000 to 70,000 employees for the trained hotel industry. This shows that the demand for training at educational institutions is extremely urgent. There were many researches on the career choice of students as well as factors affecting the career choice of students. Some researches on the career choice of students and factors affecting the career choice of students were performed by Chapman (1981), Paolillo and Estes (1982), Oanh (1996), Auyeung and Sands (1997), Borchert (2002), Qui and Thi (2009). However, there had not been any research on factors affecting the career choice of students in Tourism in Danang City, Vietnam. Therefore, this study will focus on the career choice of students in Tourism as well as factors affecting them in Danang City, Vietnam.

## 2. Literature Review

### 2.1. The career choice of students

According to Borchert (2002) there are three main elements affecting the choice of career including environment, opportunity and personal characteristics, and personal characteristics maintains the highest importance for choosing the job of students of high school. Tang et al. (2008) used the model of career society development theory (Felton et al., 1994) surveying factors affecting the work choice trend of the students of high school. This research pointed out that the studied knowledge, self-

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assessment ability for career, benefits and expected results in career development process affect the choice of the job of students of high school. Chapman (1981) argued that university factors such as tuition fees, geographic location, cost support policies or dormitory environment will influence the student's choice of school. In Vietnam, Oanh (1996) showed that the effectiveness of the choice of the work of students depends on 3 elements mainly based on “triangle of career guidance” including awareness of career world, awareness of the demanding work of the society and advising work. Qui and Thi (2009), through the analysis of 227 answer sheets of high school students in five high schools in Quang Ngai province, showed four factors including future employment opportunities, characteristics of the university, the student personally that influence the decision to choose a university.

## 2.2. Factors affecting the career choice of students

(1) **Belief in self-capacity:** According to Bandura (1997) “Believe in self-capacity is an identification of individual about psycho-physical characteristics of themselves meet the requirements of a certain job and ensure that the work achieves a result”. According to this theory, there are four causes of believing in self-capacity: experience of themselves; social learning; the incentive of society and emotional states. From this, the author hypothesized the following:

Hypothesis 1 (H<sub>1</sub>): There is a positive effect of belief in self-capacity on the career choice of students in Tourism.

(2) **Career opportunities:** These are the factors favorable for the career development of students when working, such as job opportunities, increasing incomes, stable jobs, dynamic and professional working environment (Felton et al., 1994; Tan & Laswad, 2006). However, Jackling and Calero (2006) do not agree with this view.

Hypothesis 2 (H<sub>2</sub>): There is a positive effect of career opportunities on the career choice of students in Tourism.

(3) **Culture:** Cultural values according to Hofstede (1980) include: The gap of power, individualism, the avoidance of unknown issues, masculinity, long-term orientation, passion for restraint. Some people believe that Vietnamese culture has a middle distance of power, collectivism, avoiding unclear issues and long-term orientation.

Hypothesis 3 (H<sub>3</sub>): There is a positive effect of culture on the career choice of students in Tourism.

(4) **Intellect:** Myburgh (2005) studied the factors that influence the choice of becoming an accountant for freshmen at Pretoria University, the aptitude as well as the advice and guidance of parents. Hobbies are regular or habitual particles to bring people joy and excitement. Interest is an important determinant for students to choose an accounting profession (Jackling & Calero, 2000).

Hypothesis 4 (H<sub>4</sub>): There is a positive effect of intellect on the career choice of students in Tourism.

(5) **The imposition of others:** Advice of family members, relatives, teachers and friends impact on intents of students choice of accountancy (Tan & Laswad, 2006). Similarly, Auyeung and Sands (1997) indicated that parents, teachers, alumni, friends will affect the choice of career of students of Asia. Because of the effect of cultural tradition, their decisions focus on toward family.

Hypothesis 5 (H<sub>5</sub>): There is a negative effect of the imposition of others on the career choice of students in Tourism.

## 2.3. Proposal of research model

Based on the research of previous authors and the theoretical background presented, combined with the study of characteristics of tourism students, the author built the proposed research model as follows:

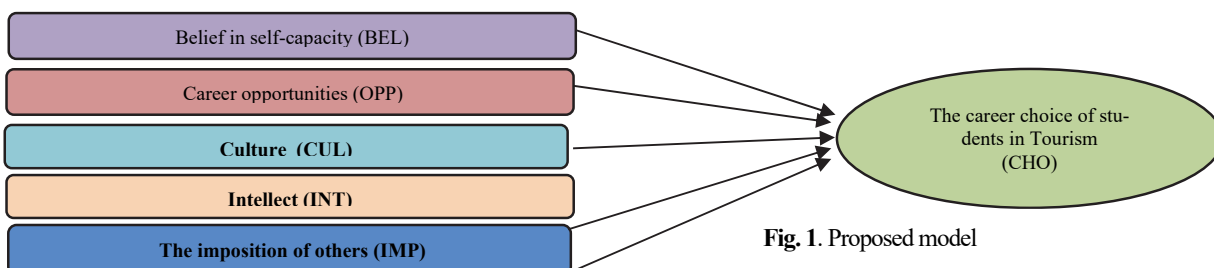


Fig. 1. Proposed model

### 3. Data Collection and Research Methodology

The data were collected from the survey at 3 universities during the fourth quarter of 2019 in Danang City, Vietnam. There were 350 students of the tourism department (in the total of 1,000 students at Universities in Danang City) who participated in this survey. After eliminating the invalid votes, 300 remaining votes were reliable for analysis. To achieve the goals of this research, we have used a combination of the qualitative and quantitative methods. Qualitative research was applied by interviewing the experts. Based on the collecting opinions from experts (including the Lectures in tourism, Tourism Associations, Danang Tourism Department) about the factors affecting the career choice of students in tourism, we have developed, adjusted and rearranged the questionnaire to set a formal scale to do the survey at Universities in Danang City, Vietnam. Quantitative method was used by these steps: designing the study, collecting data, quantitative analysis was also used based on software version 20.0 SPSS. This software has been used to synthesize and present basic data about the frequency of variables and statistical description of factors and their impacts on the career choice of students in tourism. In this study, first author used Cronbach Alpha Test techniques to test the factors of the scale then we have used technical analysis exploratory factor (EFA) to reduce the observed variables, change variable names and models shortened; finally we ran regression models through regression analysis techniques to assess the final conclusions of the factors that affect the career choice of students in tourism at Universities of Danang City.

### 4. Result and Discussion

In this survey, the author has proposed a model of 20 independent observers (variables) gathered in 5 groups of factors and 4 observers for the dependent variable. To test the reliability of the scale model of the original author used the Cronbach's Alpha testing. Results of the testing were eliminated from model 6 observations and the results are in Table 1.

**Table 1**

The result of Cronbach's alpha scale

Scale	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item- Total Correlation	Cronbach's alpha If Item Deleted
BEL - Belief in self-capacity, $\alpha = 0.826$				
BEL1	9.87	4.455	.663	.777
BEL2	9.89	4.388	.686	.765
BEL3	9.95	4.586	.667	.774
BEL4	9.83	4.799	.591	.807
OPP - Career opportunities, $\alpha = 0.851$				
OPP1	10.11	5.044	.708	.804
OPP2	9.98	4.966	.726	.796
OPP3	10.07	5.299	.698	.809
OPP4	9.90	5.468	.637	.834
CUL- Culture, $\alpha = 0.813$				
CUL1	10.44	4.475	.639	.761
CUL2	10.25	4.482	.645	.758
CUL3	10.29	4.586	.608	.776
CUL4	10.40	4.582	.632	.765
INT - Intellect, $\alpha = 0.719$				
INT1	10.93	4.136	.476	.677
INT2	10.82	3.856	.553	.629
INT3	10.80	4.243	.549	.638
INT4	10.42	4.138	.461	.686
IMP - The imposition of others, $\alpha = 0.773$				
IMP1	7.53	7.962	.357	.825
IMP2	8.20	6.485	.701	.652
IMP3	8.11	6.235	.726	.635
IMP4	8.07	6.780	.550	.732
CHO - The career choice of students in Tourism, $\alpha = 0.887$				
CHO1	10.75	7.074	.719	.867
CHO2	10.89	6.774	.767	.849
CHO3	10.63	6.496	.759	.852
CHO4	10.63	6.415	.767	.849

**Table 2**

Result of KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.892
Bartlett's Test of Sphericity	Approx. Chi-Square	2910.120
	df	210
	Sig.	.000

As can be seen in the test result of the rating scale measuring the career choice of students in Tourism, the Cronbach's Alpha

= 0.887 (>0.6), the gross correlation coefficients are approximately or greater than 0.5 (much more than the acceptable level of 0.3); hence, the reliability of this rating scale is acceptable. After the Cronbach's Alpha test, we used the result acquired from the summary of 300 eligible answers and input variables into EFA to take out factors. The result of the selection of Varimax rotation and shortened down to the variable load factor less than 0.55 after the first time running, the results showed: KMO=0.892 with Sig=0.000 significance level and extracting 6 factors with the gross variance extracted=63.601% (Table 2 and Table 3).

**Table 3**

Analysis of the gross variance extracted elements

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %
1	7.624	36.304	36.304	7.624	36.304	36.304	3.055	14.549	14.549
2	2.302	10.963	47.267	2.302	10.963	47.267	2.808	13.371	27.920
3	1.250	5.951	53.218	1.250	5.951	53.218	2.760	13.141	41.060
4	1.107	5.272	58.491	1.107	5.272	58.491	2.440	11.617	52.678
5	1.073	5.110	63.601	1.073	5.110	63.601	2.294	10.923	63.601
6	.832	3.963	67.564						
7	.770	3.664	71.229						
8	.709	3.377	74.605						
9	.687	3.273	77.878						
10	.605	2.880	80.758						
11	.561	2.670	83.428						
12	.518	2.467	85.894						
13	.457	2.176	88.070						
14	.415	1.975	90.045						
15	.393	1.869	91.914						
16	.362	1.723	93.637						
17	.349	1.664	95.301						
18	.314	1.493	96.794						
19	.274	1.306	98.100						
20	.240	1.143	99.243						
21	.159	.757	100.000						

**Table 4**

Rotated Component Matrix

Scales	Component				
	1	2	3	4	5
CUL3	.757				
CUL4	.740				
CUL2	.651				
CUL1	.606				
BEL3		.770			
BEL2		.760			
BEL1		.692			
BEL4		.594			
OPP1			.803		
OPP2			.773		
OPP3			.657		
OPP4			.522		
INT2				.745	
INT3				.648	
INT1				.646	
INT4				.589	
IMP3					.920
IMP2					.889
IMP4					.762

As can be seen in Table 4, there are 6 factors with the gross variance extracted equal to 63.601%, which means these 6 factors can explain for 63.601% the career choice of students in tourism in Danang City. Therefore, we have developed the model of Multiple Regression as follows,

$$Y = \beta_0 + \beta_1 BEL + \beta_2 OPP + \beta_3 INT + \beta_4 CUL - \beta_5 IMP$$

Therein:

+ Dependent variable: The career choice of students in Tourism (Y).

+ Independent variable: Belief in self-capacity (BEL), Career opportunities (OPP), Culture (CUL), Intellect (INT), The imposition of others (IMP).

After successfully developing the model of factors that affect the career choice of students in Tourism in Danang City, we processed to assess this model by Multiple Regression Analysis (MRA) model to test its appropriateness and to examine the extent to which these factors influence the effectiveness of internal control systems. The result of MRA analysis generated by SPSS with “Enter” method is given in Table 5 as follows:

**Table 5**  
The result of the partial correlative appraisal of regression coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.107	.226		-.473	.636	
	BEL	.186	.072	.144	2.595	.010	.512
	OPP	.263	.066	.231	3.965	.000	.466
	INT	.301	.069	.229	4.383	.000	.579
	IMP	-.024	.036	-.027	-.669	.000	.981
	CUL	.339	.076	.268	4.474	.000	.440

**Table 6**  
The examination of the explanatory level of the model (Model Summary<sup>b</sup>)

R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.536	.528	.58125	2.021

MRA result shows that adjusted  $R^2 = 0.536$ , F-test (ANOVA table) expresses the significance level sig. = 0.000; thus, the regression model is suitable and these factors can explain 53.6% of the variations of the dependent variable. Considering the regression weights, we can identify the positive correlation between these factors and the career choice of students in Tourism, these variables are statistically significant when the level of significance is one percent. In addition, there is no sign of multicollinearity, or to be specific, these variables are not inter-correlated. Based on Beta coefficients, we can arrange the order affecting the career choice of students in Tourism: Culture, Intellect, Career opportunities, Belief in self-capacity and The imposition of others. Thus, the model factors affecting the career choice of students in Tourism in Danang City remaining 5 factors with specific equation is:

$$Y = -0.107 + 0.186 (BEL) + 0.263 (OPP) + 0.339(CUL) + 0.301 (INT) - 0.024 (IMP)$$

## 5. Conclusion and some policy implications

### 5.1. Conclusion

This is an empirical study on the pattern of factors affecting the career choice of students in Tourism at Universities at Danang, Vietnam. Based on the results of research, we have come up with the key factors that affect the career choice of students in tourism including belief in self-capacity, career opportunities, culture, intellect and the imposition of others. Detection is vital for the orientation of students having a right vision in the career. Moreover, there is a need for improving the strategy of admissions, renew of proper training programs for school to satisfy the need for learners and society in the coming time.

### 5.2. Some policy implications

Firstly, “Culture” has the most effect (coefficient = 0.339) on the career choice of students in Tourism. It is generally believed that learning must go to practicing, so schools have to focus on linking with enterprises to students experience the fact to understand working environment, feature and culture of tourism industry staff. Culture is a vital element which make the favorable and long-term work, to build an amazing culture, so self-learners must build a relationship based on friendly atmosphere, help people and work enthusiastically.

Secondly, “Intellect” (coefficient = 0.301). When decision chooses to become a tourism industry staff, students have to consider the suitable capacity of themselves for tourism industry staff. Hence, the career choice must be according to the ability to have motivation in studying a beneficial result. Besides, students need to resolve learning, exercise skills such communication, negotiation, leadership and so on.

Third, “Career opportunity” (coefficient = 0.263). Universities need to organize career orientation for junior high school students more effectively so that they could understand the nature and characteristics of accounting profession to help them make the right decision when they want to pursue a career. Organize regular extracurricular sessions, bringing students to practice experience at companies. In addition, teachers need to always update the latest travel information to disseminate to students, helping students capture information to learn and work correctly, in accordance with the standards.

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