
Tourism Career Fair 2014

Event Report

Prepared by

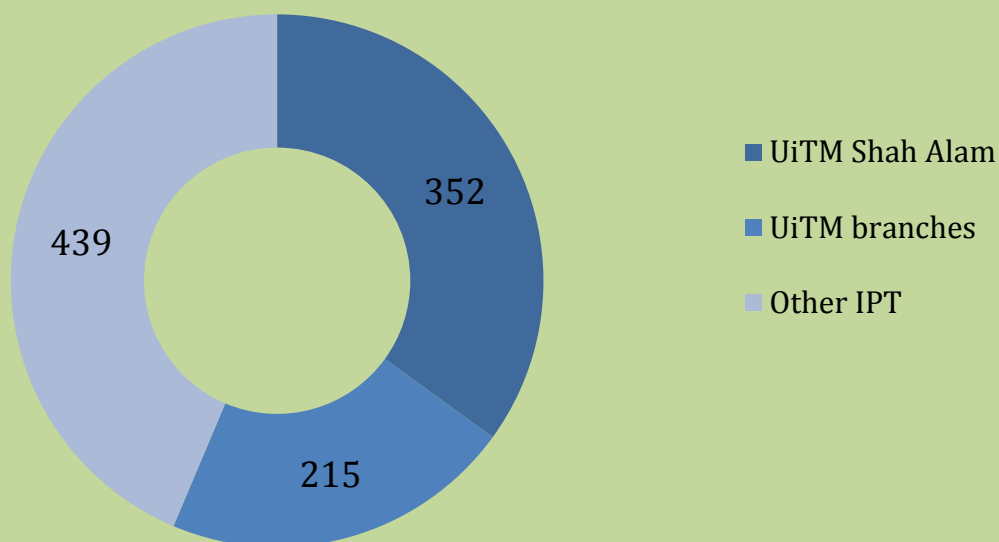


اَوْبَهُرْ سَيِّدِيُوْا تَيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Faculty of Hotel & Tourism Management

Attendances

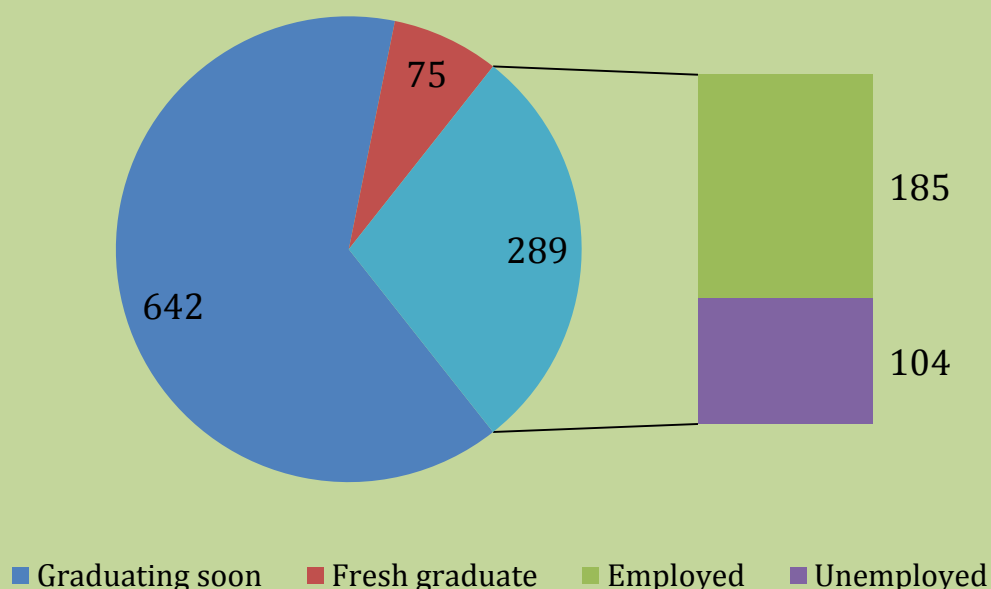
Total: 1006 visitors



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|--|---|
| <ul style="list-style-type: none"> Universiti Teknologi MARA (Shah Alam, Penang, Malacca & Dungun) Universiti Tun Hussein Onn Johor Management & Science University Taylor's University Universiti Tun Abdul Razak Lim Kok Wing University Cyberjaya Swinburne University Sarawak City University Petaling Jaya SEGI College PTPL College KL Metropolitan University College Berjaya University College | <ul style="list-style-type: none"> Politeknik Sabak Bernam Kolej Komuniti Selayang Lincoln University Kolej Universiti Shah Putra Politeknik Sultan Mizan Zainal Abidin Politeknik Muadzam Shah Politeknik Sultan Idris Shah Politeknik Ibrahim Sultan Johor Bharu Institut Sains & Teknologi Darul Takzim Kolej Komuniti Langkawi Liquid Learning Asia Akademi Binaan Malaysia |
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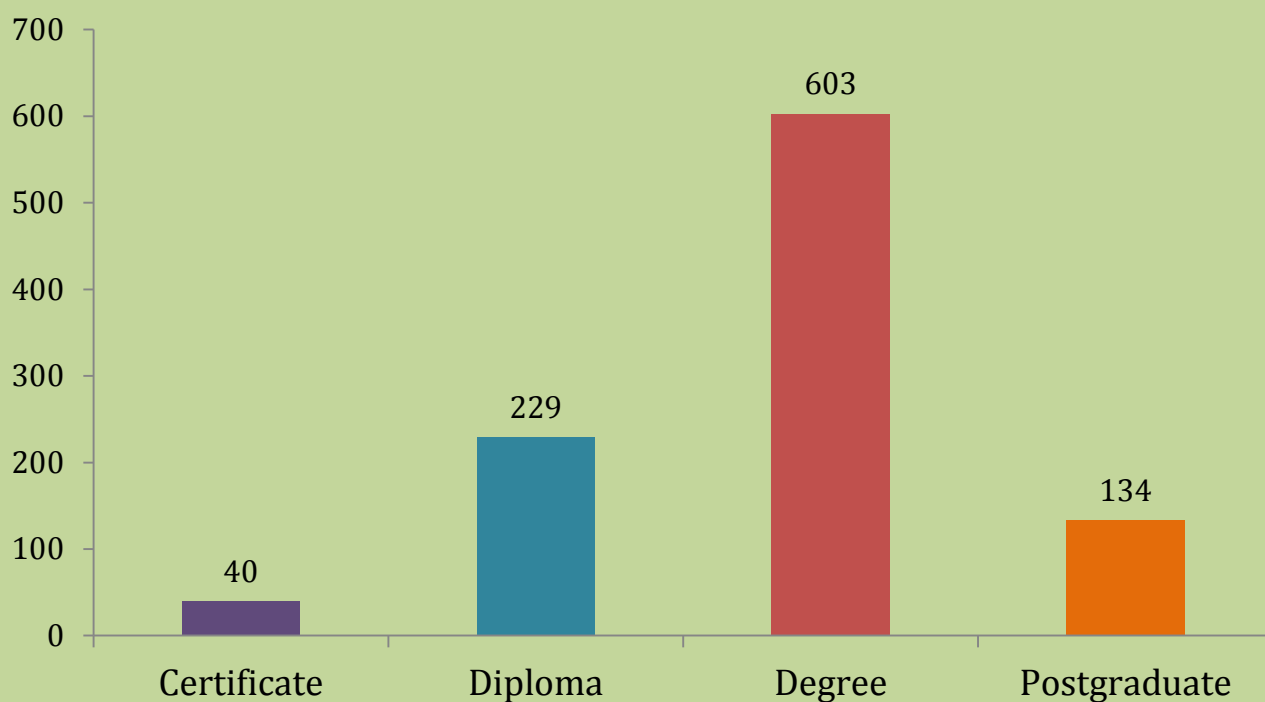
Sunderland University Edufly Aviation Academy
Asia Pacific University Yapeim Hospitality International College

Demographic



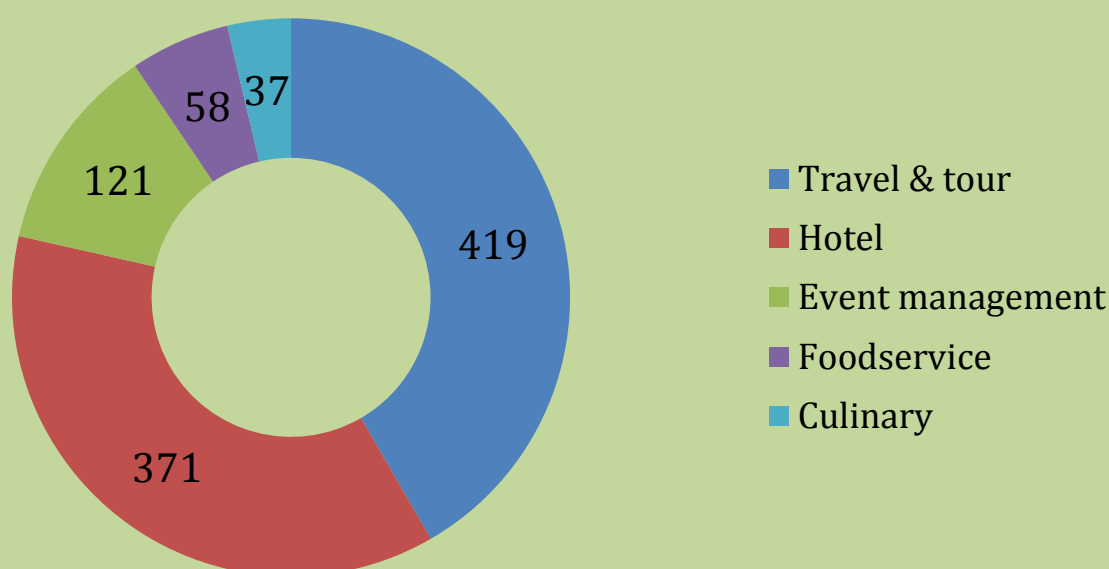
Participants of the career fair event were divided into four categories; graduating soon, fresh graduate, employed and unemployed. A total of 1006 visitors made up the crowds at the event. Of the total visitors, graduating students made up the most (n=642, 64%), followed by currently employed visitors (n=185, 18%) and unemployed visitors (n=104, 10%). Fresh graduate visitor has the least amount of representatives, with only 75 visitors or 7% of them joined the event.

Qualification



The distribution of the visitors in total does mirror the distribution among four basic qualifications. Looking at the total, the majority of the visitors are degree holders (n=603, 60%) and the least was the certificate holders (n=40, 4%).

Job seek



The travel and tour career was considered highly among the visitors in particular (n=419, 42%), most probably due to the relevancy of PATA members partaking in promoting the event, followed by the hotel jobs (n=371, 37%). Knowing the rates and the status of the tourism and hotel industry in Malaysia, it was not hard to justify the high interest shown by the visitors.

Travel & tour (419, 42%)
Hotel (371, 37%)
Event management (121, 12%)
Foodservice (58, 6%)

6

Culinary (37, 4%)