



The Opportunities of Career Development in Tourism Industry in Bangladesh

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Abstract

There is a tendency to go to tour in winter. After a long boredom, to break monotony everyone wants to go to a tour. A historical or natural famous place to stay or observe, transportation to go, food to eat and etc. are needed to arrange a tour. As these items can create recreation for someone, they can also create career for someone. So, developing career in tourism industry can be buzzword. To know about the perception of career development in tourism industry in Bangladesh, this research has been conducted. In this research, 14 variables have been identified and using these 14 hypotheses was made. Among them, especially the status of career in this industry has been identified. The relationship between job satisfaction and demographic characteristics like income and education status has been assessed. In this research, single cross sectional design has been used where one sample of a respondent is drawn from the target population and information is obtained from this sample only once. This design is also called sample survey research design. Simple random sampling was used. The study was limited to the students of Jahangirnagar University. In this research, a questionnaire is used for survey where the questionnaire was comprised of 18 questions. Collecting about 200 samples, the opportunities of career development in tourism industry in Bangladesh have been assessed.

Keywords: Career Development, Tourism Industry, Bangladesh.

Introduction

Tourism which is one of the world's most important and a major source of employment. This sector is also the largest justifiable service industry that is generating huge revenue for tourist country. Tourism comprises of exchanging tourists within countries and provides them with all necessary facilities. This sector has a great impact on the global economy. It is considered as one of the largest foreign exchange earners among industries and has a large scope to develop career. It provides services directly to millions of people worldwide and indirectly provider different associated service.

In tourism industry, opportunities of career development is claimed to be more accessible than other industries of the economy due to both the nature of the organization and strong international affiliation of tourism enterprises (Baum, 1995; ILO 2001). So, the term career development has been accepted as the descriptor to be used for career information, advice and guidance (Hr. Leeds, 2016).

Career in this industry is relatively new phenomena. Development in tourism industry is able to create new employment opportunity. Often it is criticized for providing primarily low-skilled and low-paying but there are huge opportunities of career development. Different opportunities are available in private, public and third sectors with excellent opportunities for

career development. We know that some criteria are considered in career development such as job satisfaction, job outlook, prestige, payment etc. An important criterion of career development is motivation. Motivation helps to increase willingness of the workers to work more and a better feedback. Many people around the world are employed in this sector in a vast range of roles such as sales, marketing, customer service, IT and administration.

There are also some career option such as airlines, hotels, tour operator, travel agent, transporting, consultant, event organizing, adventure tourism expert, logistics, cruises and tourism department in private and government sector. A person can develop his or her career in this sector of tourism. Employee empowerment of an employee is necessary to take decision and help to show creativity. If someone wants to develop his or her career in tourism industry, he has to know about the scopes and opportunities of this industry.

Career Development in Tourism Industry

Everybody knows that Tourism sector renders the service of recreation and entertainment. Now-a-days everyone wants to spend their quality time in a proper way and needs relaxation (Christopher A. A., 2012).

However, Tourism is considered first growing and popular sector. Tourism industry of Bangladesh also does not have any exception from this. It has the opportunity to contribute in the national economy of the country. Tourism will grow 4 percent per annum over the next ten years will support 275 million jobs (8.4 percent of all jobs) with 9.5 percent of total global GDP (WTTO, 2009). It ensures long-term growth potential and in its increasing importance in the world as highest priority industries highest priority industries and employers (WTTC, 2009, p7). In tourism sector, there are huge scopes of career development.

The academic community is investigating a variety of different areas related to career development in tourism industry. For example, a range of factors in tourism employment, including work motivation, success perception and job acquisition strategies have been explored in research (Ross, 1992, 1993, 1997). Motivation gives a worker more energy to conduct his job.

A person can use the acquisition strategy if s/he has passion on it. Finally, success perception leads to successful career in this industry. These three factors influence employees in this sector. In a research Nemko considered five criteria: job satisfaction, job outlook, difficulty of required training, prestige, and payment for the career in this industry (Nemko, 2008). Kuslivan (2000) also indicated that tourism employees leave the industry due to low job satisfaction, poor working conditions, and a lack of motivation.

The probable criteria regarding career development in tourism sector are stated with discussion. Davis in their research has shown that job satisfaction is closely linked to the behavior of individual in the work place (Davis et al, 1985). If employees become satisfied in their job, they become sincere, dutiful and responsible to their jobs.

Moreover, in a research Kaliski stated that job satisfaction is important and it is they key ingredient that leads to recognition, income, promotion and the achievement of goals that lead to a feelings of fulfillment (Kaliski, 2007). Job satisfaction can be defined as the extent in which a worker is content with the rewards that get out from his or her job particular in terms of intrinsic motivation (Statt, 2004). It can be easily said that positive and favorable attitudes of a worker towards his or her job indicate the job satisfaction.

From UK and Greek perspectives, attitudes to career in tourism have been examined in a study (Airey and Frontistis, 1997). When the employees become satisfy in their job, they show positive attitude and feelings. If employees are dissatisfied they show negative and unfavorable attitudes. Job outlook is another important criterion. Attitudes of the employment demonstrate the job outlook and the prestige. According to the researches (Baum, 1996) and

(Wood, 1995), tourism and hospitality employment have resulted to hotel jobs being considered as a low status jobs with low payments and poor working conditions. It is seemed that serving the people in tourism and hospitality employment isn't prestigious job and its payment is very low. Negative and unfavorable attitudes of the workers towards their job indicate job dissatisfaction (Armstrong, 2006). Here Practical and operational skills has more importance than formal qualification. A study (Nankervis, et al., 1996) suggests that, training or imparting of new skills and attitudes has become a daily aspect of individual's working life.

This study also described that sometimes this may merely be an upgrading process, but in others who feel the training tough, it requires a complete change from one occupation to another. Staff training is becoming more effective in some sectors of hospitality industry that was also identified in the research. To exemplify this practice they mentioned that some hospitality organizations have initiated integrated employee benefit programs to assist in the management of labor turnover. Nemko considered in his research payment as one of the important criteria.

In his study he showed that a person always evaluates the payment mechanism to develop his or her career (Nemko, 2008). Powell and Thrane stated in different research that tourism sector is often considered as it requires long work hour but lower than average pay (Powell, 2009; Thrane, 2008). According to this, employees have to do work for long time but they are paid less than the average comparing to other industries in this sector.

To emphasize on Tourism education, Ladkin identified in his research that Tourism education and aim to provide new insights into the management of tourism activity, will make itself relevant for the future.. He showed that education has impact on career development in this sector (Ladkin, 2005). An improved understanding about education would bring benefits to both individuals who wish to develop their career in tourism and would also bring benefits to this sector as whole.

Ayres (2006) found that tourism industry has a rapid growth, the subsequent is increasing in the number of jobs and there has a growth in educational courses, few courses about tourism industry are reported in the literature and little information is available to those who are involved in HRM in this industry. He also found that tourism vocational education appears to emphasize the specific employer's skills is needed.

In contrast, higher education highlights innovation and critical thinking. As a result, Graduates in tourism are exposed to a broad range of economic and planning issues that are related to the development and growth. The combination of both theory and practice aim to prepare students to analyze markets, assess regional weaknesses and strengths, and understand security, marketing, infrastructure and cost associated with tourism.

Contrary to the above observation, a large proportion of workers in tourism industry have formal educational background while others are part time students and those regarded as contingent workers (Hjalager and Anderson, 2001). Besides the formal educational background in tourism, there are opportunities for students for part time job in tourism industry.

Employee empowerment helps employee to take decision as well as show creativity. At the time of taking decisions, employees suite with any situation and become responsible for their actions and that is called empowerment. Empowerment describes as a venue to enable employees make decisions (Bowen & Lawler, 1992) and as a personal experience where they have responsibility for their actions (Pastor, 1996). If employees become empowered, they can take actions immediately and can enhance efficiency of service delivery process.

Fulford and Enz, (1995) suggested that groups from different subjects in the service industry should be studied to learn more about the concept and practice of empowerment and the industry structure, seasonality for hotel jobs, lack of government regularity framework

and easy of entrance in hotel business enterprise as well as make this very sensitive to social and economic changes.

According to Bull (1995), the factors observed to both motivate and de-motivate workers in the tourism industry in Europe. So workers don't get the proper motivation when the job is offered for temporary period. Moreover if the industry isn't well structured and if it is easy for competitor to enter then the workers don't get the motivation for the job.

In tourism sector, the movements of labor are depends on in terms of attraction and satisfaction with the industry, and other problematic issues is seasonality which is depends on labor supply and it have been investigated in research respectively (Hjalager and Andersen (2001), (Szivas et al. 2003), and (Jolliffe and Farnsworth 2003). According to this research, in this industry there is a lacking of professionalism while employees are being recruited.

Switching to other attractive jobs in this industry has been a big issue. Besides, most of the businesses are seasonal in this tourism industry. Due to the low skills profile of the jobs, the quality of tourism and hospitality jobs has been questioned. According to Guerrier (1999), the assumptions of tourism and hospitality jobs are being unskilled or semi-skilled and that may be attributable to the circular logic used rather than experimental measurement of the skills content required of tourism and hospitality jobs.

Guerrier (1999) concludes that, everyone in the society think that if a job has low status and done by low status people, it must require little skill. Employees don't consider tourism industry is their desired place and try to build career in other profession. Yet, finding and retaining quality employees in this industry is utmost important. In the current trends of Bangladesh, tourism sector is very important.

Tourism Industry in Bangladesh

In 2010, the national tourism policy was rectified by Bangladesh government. Aims and goals of this policy are to increase employment, ensure economic development, environmental purity and sustainability (Siraj et al., 2009). The major objective of the policy is to develop Eco-tourism through reservation of natural resources and promote well-being of the community, preservation of cultural values of the local community and their participation and sharing benefits.

Government of Bangladesh launched an act of "Protected areas of tourism and special tourism zone (Kabir et al., 2012). Bangladesh is a country which has full of natural beauty and that's why it has the scope of least arrivals and revenue earned from tourism industry (Pennington and Thomsen, 2010). However, Bangladesh is a developing country in Asia; it holds high potentiality for tourism (Ahmmed, 2013). Tourism is considered as one of the profitable sectors in Bangladesh (Elena et al., 2012). But, this sector is facing many obstacles (Arif and Islam, 2011).

In this current study, different secondary sources are used for collected data and those have been used to analyze the pattern of tourism in Bangladesh. It is seen that the career in this sector is realized as low status and the employees have low skills profile. This intensive research is going to explore and evaluate the career in the tourism industry by justifying the above mentioned dependent and independent variables where researchers can find the strong correlation that can greatly help for career development in tourism industry.

This research will also try to discover the covariance among the variables that keep the employee away from developing career in tourism industry.

2. Objective of the report

General objective

The purpose of this study was to explore the opportunities of career development in tourism industry in Bangladesh.

Specific objective

The specific objectives were:

- a) To explore the perception about the career in tourism industry in Bangladesh.
- b) To assess the status of career in tourism industry in Bangladesh.
- c) To identify the relationship of job satisfaction level with education.
- d) To identify the relationship of job satisfaction level with income.

Research hypothesis

As per the objectives of the study, the following hypothesis was developed for testing:

H_A: the opportunities of career development in tourism industry in Bangladesh.

H₀:

- a) **Job satisfaction:** the Job satisfaction level is not better compared to other industry.
- b) **Education:** Tourism degrees are not very much important for getting job or developing career in tourism industry.
- c) **Training:** Job or staff training is not sufficient for developing career in tourism industry.
- d) **Work motivation:** Lack of work motivation causes switching to another job in tourism sector.
- e) **Payment:** The job payment in tourism industry is lower than any other job.
- f) **Working conditions:** The attractiveness of working condition in tourism industry is decreasing than other job industry.
- g) **Status:** Career in tourism sector gives lower social status than other jobs.
- h) **Professionalism:** There has no use of professionalism in tourism industry.
- i) **Government regulatory framework:** Government regulatory framework has lacking that affects job market in this sector.
- j) **Seasonality:** Business in tourism industry is just for a particular season in a year.
- k) **Ease of entrance:** the entrance of tourism industry is not so difficult.
- l) **Industry structure:** the structure of tourism industry is not widespread over the country.
- m) **Skilled profile:** A skilled profile personnel is not necessary to develop tourism industry.
- n) **Employee empowerment:** Employee empowerment is not necessary in tourism industry.

Rationale of the study

Tour and travelling influences everyone's life. This tourism industry creates a great amount of spending, jobs and tax revenues in destinations ranging from rural villages to cosmopolitan cities. According to the World Travel & tourism Council, travel and tourism accounts for 8% of the world's jobs and the highest potential for growth of any industry. International travel alone accounts for more than 840 million tourists annually. Bangladesh is full of natural beauty. Rivers, coasts and beaches, archeological sites, religious places, hills,

forests, waterfalls, tea gardens surround it. Bangladesh has enormous potential in tourism because of its attractive natural beauty and rich cultural heritage with religious harmony. Tourism can add value to the country's economy if proper strategy and marketing plan can be outlined and implemented accordingly. Bangladesh is also a home of a variety of unique and magnificent creatures with hills, valleys, forests, lakes and rivers. Bangladesh is blessed with two of the world's magnificent eco tourism spots of diverse nature –the Sundarbans and the Chittagong hill tracts. There are great scopes to combine all the aspects of tourism including ecological, cultural, archaeological, historical etc. to make Bangladesh more attractive to the foreign and domestic tourists.

For our country, tourism would be an important driver of economic growth. Besides this, people have an opportunity to exchange culture and earn huge amount of foreign currency. Tourism can support the Balance of Payment of a country and create employment. Tourism can provide direct jobs to the community, such as tour guides and hotel housekeeping. Indirect employment is generated through other industries like agriculture, food production and retail. Infrastructure development and visitors' expenditure generates income for the local community and can lead to the alleviation of poverty. In addition to the revenue, tourism can bring about a real sense of pride and identity to communities. Tourism provides financial support for the conservation of ecosystems and natural resource management, making the destination more authentic and desirable to visitors. So, people may want to involve themselves in this growing sector. Therefore, in this study we tried to measure the job opportunity in tourism sector in Bangladesh.

Limitations of the study

The sample size of this study was not necessarily representative of the Bangladeshi population as a whole. Secondly, the generalizability of this research may be impacted by the fact that the sample is skewed. This may be due to general tendency of the Bangladesh culture towards women's educations. In this research, only exploring the factors to influence motivators and inhibitors on behavioral intentions has been shown. Due to lack of previous job experience there might have some shortage of proper information but through maximum efforts any sort of mistake was tried to avoid. The duration was very short to prepare a better report. But we tried with our level best to prepare this report as better as could be. The report is based on only Jahangirnagar University campus so it might not make an overall clear view of the research. Finally, workload was a great barrier to prepare this report.

3. Methodology

Research Design

According to Gay (1992), "Descriptive research involves collecting data in order to test hypotheses or to answer questions concerning the current status of the subjects of the study." That's why this research is followed the descriptive method that involved meeting the objectives and testing hypotheses of this study. The main purpose of this descriptive research is describing, recording, analyzing and interpreting conditions. Survey research is one method of conducting descriptive research. So, Personal survey media was used.

Sample Plan

The sample consisted of 200 respondents were randomly selected from freshman to post-graduate students of Jahangirnagar University during March 1, 2017 to March 5, 2017. Mainly resident students who are staying in halls were chosen to participate in this survey. In addition, the students from each hall were randomly selected from student address in each

hall student directory were surveyed. A total of 200 questionnaires were collected for this study and 196 usable questionnaires were obtained.

Target Population

The survey questionnaires were distributed to all students from graduate to postgraduate student who were enrolled in Jahangirnagar University. Target population for this study was all students and the sampling frame was all students who have been studying post graduate in Jahangirnagar University.

Sample Size

For this study, the sample size of 200 respondents was determined prior to the survey from Jahangirnagar University, and the needed information was collected before the data was analyzed. Actually, the data has been collected from EMBA ,WMBA and regular student.

Sampling Method

The researcher used a random sampling method to draw the samples. For this study, sampling procedure was administrated to draw the samples. Personal and online survey method has been followed.

Data Collection

Prior to finalizing a survey instrument for this study, the pilot study was conducted contents of the questionnaire. Data collection procedures and data analysis techniques appropriate to test the research questions will be selected at that time.

Instrumentation

A questionnaire instrument was developed based on reviewing the relevant literature by past studies and the objectives of the study. In the questionnaire, respondents were asked to indicate the perception of each variable using a five-point Likert-type scale ranging from strongly disagrees = (1) to strongly agree = (5).

Data Analysis

The returned questionnaires were coded and the collected data was transcribed and processed into the computer using the Statistical Package for Social Sciences (SPSS) 23.0. The SPSS statistical software program was used in the data analysis. Data entry errors were corrected by revisiting the actual coded questionnaires.

A standard statistical procedure, which includes t-test, regression analysis, one way analysis of variance and factor analysis, was used to test. Percentages and frequencies were determined for the demographic information.

For the descriptive statistics, simple frequency was calculated to display the distribution of respondent's demographic profile. Mean rating of the respondent's perception about career development in tourism industry was calculated.

4. Analysis and Result

Frequency Distribution

Table-1: Age					
	Years	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-25	65	33.2	33.2	33.2

	26-30	121	61.7	61.7	94.9
	31-35	10	5.1	5.1	100.0
	Total	196	100.0	100.0	

Table-1 shows that 33.2% of the respondents are in 21-25 years old, the age group of 26-30 years is 61.7% and the age group of 31-35 years is 5.1%. So, Most of the people are fall between 26-30 years.

Table-2: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MALE	126	64.3	64.3	64.3
FEMALE	70	35.7	35.7	100.0
Total	196	100.0	100.0	

It is shown in the table-2, 64.3% of the respondents are in male, and 35.7% of the respondents are in female. So, Most of the respondents are male.

Table-3: Educational Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid post graduated	97	49.5	49.5	49.5
GRADUATE	99	50.5	50.5	100.0
Total	196	100.0	100.0	

Table-3 shows that 49.5% of the respondents are in post graduated, 50.5% of the respondents are in graduated. So, respondents of these two educational levels are almost same.

Table-4 : Income

BDT	Frequency	Percent	Valid Percent	Cumulative Percent
Valid BELOW 10000	63	32.1	32.1	32.1
10000-19999	42	21.4	21.4	53.6
20000-29999	42	21.4	21.4	75.0
30000-39999	41	20.9	20.9	95.9
40000-ABOVE	8	4.1	4.1	100.0
Total	196	100.0	100.0	

The data is shown in the table-4, 32.1% income of the respondents is below 10000, 21.4% income of the respondents is fall within BDT 10000-19999. 21.4% income of the respondents is fall between BDT 20000-29999. 20.9% income of the respondents is fall

between BDT30000-39999 and only 4.1% income of the respondents is fallen between BDT 40000-above.

Hotelling's T-Squared Test

Table-5: Hotelling's T-Squared Test

Hotelling's T-Squared	F	df1	df2	Sig
114.280	8.250	13	183	.000

Hotelling's T-squared test in Table-5 confirmed that the mean of different variables were significantly from each other at 1 per level. This indicates that there is no equivalence between all the 14 items and they are all different and unique personality characteristic.

Hypothesis testing:

Table-6 : One-Sample Test

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Job satisfaction level is not better compared to other industry	5.228	195	.000	.40306	.2510	.5551
Tourism degrees are not very much important for getting job or developing career in tourism industry	.215	195	.830	.02041	-.1667	.2075
Job or staff training is not sufficient for developing career in tourism industry	4.073	195	.000	.33163	.1710	.4922
Lack of work motivation causes switching to another job in tourism sector	6.871	195	.000	.55612	.3965	.7158
The job payment in tourism industry is lower than any other job	2.484	195	.014	.19898	.0410	.3570
The attractiveness of working condition in tourism industry is decreasing than other job industry	.771	195	.442	.06122	-.0955	.2179
Career in tourism sector gives lower social status than other jobs	-1.361	195	.175	-.11735	-.2874	.0527
There has no use of professionalism in tourism industry.	1.109	195	.269	.29082	-.2266	.8082

Government regulatory framework has lacking that affects job market in this sector	9.321	195	.000	.64796	.5109	.7851
Business in tourism industry is just for a particular season in a year	1.726	195	.086	.14796	-.0211	.3170
The entrance of tourism industry is not so difficult	3.673	195	.000	.32143	.1488	.4940
The structure of tourism industry is not widespread over the country	5.652	195	.000	.48980	.3189	.6607
A skilled profile personnel is not necessary to develop tourism industry	-3.131	195	.002	-.32143	-.5239	-.1190
Employee empowerment is not necessary in tourism industry	-3.324	195	.001	-.29592	-.4715	-.1204

From the Table-6 it is found for the hypothesis of these variables- **Job satisfaction, Training, Work motivation, Payment, Government regulatory framework, Ease of entrance, Industry structure, Skilled profile, Employee empowerment**, the significance is lower than .05 and the t value is significantly high from the critical value which is 1.6449 for 195 degrees of freedom. So, we can reject these entire null hypotheses.

But, it is also found for the hypothesis of these variables-**Education, Status, Working conditions, Professionalism; Seasonality** the significance is higher than .05. So, we cannot reject this null hypothesis. That's why the alternative hypothesis of these variables is accepted.

Pearson correlation & Regression Analysis

		Job satisfaction level is not better compared to other industry	Educational_ Status
Job satisfaction level is not better compared to other industry	Pearson Correlation	1	-.018
	Sig. (2-tailed)		.802
	Sum of Squares and Cross-products	227.158	-1.903
	Covariance	1.165	-.010

	N	196	196
Educational Status	Pearson Correlation	-.018	1
	Sig. (2-tailed)	.802	
	Sum of Squares and Cross-products	-1.903	48.995
	Covariance	-.010	.251
	N	196	196

Table-7 represents that the relationship between educational status and job satisfaction is highly insignificant. As shown in table, the significance is larger than 0.05. So, there has no actual relationship among education and job satisfaction.

Table-8: Model Summary (1)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.041 ^a	.002	-.003	1.11681	.002	.331	1	194	.566

a. Predictors: (Constant), Educational Status

Here in the Table-8, the relationship between education and job satisfaction is 0.041 and r square is 2% that means if predictor education status changes, it will affect only 2% on the dependent variable job satisfaction.

Table-9: ANOVA^b (1)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.413	1	.413	.331	.566 ^a
	Residual	241.969	194	1.247		
	Total	242.383	195			

a. Predictors: (Constant), Educational Status

b. Dependent Variable: Job satisfaction level is not better compared to other industry

Based on the degree of freedom in Table-9 the critical F value is 3.84. But, here the F value 0.331 is very lower than the critical value. So, there is insignificant relationship between education and job satisfaction.

Table-10: Coefficients (1)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.582	.252		14.198	.000	3.084	4.079
	Educational Status	-.092	.160	-.041	-.576	.566	-.407	.223

a. Dependent Variable: Job satisfaction level is not better compared to other industry

Bivariate Regression Model:

Job Satisfaction = $\alpha + \beta$ (Educational Status)

From the data of Table-10, it is found that Job Satisfaction = 3.582+ (-0.092) (Educational Status). According to this equation, education is negatively affecting job satisfaction.

Table-11: Correlations (2)

		Job satisfaction level is not better compared to other industry	Income
Job satisfaction level is not better compared to other industry	Pearson Correlation	1	.094
	Sig. (2-tailed)		.189
	Sum of Squares and Cross-products	227.158	24.740
	Covariance	1.165	.127
	N	196	196
Income	Pearson Correlation	.094	1
	Sig. (2-tailed)	.189	
	Sum of Squares and Cross-products	24.740	304.138
	Covariance	.127	1.560
	N	196	196

Table-11 shows that the relationship between income and job satisfaction is also insignificant. In the table it is shown that the significance is larger than 0.05. There has no actual significant relationship between income and job satisfaction.

Table-12: Model Summary (2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.141 ^a	.020	.015	1.10659	.020	3.938	1	194	.049

a. Predictors: (Constant), Income

Here in the Table-12, the relation between income and job satisfaction is 0.141 and r square is 2% that means if predictor education status changes, it will affect only 2% on the dependent variable job satisfaction.

Table-13: ANOVA^b (2)

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	4.822	1	4.822	3.938	.049 ^a
	Residual	237.561	194	1.225		
	Total	242.383	195			

a. Predictors: (Constant), Income

b. Dependent Variable: Job satisfaction level is not better compared to other industry

Based on the degree of freedom found in Table-13 the critical F value is 3.84. Here the F value 3.938 is slightly higher than the critical value. So, there is either insignificant or significant relationship between education and job satisfaction.

Table-14: Coefficients^a (2)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.121	.181		17.255	.000	2.764	3.478
	Income	.127	.064	.141	1.984	.049	.001	.253

a. Dependent Variable: Job satisfaction level is not better compared to other industry

Bivariate Regression Model:

$$\text{Job Satisfaction} = \alpha + \beta (\text{income})$$

Here from the Table-14, Job Satisfaction = 3.121+0.127 (income). According to this equation, income is slightly affecting the job satisfaction.

Factor analysis:

KMO and Bartlett's Test:

Table-15: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.552
Bartlett's Test of Sphericity	Approx. Chi-Square	290.008
	df	91
	Sig.	.000

Kaiser- Meyer-Olkin measure the sampling adequacy and Bartlett test for were conducted sphericity identification. Kaiser (1974) recommends accepting values greater than 0.5. KMO of 0.552 is accepted and explains the adequacy of sample.

Here in Table-15, Bartlett's test is shown the strength of the relationship of the variables. This tests the null hypothesis that the correlation matrix is an identity matrix. The results of Bartlett's test of sphericity and chi-square transformation suggested that the correlation matrix of 14 items was highly significant at 0.000. That is, significance is less than 0.05. In fact, it is actually most enough to reject the null hypothesis. This means that correlation matrix is an identity matrix and therefore factor analysis is appropriate and there is some relationship between the variables.

Communalities

Table-16: Communalities

	Initial	Extraction
Job satisfaction level is not better compared to other industry	1.000	.666
Tourism degrees are not very much important for getting job or developing career in tourism industry	1.000	.638
Job or staff training is not sufficient for developing career in tourism industry	1.000	.588
Lack of work motivation causes switching to another job in tourism sector	1.000	.599
The job payment in tourism industry is lower than any other job	1.000	.440
The attractiveness of working condition in tourism industry is decreasing than other job industry	1.000	.379
Career in tourism sector gives lower social status than other jobs	1.000	.560
There has no use of professionalism in tourism industry.	1.000	.460
Government regulatory framework has lacking that affects job market in this sector	1.000	.428
Business in tourism industry is just for a particular season in a year	1.000	.468
The entrance of tourism industry is not so difficult	1.000	.420
The structure of tourism industry is not widespread over the country	1.000	.544
A skilled profile personnel is not necessary to develop tourism industry	1.000	.727
Employee empowerment is not necessary in tourism industry	1.000	.613

Extraction Method: Principal Component

Here in the table-16 the variables are more than 0.5 are considered for further factor analysis. Job satisfaction, degrees, training, work motivation, social status, structure, skill profile and employee empowerment are the variables need more analysis.

Total Variance Explained

Table-17: Total Variance Explained

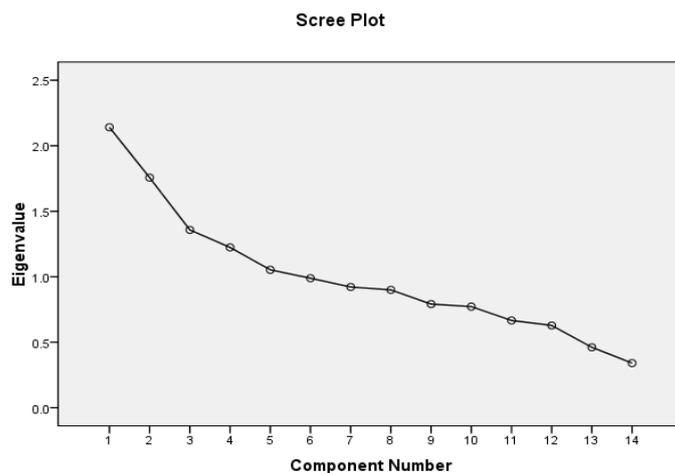
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.141	15.292	15.292	2.141	15.292	15.292	2.012	14.373	14.373
2	1.756	12.545	27.837	1.756	12.545	27.837	1.536	10.974	25.347
3	1.357	9.696	37.533	1.357	9.696	37.533	1.437	10.267	35.614

4	1.224	8.740	46.273	1.224	8.740	46.273	1.314	9.386	45.000
5	1.053	7.520	53.793	1.053	7.520	53.793	1.231	8.793	53.793
6	.989	7.061	60.854						
7	.922	6.582	67.436						
8	.900	6.425	73.862						
9	.791	5.652	79.513						
10	.772	5.512	85.025						
11	.666	4.759	89.784						
12	.628	4.486	94.270						
13	.461	3.295	97.565						
14	.341	2.435	100.000						

Extraction Method: Principal Component

Table-17 exhibits the result of factor analysis conducted for the 14 variables of Career development opportunity in tourism items. The results suggest that the Eigen value was greater than recommended level of 1 for the extracted 5 dimensions. This reveals that from 14 Career development opportunities in tourism items included in the factor analysis, only 5 dimensions were extracted and emerged with cumulative variance of 53.793%. This indicated that the 5 dimensions explained 53.793% variance of the opportunity of career development on tourism. However among these 5 dimensions, dimension 1 had a greater Eigen Value (2.141) and explained 15.292% of variance. This shows dimensions 1 explained most of the variance among the 14 Career development opportunities in tourism items.

Figure-1



The Scree plot clearly shows in Figure-1 the point of inflexion on the curve. There is distinct drop after 2th dimension. Therefore, we could probably justify retaining either 2 or 12th dimensions. Here, the plot flattens has been shown. The plotting is gradually flattened down.

Conclusion

The perception about the career in tourism industry in Bangladesh is good. They already know about career development in tourism industry. But it is found that the status of career in this industry is lower than the other industry. As, Business in tourism industry is just for a particular season in a year, the attractiveness of working condition in tourism industry is decreasing than other job industry. It is a hope for entrepreneur and employee that researcher found that the job satisfaction level is slightly better compared to other industry. Tourism degrees are very much important for getting job or developing career in tourism industry. However, Job or staff training is not sufficient for developing career in tourism industry. That's why lack of work motivation causes switching to another job in tourism sector. Though the salary in tourism industry is not lower than any other job, there has no use of professionalism in tourism industry. Government regulatory framework has no lacking that affects job market in this sector. So, the structure of tourism industry is widespread over the country. To build this industry skilled profile personnel is necessary to develop tourism industry. Employee empowerment is necessary in tourism industry. There has no actual relation with educational status and job satisfaction. It also found that education adversely related. As well as, income has slightly relationship with job satisfaction. It is also found that the entrance of tourism industry is so difficult. Thus, it is more important to conduct more analysis on Job satisfaction, degrees, training, work motivation, social status, structure, skilled profile and employee empowerment to develop this industry.

Recommendation

It can be recommended for the betterment and enrichment of career development if tourism industry in Bangladesh that

- Working condition should be increased.
- Professionalism should be maintained very practically.
- Seasonality problem should be decreased by affiliating with other portfolio.
- Tourism related education should be practiced for better learning.
- Private public partnership program should be launched to uplift the social status in this sector.
- Multinational company can come ahead to enrich this industry and give an image of it.
- Entrepreneur can create affiliation with existing tour service provider.

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