

# **ATTITUDES OF UNIVERSITY LEVEL TOURISM STUDENTS TOWARDS TOURISM INDUSTRY AND IT'S EFFECTS ON CAREER CHOICE AFTER GRADUATION**

## **ABSTRACT**

The purpose of this study is to investigate the attitudes of university level tourism students towards tourism sector and these attitudes' effects on career choice of students after graduation.

The data was collected from Adnan Menderes University Tourism and Hotel Management students by a one-page questionnaire. 5 dimensions were defined to measure attitudes of tourism students towards tourism industry. Results of the study shows that the most important factor on choosing tourism as a career is person-organization fit. There are significant differences between the attitudes of male and female students towards tourism industry. Male students have more negative attitudes towards choosing tourism as a career path.

The study comprises of three phases. In the first phase of this research, comprehensive definitions of tourism sector, tourism education and the system of tourism education in Turkey are explained. In the second phase of the study; career, career choice and the factors which affect career choice is described. Results of statistical analysis and findings of the research are presented in the third phase of the study.

## **KEYWORDS**

**Adnan Menderes University Tourism and Hotel Management, Tourism education, career choice, person-organization fit.**