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Abstract
Due to a series of actively promotions of government's tourism policy, the scale of Taiwanese tourism industries had been improved significantly in recent years. Relatively, there was a great growth in the demand of professional personnel in service industries. For such reasons, schools played an important role to train its students to be a professional. The number of enrollment of tourism related departments was increasing, but the lack of information and insufficient basic knowledge caused students didn't join in the hospitality tourism industries contrarily. It made brain drain and dilapidated educational resources. This study was to investigate the influence of vocational awareness and vocation choice factors to occupational selection tendency, which would be a reference in the related fields of education and employment counseling to the government, schools and industries.
There were 346 questionnaires administered to the graduates of departments of tourism, hospitality and leisure in 10 universities. The data was analyzed by descriptive statistics analysis, t-test analysis, one-way ANOVA analysis, correlation analysis, and enter multiple regression analysis. The results of study were shown as follows:
1.There was significantly difference in tourism related department students' father eductional degree and vocations to voctional awareness
2.There was significantly difference in tourism related department students' regions of schools, mother eductional degree and vocations to occupational selection tendency.
3.There was significantly difference in tourism related department students' father eductional degree to occupational selection tendency.
4.There was positive correlation between students with the awareness of vocational and occupational selection tendency. Higher awareness of vocational related higher level of students choosing such industries.
5.The vocation choice factors of students and their occupational choice tendency achieved partially positive correlation.
6.The vocational awareness and vocation choice factors of students caused positive effect to occupational selection tendency.
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