



PATA

12 Sept. | Seri Pacific Hotel

tourism
career
fair

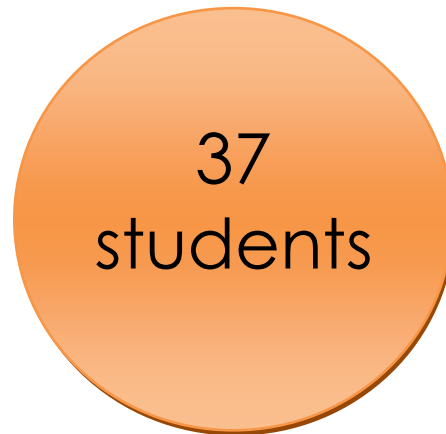


fb.com/patatourismcareerfair2015

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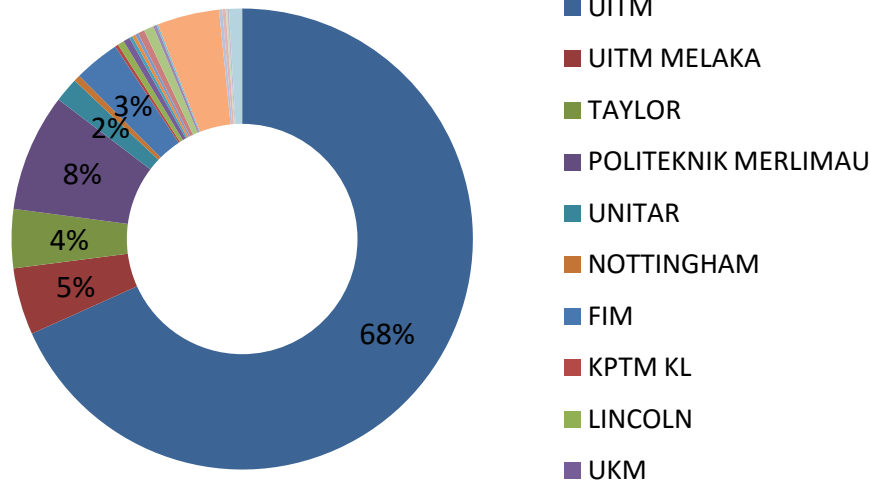
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Event Information



Visitor Profiles

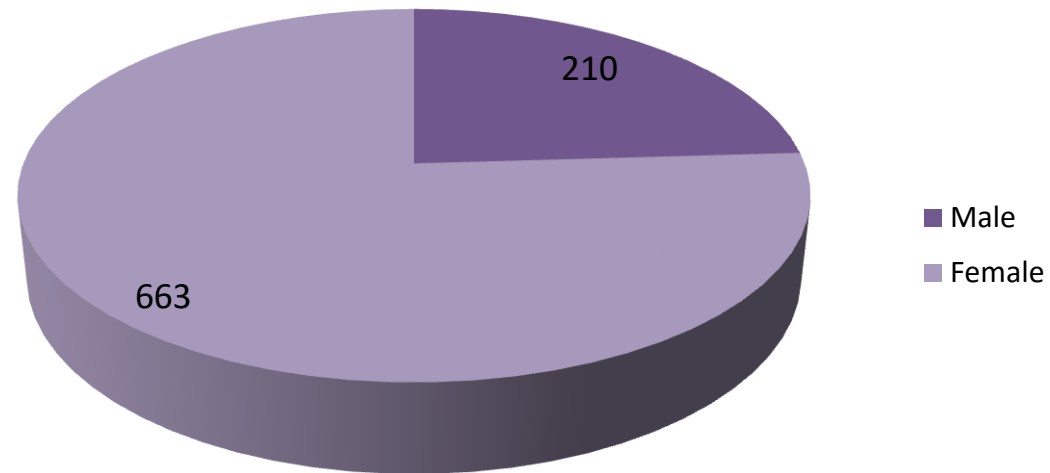
Institution



Institution	#
UITM PUNCAK ALAM	596
POLITEKNIK MERLIMAU	86
UITM MELAKA	41
UCSI	38
TAYLORS UNIVERSITY	36
FIM	28
UNITAR	15
VICTORIA COLLEGE	6
NOTTINGHAM	4
LINCOLN	4
UKM	4
UPNM	4
KPTM KL	2
UMK	2
UMP	2
KLGB ENGINEERING	2
UITMC	2
NILAI	1

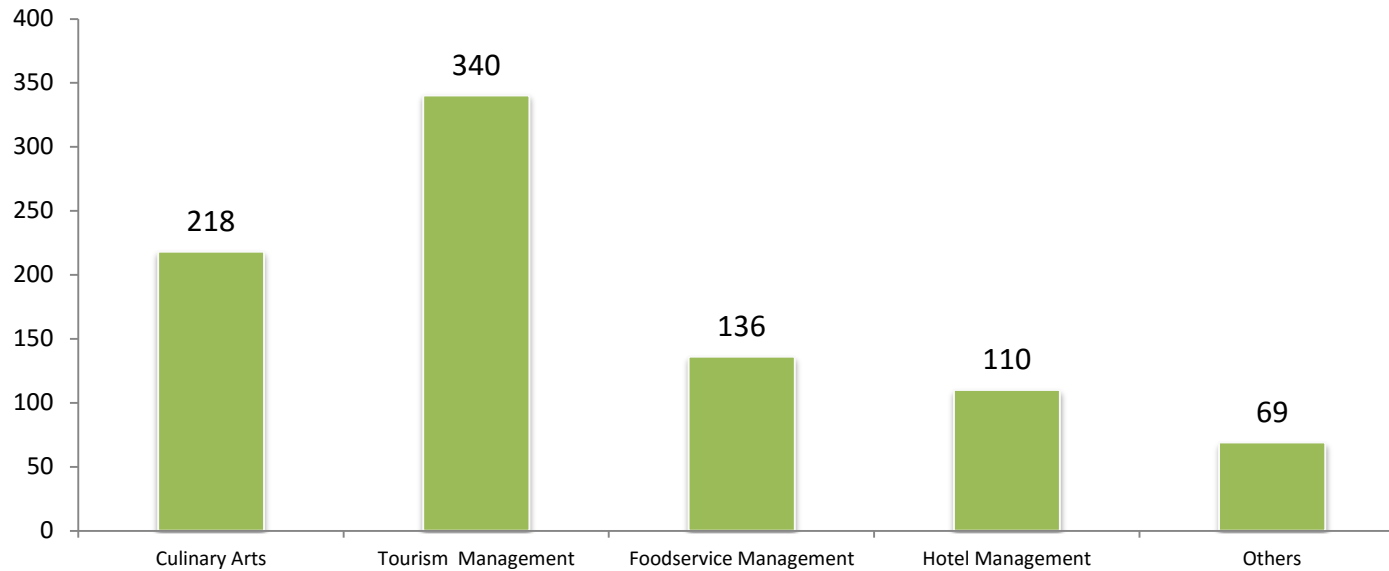
1. It is obvious that UiTM student made more than half of the TCD2015 total number (n=596, 68%).
2. Visitors from Politeknik Merlimau is ranked second in the above figure with 8 percent or 86 respondents while those from UiTM Malacca (n=41, 5%) come close to the third place.
3. It is important to note that TCF2015 attracted several private institution students mainly from UCSI, Taylors University, FIM, and Unitar.
4. Th event timing without doubts influenced the number of visitors.

Gender



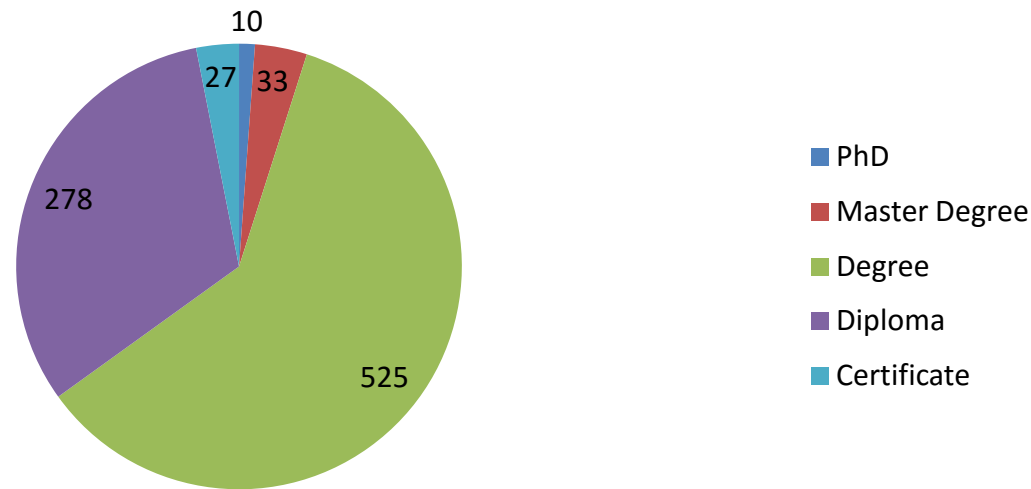
1. The respondents were asked to classify themselves in the process of collecting the data. Almost 75 percent or 663 respondents were female as compared to their counterparts (n=210, 14.1%).

Field of study



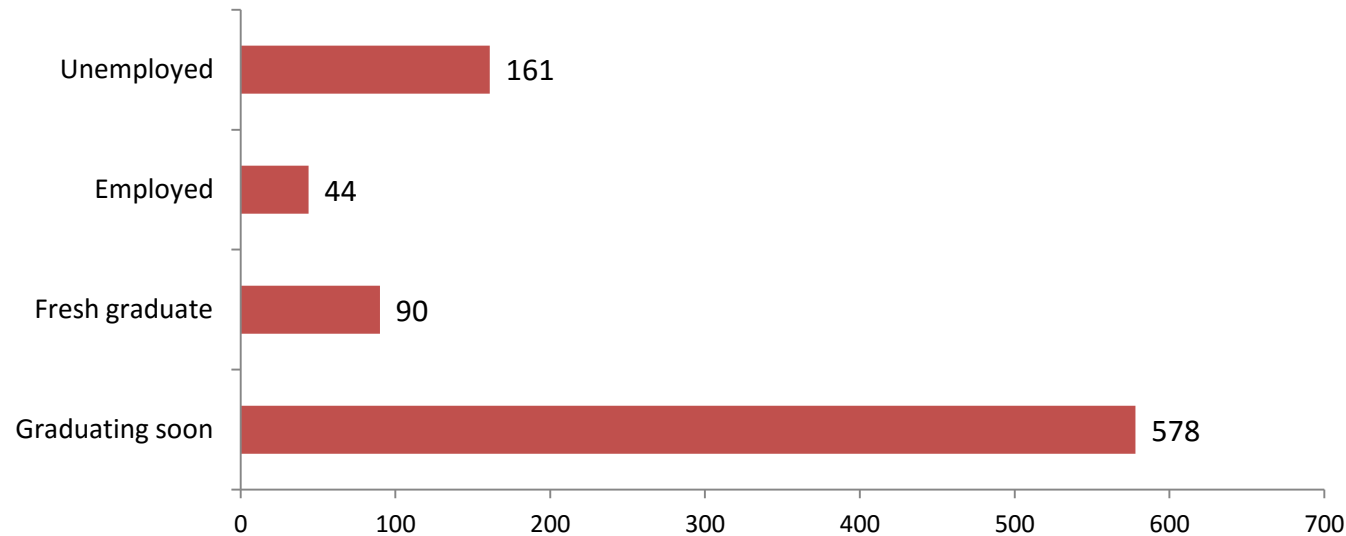
1. The visitors were also asked about their field of study, in which respondents had five (5) answers to choose.
2. Based on the table above, those from tourism management (n=340) and culinary arts (n=218) made up the largest crowd at the event.
3. The rest of them were in foodservice management (n=136), hotel management (n=110) background.
4. Worth noting that there are a few of them came from non-hospitality backgrounds such as business management, accounting, engineering and public relations (n=69).

Qualification



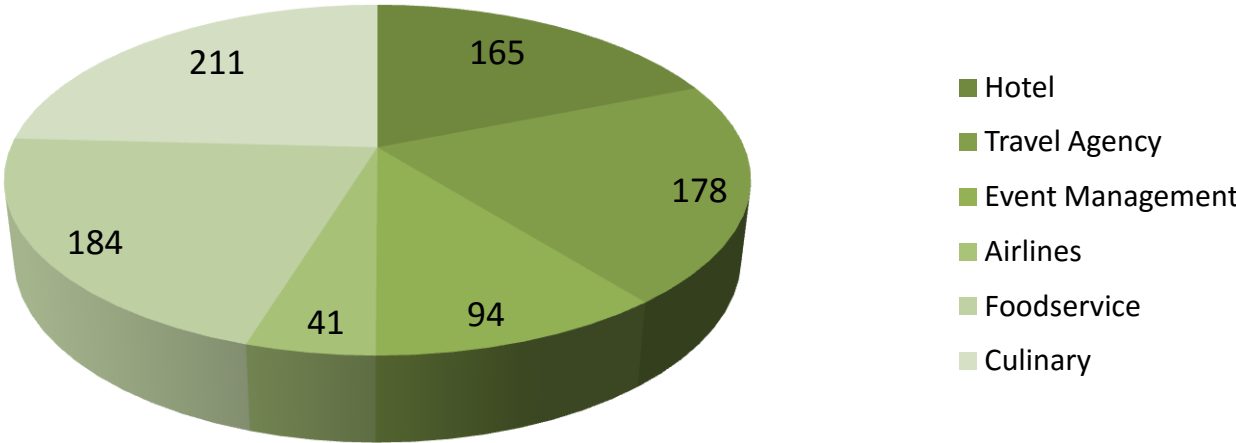
1. Qualification and job are interrelated that a higher qualification is always believed to be paid handsomely.
2. The list of the answer provided in the questionnaire was based on their qualification (Ph.D., Master Degree, Degree, Diploma, and Certificate).
3. The highest number of visitors who have a Degree is truly significant with the event job qualification (n=525) as compared to the Master Degree or Ph.D. turnout.
4. The second highest number of visitors was from the Diploma level (n=278).

Employment status



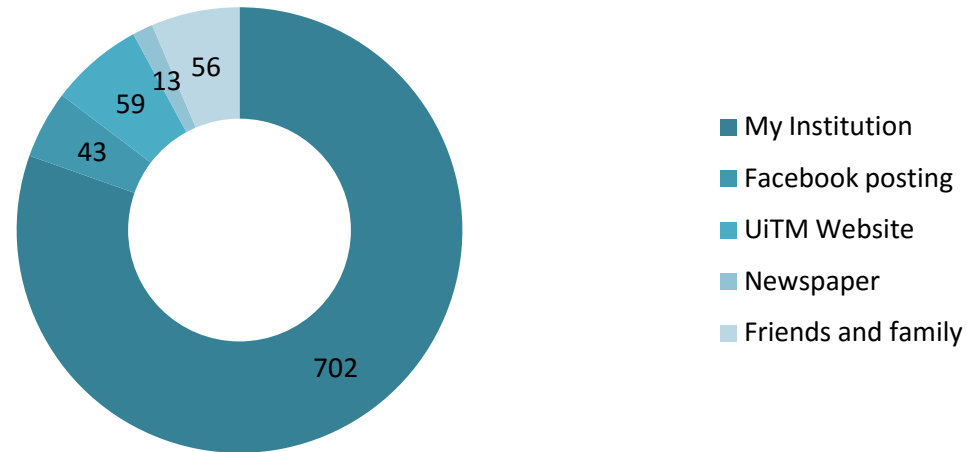
1. It will be much meaningful first to know their current employment status.
2. 578 visitors falls under graduating soon section.
3. This is quite alarming as there are only 295 visitors who are eligible to work visited this event.
4. However, it is important to note by visiting the TCF2015, the graduating visitors were able to survey their potential practical places.
5. Plus, the majority of the graduating soon students were in their final year and eligible to commence work by November 2015.

Type of job



1. Based on the chart above, the majority of the visitors are looking for jobs in the Culinary (n=211), Foodservice (n=184), Hotel (n=165) and Travel Agency (n=178) area.
2. Their similar field of study had probably suggested the pattern of answer for this section.

Information about TCF2015



1. All visitors without regards to their groups were probed on how they were made aware or came across the TCF2015 event.
2. There was a similar pattern of answers between all types of visitors, which says that their institution informed them about TCF2015.
3. As for the other information dissemination means, the Facebook posting and word of mouth were the popular ones.
4. There were two Facebook pages promoting TCF2015. UiTM based TCF2015 FB (first posting: 5 Aug 2015), meanwhile PATA FB (first posting: 10 Sept 2015).
5. The newspaper coverage of TCF2015 press conference was able to haul 13 students.

Visitors Feedback

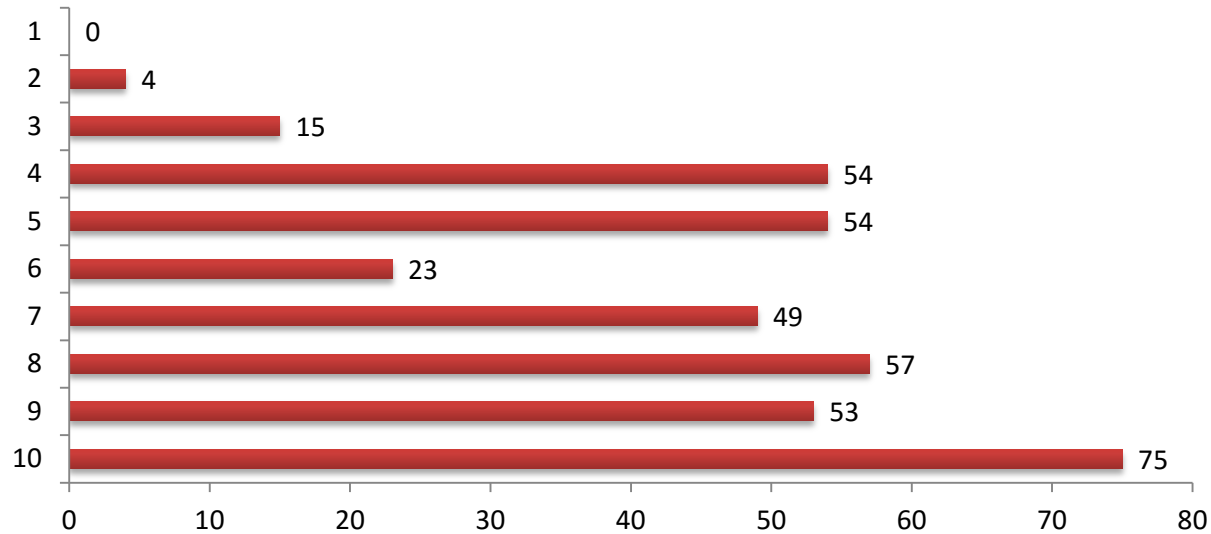
Visitors Feedback

		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1	Tourism Career Fair 2015 (TCF15) offers various job position	144	188	42	6	2
2	Tourism Career Fair 2015 (TCF15) offers various career opportunities	143	185	45	5	2
3	I learn more about my career opportunity during the Tourism Career Fair 2015 (TCF15)	139	183	51	7	0
4	It was worth spending time during the Tourism Career Fair 2015 (TCF15)	147	174	52	5	2
5	The resume clinic during the Tourism Career Fair 2015 (TCF15) was helpful	161	162	47	3	4
6	The location of the Tourism Career Fair 2015 (TCF15) was ideal	148	173	58	2	2
7	The timing of the Tourism Career Fair 2015 (TCF15) was just right	142	161	67	12	1
8	The composition of exhibitors was balanced	132	180	61	8	1
9	The number of exhibitors was sufficient	128	149	74	22	7
10	I am satisfied with the Tourism Career Fair 2015 (TCF15)	136	174	58	8	2

F i n d i n g s :

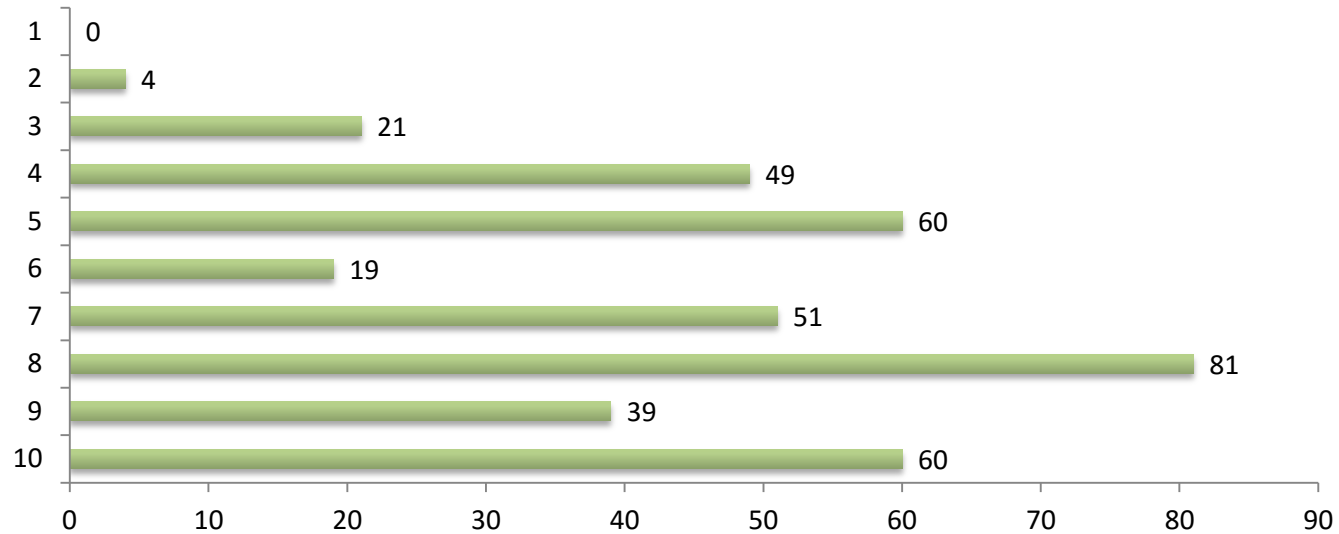
1. The self-reported questionnaire consists of ten questions.
2. A total of 378 responses were gathered from the online survey.
3. Based on the results presented, the majority of the visitors agreed that the event offers various job positions. There is a very small gap between the positive and negative scores with eight of the visitors did not agree with the above statement.
4. In general, all visitors agreed that it worth their time spent at TCF2015.
5. With improved knowledge and better understanding gained from the resume clinic, the visitors admitted that they are now more competitive towards future job interview.
6. There were 13 respondents who thought that the timing of the Tourism Career Fair 2015 (TCF15) was not right as it falls in the first week of the semester. This response came mostly from various private college students.
7. The efforts by the organizer could be seen through the number of booths that was practically an improvement from the previous TCD2014 events held previously.
8. However, many visitors thought that the number of exhibitors was not balanced (n=70) and insufficient (n=103). This can be seen from the lack of exhibitors participation from the hospitality industry big guns.
9. To sum up their satisfaction level on TCF2015, respondents were asked to give their overall rating towards the event by considering all event attributes and performances.
10. The result says that majority of the visitors were pleased with the TCF2015 event.

Rating for Resume Clinic



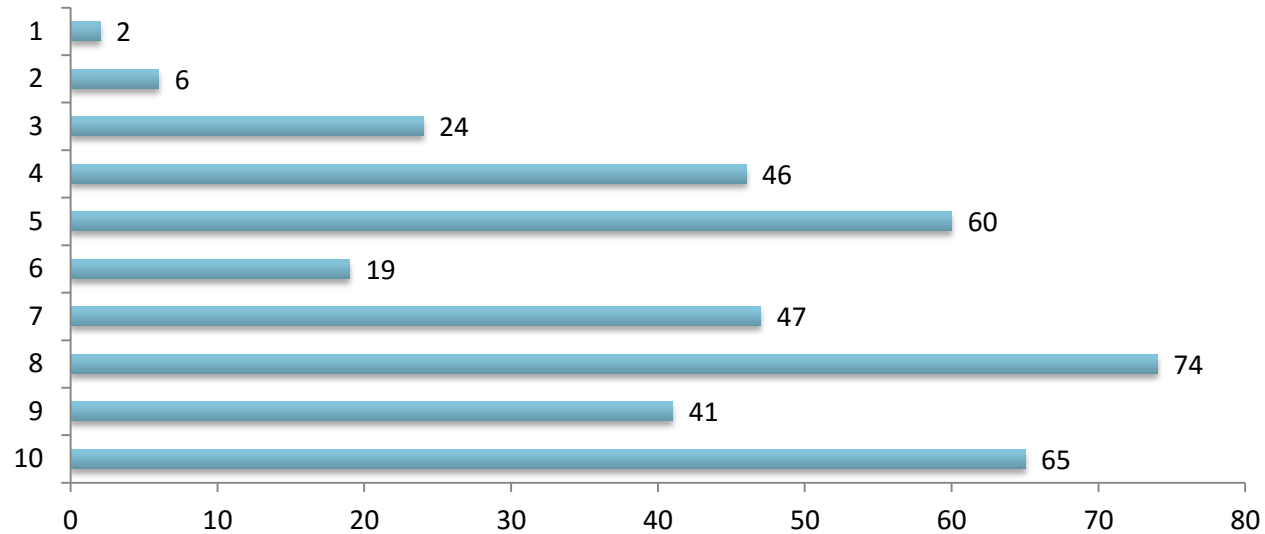
1. The resume clinic is crucial in assisting and guiding the visitors in preparing the right resume for the right employees.
2. Throughout the event, the resume clinic was the most popular booth, and one would agree about the importance of this booth towards the career fair.
3. Nonetheless, the low rating was expected as only two personnel were stationed at the booth, which created congestion.
4. A few of the visitors were left disappointed, unable to revamp their resume before entering the walk-in interview session.

Rating for Brand Showcase



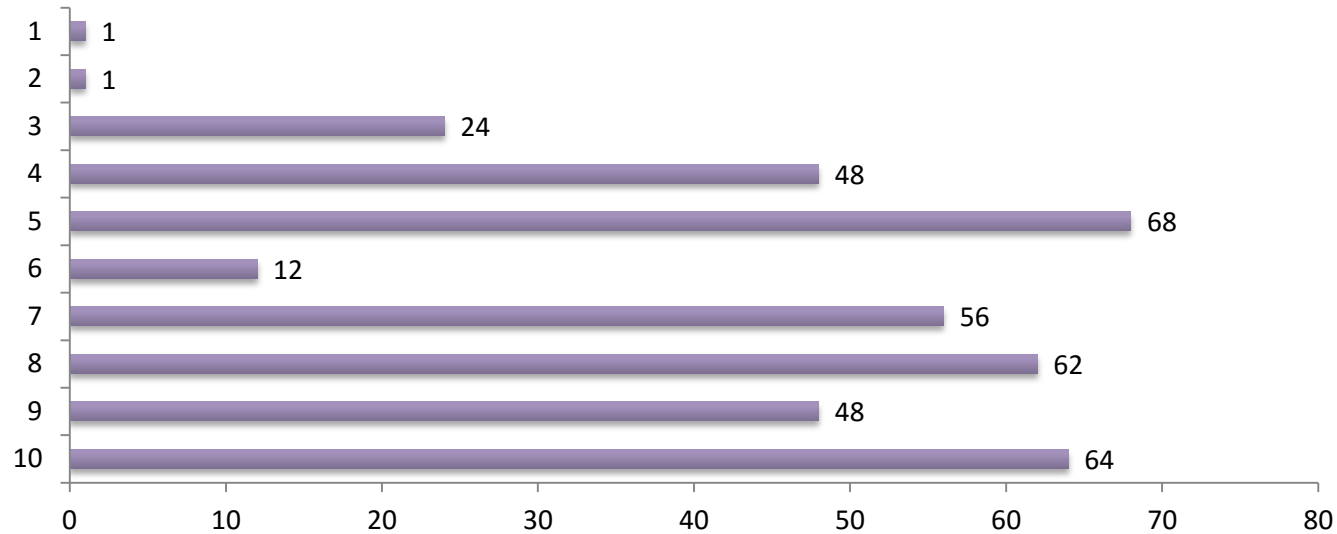
1. The Brand Showcase was the second most important part for TCF2015 as most of the visitors were looking forward with to know about the current hospitality brand available in Malaysia.
2. Only three companies participated in this pocket event namely; Boustead Holdings Bhd, Legoland Malaysia Resort and Felda Investment Corporation Sdn Bhd.
3. Majority of the visitors rated it positively

Rating for Walk-in interview



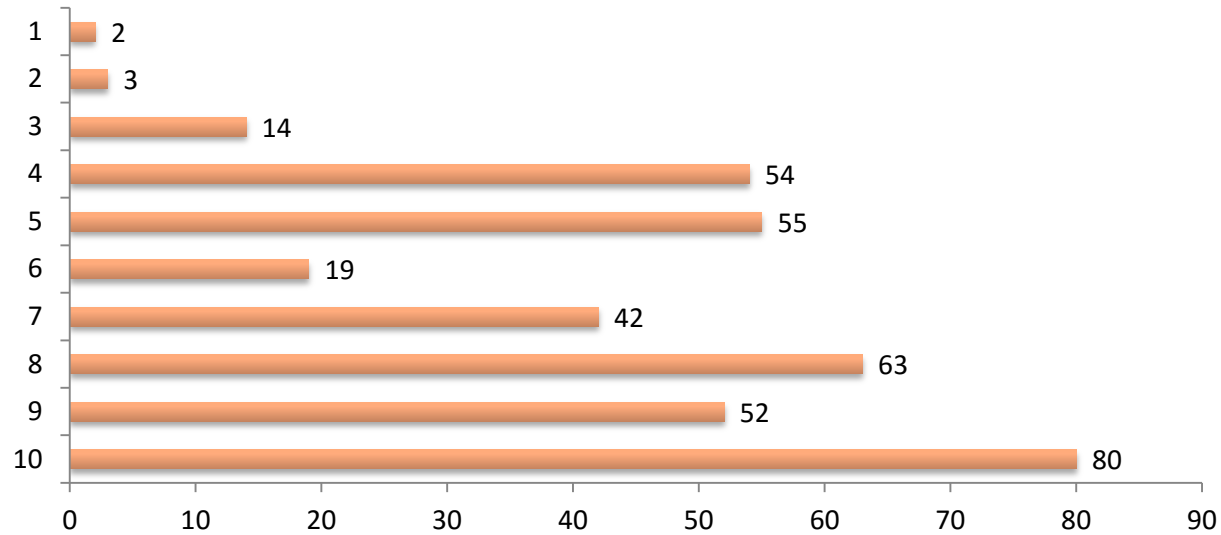
1. Walk-in interview were available during the TCF2015 and were conducted in the exhibition hall.
2. However, only nine companies offered on-site interview, while the rest prefer to collect the resume.
3. The overall rating score suggests that visitors were pleased with the efforts although a few of them were left disappointed, not able to be interviewed on site.

Rating for Industry Forum



1. The Industry Forum Hall was flooded with TCF2015 visitors.
2. The Panelists; Mr. Sam Cheah- President MAH, Dato' Syed Mohd Razif- President BUMITRA, Mr. Mohd Hariss Abdullah- General Manager Commercial of Malindo Air and Mr. Wallace Wong- Regional Director Asia of PATA.
3. What can be more impressive than looking at the visitors' active participation in the forum, with direct explanations from the forum panelist regarding the current issues in hospitality career opportunities.
4. Again, the visitors rated the Industry Forum highly.

Rating for Registration Process



1. This section was included in the survey to find out the effectiveness of the TCF2015 registration process.
2. It was important to note that the registration team used online registration system in their registration process.
3. Based on the results presented, the majority of the visitors agreed that the registration process was smooth.

Exhibitors Feedback

Exhibitor Feedback Form

No.	Proposition	Strongly Disagree	Disagree	Neither	Agree	Strongly agree
1.	Tourism Career Fair 2015 (TCF15) is a good platform for the employers to meet potential employees	0	0	2	14	3
2.	Tourism Career Fair 2015 (TCF15) attracted high- quality potential employees	1	3	5	9	1
3.	Tourism Career Fair 2015 (TCF15) offers the opportunity to meet with potential employees.	0	0	4	15	0
4.	Our company offers various career opportunities to the TCIF15 visitors	0	0	0	11	8
5.	Our company conducted on-site interview	2	5	4	6	2
6.	It was worth exhibiting at the Tourism Career Fair 2015 (TCF15)	3	3	2	9	2
7.	The location of the Tourism Career Fair 2015 (TCF15) was ideal	0	1	2	14	2
8.	The timing of the Tourism Career Fair 2015 (TCF15) was just right	3	5	2	8	1
9.	The number of visitors was sufficient	1	8	3	7	0
10.	I am satisfied with the Tourism Career Fair 2015 (TCF15)	1	4	5	9	0
11.	I am willing to participate in the next Tourism Career Fair	1	2	0	15	1

F i n d i n g s :

1. The self-reported questionnaire consists of eleven questions.
2. A total of 19 responses were gathered from the exhibitors.
3. Based on the results presented, the majority of the exhibitors agreed that the Tourism Career Fair 2015 (TCF15) is a good platform for the employers to meet potential employees.
4. In general, all exhibitors agreed the Tourism Career Fair 2015 (TCF15) offers them the opportunity to meet with potential employees.
5. It is important to note that seven exhibitors did not conduct the on-site interview.
6. The exhibitors claimed that it was worth exhibiting at the Tourism Career Fair 2015 (TCF15).
7. However, six of them were against this proposition, mainly because most of the visitors were non-graduating students.
8. Even half of them thought that the number of visitors was not sufficient.
9. They blamed the event timing (lack students from private institutions) and the promotional effort from the organizer causing this unfazed condition.
10. To sum up their satisfaction level on TCF2015, the exhibitors were asked on their willingness to participate in the next Tourism Career Fair. The result in the table says that majority of the visitors were pleased with the TCF2015 event and were willing to participate in the future.