

The Emirates Academy

A career in the tourism industry:
The Generation Z perception

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By
Malcolm Zerafa
Student ID: 389777M/2

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Ms. Rachel Curmi

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Master of Business Administration

DECLARATION

I, Malcolm Zerafa, declare that this is an original piece of work, produced entirely by me, and that all source material has been appropriately referenced. In addition, I attest that no portion of the work referred to in this thesis has been submitted in support of any other course, degree, or qualification at this or any other university or institute of learning.

A handwritten signature in blue ink, appearing to be 'M. Zerafa', is written over a light blue horizontal line.

Student's signature

Abstract

The tourism industry is a vital contributor to the Maltese economy and one of the main sectors when it comes to employment both in a direct and indirect way. However, during the last few years finding the manpower needed has become a challenge, often resorting to employing foreigners. The study aims to determine what the Generation Z thinks about employment in the tourism industry, tourism itself and the likelihood of working in such sector.

Using the Pragmatist philosophy and a mixed methods approach, data was collected by means of surveys using a non-probability sample between generation Z participants ($n = 361$, $CI = 95\%$), and by means of two interviews held with human resources managers within the industry. The study identified a strong relationship between young people who already work in the tourism industry and their desire to continue working in such industry. Other relationships were identified between a sense of pride in being employed in the tourism industry, job security, the provision of diverse experiences at the workplace, family friendly measures, good salary and career development. On the other hand, there was no relationship with gender, local administrative unit (LAU), or the fact that family members are employed in the industry. This shows that the industry must change to provide what is considered as a pulling factor for such generation, in the hope to attract them to the tourism industry.

Keywords: Tourism, Gen Z, Family measures, Conditions of work, Career Development

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1 Introduction

1.1 Background

The Maltese tourism industry became more relevant in the 1960s and matured to become one of the most important contributors to the local GDP. Over the years the industry went through phases during which arrivals fluctuated. However, numbers started growing in the early 2000s. Thanks to such increase in number of tourists, more investment was implemented in the sector. Such development created the need of more manpower which at first was made primarily of unskilled personnel. Several people took up such jobs on a part-time basis, to supplement family income and in some instances, these jobs became the main source of revenue.

Tourism is a sector that offers a lot of direct and indirect jobs. The ones considered as direct employment will be reviewed as a subject of this research. Such operations are defined by the main tourism legislation which is the Chapter 409- The Malta Travel and Tourism Services Act. Such legislation defines and includes collective accommodation such as hotels, guest houses and hostels; private accommodation such as holiday furnished premises and host families; catering such as restaurants, snack bar and bars, diving schools, guides and travel agencies.

From an employment perspective, the number of employees working in this sector remained relatively stable albeit some fluctuations. However, this trend changed as from 2015, where an upward trend is apparent (Figure 1.1). Such increase in workforce can be attributed to the influx of foreign workers that are needed to sustain the growth in the tourism industry.

The future of the tourism industry relies heavily on the upcoming generation, who will be the ‘movers and shakers’ within such industry. The generation which is already in the labour market (or is in the process of entering it), is commonly referred to as Generation Z. Generation Z includes those born between 1995 and 2010. Such generation is extremely reliant and influenced by technology who have embraced the reality of being constantly connected. It is estimated that out of a total population of 516,000 in Malta, 84,935 are Generation Z. Of these, 2177 persons, aged between 18 and 25 were employed in the tourism industry (as per communication by NSO dated

4.07.2022- NSO, workflow@gov.mt,2022. NSO - *Request for Information. Laptop.* Message to Malcolm Zerafa (malcolmzerafa30@gmail.com).Sent on 4 July 2022:12.22. Available at: C:\Users\zera029\OneDrive -Malta Information Technology Agency\Desktop\Personal 2021\MBA\Thesis\Thesis Work in progress\Research (Accessed on 4 July 2022).

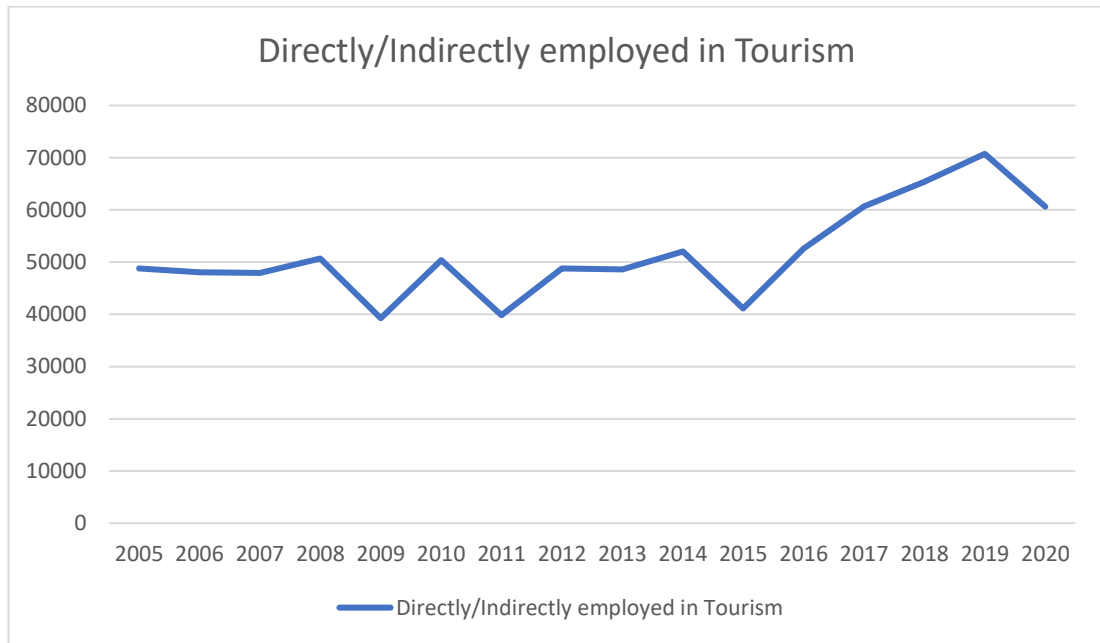


Figure 1.1 Trend of direct/indirect employment in tourism industry (NSO, 2020a)

Note: From 2009 onwards, the statistics were merged to give one figure including the following sectors: Wholesale and retail trade, transportation and storage, accommodation and food service activities.

1.2 Research problem

The tourism industry is considered by many to have very harsh working conditions involving lengthy hours and low pay. At the same time certain jobs are physically demanding, and over time, more local people started considering a job in tourism as unattractive in view of career prospects. Parents of Generation Z probably contributed to discourage their children from venturing into such area of employment due to the stigma that developed around such jobs. According to a report by the Employment agency Jobsplus, in 2019 there were 4,805 EU nationals working in the

accommodation and food service sector and another 6,618 in the arts, entertainment and recreation sector (Jobsplus, 2020), making up 16.5% of all direct and indirect workers employed within the tourism sector. This could result in a scenario where local people are not willing to work in this industry and this will eventually result in a shortage of a young local workforce who will be ready to embark in a tourism related career.

In fact, the issue of lack of manpower has become a hot subject within the tourism industry. Meetings with representatives of the industry usually flag such problem as one of the main challenges. Such topic has also been covered substantially within the local media where on, practically a weekly basis, some article presents such challenge to the general public. Some eateries were also reported to have decreased their opening hours due to such lack of staff.

This shows how much the new breed of manpower (Generation Z) is in fact not entering such industry as a career.

1.3 Research questions and objectives

This study seeks to determine to what extent such perception of the tourism industry is affecting the possible employment of the new generations and the magnitude of it, at present, by giving a voice to Generation Z and identify their perceptions on venturing into the tourism industry as a career prospect. To this effect, this study seeks to answer the Research Questions:

- 1. What are the perceptions of Generation Z about the tourism industry?*
- 2. What is the likelihood of people pertaining to Generation Z to seek a career in the tourism industry?*

To answer these research questions, this research will address the following objectives:

- To determine the perception of the ideal workplace for members of Generation Z.
- To determine the opinion of Generation Z when it comes to a career in tourism.
- To determine whether such generation is ready to enter the tourism industry.

- To recommend practices to the Malta Tourism Authority and other Tourism entities to attract young people towards the industry.

1.4 Purpose Statement

The purpose of this study is to test the theory of how the members of the local Generation Z perceive the tourism industry, and how this would also affect their potential aspiration for a career within such industry. The study determines the desire of such generation to work in the tourism industry. Figure 1.2 illustrates the variables that are going to be taken into account and explored in order to test the Dependant Variable when taken from the Generation Z point of view.

The study will also look at the employers' perspective in a qualitative way to have a broader view of the problem. This will provide the researcher with an opinion on the Generation Z as employees or potential employees.

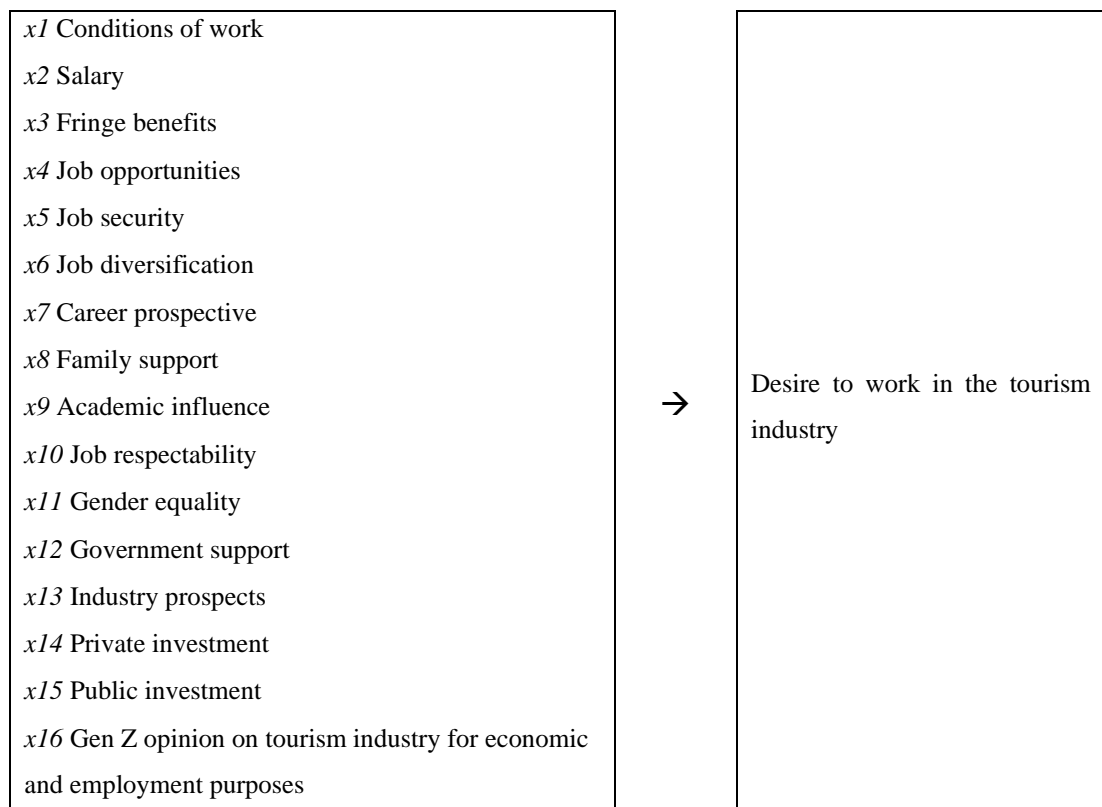


Figure 1.2 Initial Conceptual framework

1.5 Anticipated contributions

Based on the personal experience of the author, as a licensing manager within the MTA, there is a desperate need for staff in the tourism industry. Such information is derived from the investors themselves when they approach our department for new licenses. In fact, the study will also seek the input of HR directors who will give an insight to the current situation when it comes to the employability of such youngsters. At the end of the study, recommendations could be drafted in order to be of relevance to the main players in the industry. The research provides an opportunity for local educational institutions (Institute of Tourism Studies-ITS) to possibly tweak their study plans while at the same time tourism operations could make their workplace more attractive. Ultimately the possible conclusions drawn from such study could give a wider and more in-depth knowledge of part of the local community (Generation Z) when it comes to the local tourism industry.

1.6 Literature Gap

It is being concluded that there is a gap in literature when it comes to such research. Other authors have studied the subject area through literature search or qualitatively (e.g. Goh and Lee, 2018). Whilst quantitative approaches have been adopted to study the perceptions of Generation Z towards work in general (Ozkan and Solmaz, 2015), no such known study has been carried out in the tourism industry, and even less so in Malta. Furthermore, many studies limited their participants to students. This research aims to go beyond that; given that employees in the tourism industry can come from diverse educational backgrounds.

1.7 Structure of thesis

The thesis is divided in chapters, in the interest of order and ease of reference. Chapter 2 provides a review of secondary literature which present the secondary research data found by the author. The conceptual framework was finalised after the review of literature and Chapter 3 then explains the methodology and methods used in such research in view of collecting the primary data. Chapter 4 presents the results of the

research which will be followed by Chapter 5 which presents a detailed discussion of findings. This chapter compares and contrasts the primary and secondary data collected. The final chapter provides the conclusions reached, recommendations intended to the relevant entities that could enact policies to address the previously mentioned problem, and suggestions for further research.

2 Literature Review

2.1 Introduction

Figure 2.1 shows the literature map, which includes the main topics explored through the literature review. Each topic is further sub-divided to provide a more informed approach to the study.

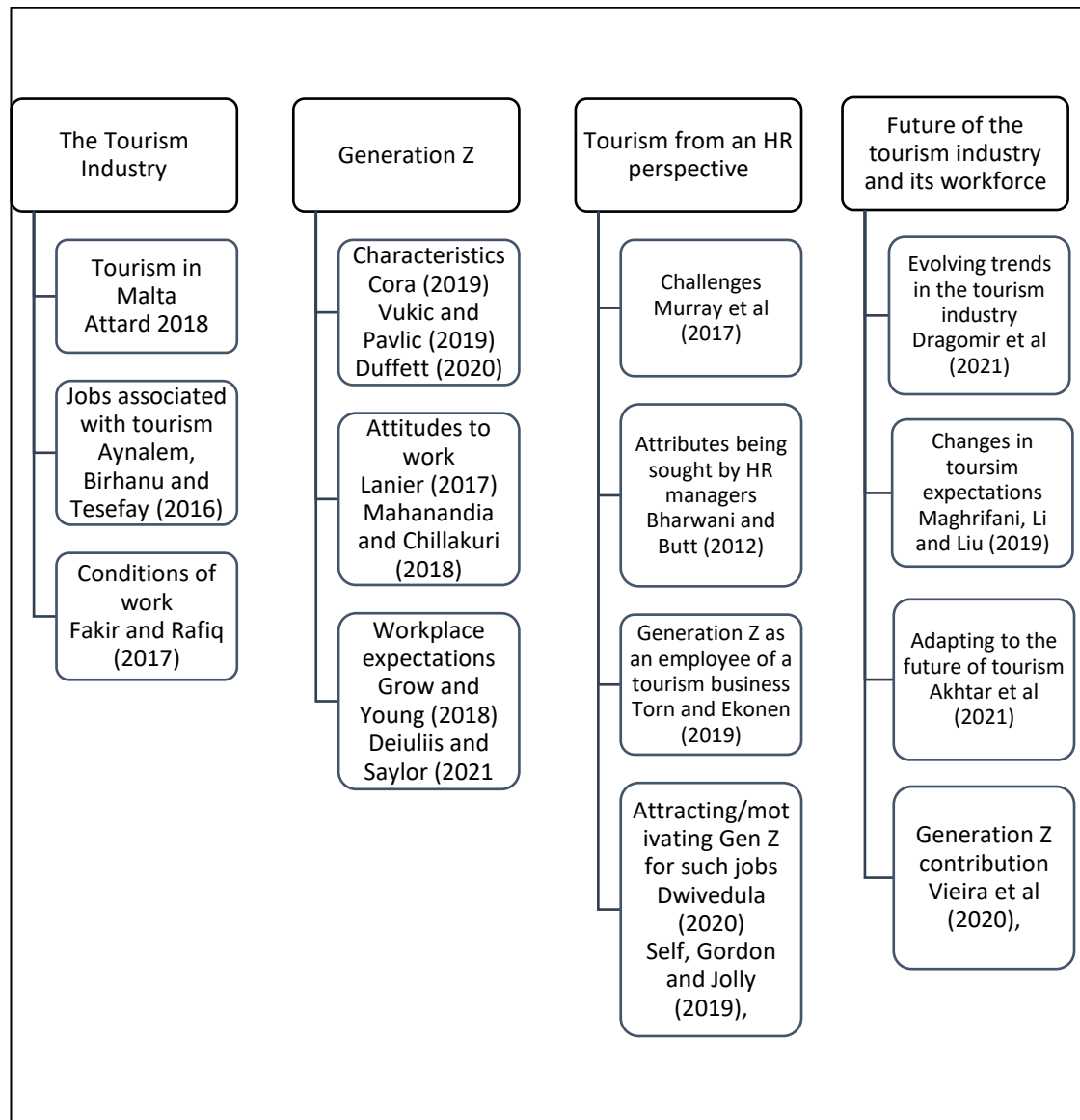


Figure 2.1 Literature map

2.2 The tourism industry

2.2.1 Tourism in Malta

Attard (2018) states that tourism in Malta had its formal birth in the 1960s and over time has become a major contributor to Malta's GDP. The Maltese tourism industry went through stages which follow the phases mentioned in Butler's tourism life cycle. A steady growth was registered at first, followed by a period of stagnation. In 2006 low-cost airlines were introduced in Malta and tourism entered a rejuvenation stage. This contributed to the increased investment in the sector, with a considerable increase in the infrastructure like accommodation, facilities, and attractions. Staff was needed in order to fill vacancies created by such investment and during the 80s and 90s the manpower available was mainly unskilled personnel. Such persons would mainly fill posts within the food and beverage and housekeeping departments (Attard, 2018). Supplemented with a foreign workforce, Malta reached a peak in inbound tourism in 2019 with a total of 2,771,888 tourists that visited our shores (NSO, 2020b).

2.2.2 Jobs associated with tourism

Tourism is undoubtedly a large contributor to the world's GDP. Many businesses reap the benefits from a strong tourism industry directly or indirectly. According to the UNWTO (2018), in 2017 there were 1 out of 7 persons who were employed in tourism worldwide, whether directly or indirectly. This results in approximately 760,000,000 persons globally (UNWTO, 2018).

Whenever the tourism industry was strong; and based on the fact that it is a service industry, people are always needed and therefore one can safely say that the industry creates a good number of job opportunities. According to Aynalem, Birhanu and Tesefay (2016) tourism creates opportunities which are both directly and indirectly involved with the industry. Direct involvement is when employment is needed for operations such as hotels, tourist information offices, restaurants and any other operation/premises which targets the tourist as the main client. At the same time, it creates jobs for businesses which are indirectly affected by the industry. An example

of such indirect businesses would be construction companies, aircraft maintenance and accounting services, among others.

The industry is nowadays offering more job diversification due to the fact that people are travelling more than ever. Destinations are becoming more affordable thanks to decreasing costs of travel, resulting in more competition when it comes to pricing. Travellers are also expecting more amenities and services, and therefore in accommodating such requests the industry must employ a wider knowledge/skill-based workforce. This is creating an opportunity for workers with particular skills, but at the same time posing a challenge to the tourism industry to find such employees (Aynalem, Birhanu and Tesefay, 2016).

The industry is dependent on demand when it comes to job security and jobs are relatively safe when the tourism sector is strong in a particular country or company. However, COVID-19 has shown that when tourism decreases or stops completely, jobs are quickly lost. Undoubtedly, the Covid-19 pandemic has resulted in one of the major global challenges in modern history, Varzaru, Bocean and Cazacu (2021), estimate that during the pandemic 50 million persons employed in tourism lost their jobs; 13.6 million were in the European Union alone. Likewise, COVID-19 has left a significant impact on the Maltese tourism industry following the relatively conservative health measures adopted by the Maltese Health Authorities. According to Briffa and Agius (2021) this, inevitably, led to a drop in tourist arrivals (-84%) by July 2020, when compared to the previous month (Briffa and Agius, 2021). Therefore, one can conclude that job security is dependent on a thriving business for the tourism industry, which in turn will retain and continue offering more opportunities of employment (Vărzaru, Bocean and Cazacu, 2021).

2.2.3 Conditions of work

When it comes to conditions of work, the tourism industry does not have the best track record, and this seems to be a worldwide reality. Fakir and Rafiq (2017) state that one of the main reasons why staff leave from tourism jobs is due to a low job satisfaction, lack of motivation and poor working conditions. In fact, in their paper, they state that research has shown that tourism and hospitality jobs were considered as low-level jobs, with relatively low incomes and conditions. This, in turn, results in a pessimistic

attitude by the workers leading to a more negative approach towards their responsibilities (Fakir and Rafiq, 2017).

The situation seems to be applicable also to the Maltese tourism industry. In a consultation paper issued in 2017 by the Ministry of Tourism, it is specified that the industry is not offering wages and conditions that attract potential staff. Quoting a study by the Malta Hotels and Restaurant Association (MHRA) it was specified that 98% of ITS graduates find a job within the industry. However, 15% leave the sector within one year (Ministry of Tourism, 2017).

Fringe benefits are considered a positive aspect of the job, though not all operations offer such benefits. These benefits are usually offered by the larger companies, or hotels which form part of a chain. Weaver (2009) writes that in a study involving graduates working in the tourism industry, the participants considered their pay low, but appreciated the fringe benefits associated with their jobs. Such fringe benefits take the form of incentives such as: free meals, free tickets and discounts.

2.3 Generation Z

2.3.1 Generation Z characteristics

Each generation has its own characteristics that makes it different from other age groups. Such differences make a person unique. The different mindsets affect the way they act with others and the way they react in particular situations. This, in turn, also effects the opinion of others on such generation.

Cora (2019) states that people who are born within the same period make up a particular generation. Generation Z is preceded by the X and Y generations, who started to adapt to new technologies, such as the washing machine for the generation X and the computer/cell phones for the Y generation (Çora, 2019). Cora also presents the fact that Generation Z have easier access to information thanks to technological advancements and display a higher mental development due to the modern education system. Moreover, Vukic and Pavlic (2019) state that Generation Z have a better understanding of technology and are smart and creative (Vukic, 2019). Generation Z

are considered as the ‘global’ generation due to the power of the internet that connects us worldwide. This has made the Z generation more confident and optimistic, while valuing the family unit and showing responsibility in view of various life aspects. Such generation takes decisions based on the use of social media and are against an authoritarian type of leadership. In fact, Duffett (2020) states that members of the Z Generation have grown up with computers and other technological devices such as mobiles, on which they rely heavily, and which give them the ease to be always connected to the social media and the internet (Duffett, 2020).

Generation Z members expect a swift reply to their requests and a high level of professionalism according to Dimitriou and AbouElgheit (2019). Ulfa and Astuti (2019) also agree with other authors that such generation is very dependent on social media, but are at the same time they in a transition period which effects their biological, mental and emotional perspectives. (Dimitriou and AbouElgheit, 2019) (Ulfa and Astuti, 2019).

2.3.2 Generation Z attitudes to work

Lanier (2017) continues to confirm the characteristics of such generation, such as the fact that they are constantly being connected and that they are the first global generation. The author also provides certain aspects of such generation that are relevant to them being part of the workforce. She states that Generation Z have been brought up in a multicultural environment and they expect that such situation will also be met at their place of work. Compared to millennials, Generation Z aspire to be entrepreneurs and therefore they can offer more autonomy and project ownership. This could show that such generation is more interested in being self-employed rather than working for someone else. Lanier also states that even if such persons have been raised with continuous access to the web, they still need to engage in meaningful conversations (Lanier, 2017).

Mahanandia and Chillakuri (2018) state that such generation can be loyal to a profession but not to an organisation and they will leave a company for a better paid job, if the opportunity arises. Such generation might not be successful in jobs that are repetitive and standard. They are better at multitasking and get easily bored when doing the same job. Therefore, their productivity may decrease if they do not find the

correct stimulus. The same authors write that such generation can offer an advantage when a company has a global reach since, such generation is already predisposed to work better with multicultural partners and thus can be willing to be deployed abroad more easily. (Chillakuri and Mahanandia, 2018)

In a quantitative study by Bako (2018) with 228 participants across different generations, the author proved that generation Z differ from other generation such as the X and Y. They are rated as higher risk-takers and practice self-sacrificing for the job at hand. They also consider that it is normal for a leader to keep information from them if that is a company policy, whilst the other two generation see this as an impediment for good leadership (Bako, 2018).

One could also state that an issue could arise also if different generations are employed within the same working environment since it has been noted that Generation Z has distinctive and strong differences from other generations.

2.3.3 Generation Z workplace expectations

Grow and Young (2018) explored the expectations on the place of work of Generation Z thanks to a survey conducted using quantitative questions among university students. The study provided an interesting insight and concluded that such youngsters are looking for particular attributes. When it comes to leadership, they are looking for respect, fairness, and good life/work balance and importance of Company Social Responsibility (CSR). They expect their manager and supervisors to be motivating, friendly and open minded. They look for an organisation that will push them to do better but is understanding and kind to them at the same time (Grow and Yang, 2018)

Deiuliis and Saylor (2021) write that Generation Z differs from the Y Generation and the workplace must be able to address the generation gap that can be present within the company. This can be done only by knowing the characteristics of each generation and being able to meet their expectations. The Z Generation prefers a mentor or coach rather than a supervisor. This setup would be based on a relationship based on trust and loyalty which encourages active listening rather than a rule-dictating type of management. Therefore, such individuals are in search of a 'partnership' rather than an authoritative work environment. They also prefer long term performance-orientated

tasks rather than focusing on one task at a time. Generation Z members are also aware of and feel the need to actively make a positive difference within an organisation. In view of this positive reinforcement must be incorporated in the work practices, so that such expectations are met. This will ultimately result in having a better motivated workforce leading to more efficiency (DeJuliis and Saylor, 2021).

2.4 Tourism from an HR perspective

2.4.1 Challenges in finding the right candidates

Bharwani and Butt (2012) identify certain challenges related to the human resources perspective within the hospitality industry. They write that there is a shortage globally, both in terms of quality and also in quantity and this is a burden for HR executives within the industry. Unfortunately, the industry has been given a poor image in terms of employability especially when it comes to remuneration and conditions of work. Tourism is also very lacking when it comes to retaining its manpower since the levels of staff turnover is quite high in this sector (Bharwani and Butt, 2012).

Murray et al (2017) also recognise certain challenges in finding good candidates for such jobs. In fact, they state that the nature of the labour supply is changing due to the overall lower birth rate and increasing longevity. They also state that there is a mismatch between the skills of the labour supply and the demand of the industry. They also indicate that challenges are faced when trying to find personnel that are able to provide both technical skill and also the necessary attitude for the hospitality industry. The perception that tourism jobs are seasonal and/or part-time may also lead to the fact that more people are not attracted to such industry, therefore making it more difficult to find the ideal candidates for specific jobs (Murray *et al.*, 2017).

Davidson, McPhail and Barry (2011) present another factor that might affect the way the ideal candidate is found, mainly that the HR of a hospitality business, must be able to recognise that different generations have different expectations and features. This must be taken into consideration when coming up with the posts, policies and work conditions. Different generations have different attitudes and will not be attracted to any job if such attributes are not taken into account. Therefore, an issue of mismatch

between what is expected by HR and the prospective candidates could also lead to specific challenges (Davidson, McPhail and Barry, 2011).

2.4.2 Attributes being sought by HR managers

In today's globalised world, trends have changed, and the industry is adapting to such demands. The tourism industry is expanding and therefore the need for staff is always on the increase. Such increase is both in the numbers of personnel needed and the different types of skills needed, due to a more personalised and diverse type of service approach.

Bharwani and Butt (2012) state that nowadays customer-facing staff need to have particular skills that enable them to be more engaged and to interact better with the guests. Therefore, HR managers are looking for people who are better equipped with hard and soft skills. Such elevated expectations, for a personalised customer approach by the guest, is pushing for a change in the job searching methodology. Therefore, the industry is calling for people who are motivated and have good social skills and are able to predict guest expectations.

This expansion of services is also widening the type of skills needed in the industry. In the past, food and beverage and housekeeping staff were a priority to the management since the service offered was a basic one. Nowadays, tourist accommodations are offering many more services which call for specialised personnel. An example of such services are spa attendants, yoga instructors, activity guides and so on. Consequently, HR managers must be able to engage such specialised personnel for the ever-growing set of services given.

To sum up one could state that HR managers nowadays are looking for a pool of persons that have a set of attributes, such as cultural sensitivity, interpersonal skills, a good attitude towards service in general, a team playing spirit, a techno literate and those who show a good level of critical thinking and problem-solving skills. These are some of the attributes that HR managers are looking for when searching for the traits required to fulfil the different positions needed within the hospitality industry. (Bharwani and Butt, 2012)

2.4.3 Generation Z as an employee of a tourism business

In their study Torn and Ekonen (2019) found that Generation Z were mainly employed as part-timers even though they consider their career and personal development as an important aspect of work. This seems to be important for such generation in order to acquire work experience for future jobs. The same study discovered that this generation puts a lot of importance in life-work balance and for them it is important that they can dedicate enough time for both activities. Monetary reward is also an important factor since they understand that they need such income in order to sustain their standard of living (Törn-laapio and Ekonen, 2019).

Lanier (2017) identifies 5 aspects about Generation Z that HR must keep in mind when looking to employ members of such generation. As discussed in other studies such generation is the first, true, globally connected generation and who is highly technologically knowledgeable. Such generation does not know a world without internet and therefore they are accustomed to certain standards when it comes to technology. HR managers must be able to adapt the workplace in order to both attract such employees and also to maximise their potential. Secondly, over the years legislation and HR procedures have been improving on the issue of diversity, but with such generation at work such reality can be more versatile. Thirdly, members of the Generation Z have grown up in a time when recession was an issue, and this has conditioned their way of thinking in terms of jobs expectations and aspirations. In fact, such generation still want to have a stable and secure job and are particularly motivated in advancing their career path. HR managers must keep in mind that such generation must be given the opportunity to grow and advance in the job. If that is not the case, a company could lose such talent since they would move to other opportunities, possibly to a competitor. Another attribute is the fact that such generation are very entrepreneurial and therefore a company can instil a sense of ownership by giving such generation the possibility to lead a project as if it was their own. This can encourage such employees to come up with innovative ideas that could help the company achieve its goals more efficiently. Lastly, the same author states that even if such generation is constantly connected thanks to technology; they still value the personal connection and therefore HR managers must create an environment where such members of staff

are approached and spoken to in a physical way. This could increase motivation and communication, which could create a healthier work environment (Lanier, 2017).

2.4.4 Attracting/motivating Gen Z for such jobs

Generation Z members also have different expectations than other generations. Dwivedula (2020) writes that such generation values health care benefits and the financial stability derived from work. They also look for jobs that give them the opportunity to be able to meet their commitments both on the workplace and in their social life. They are tech savvy but still consider human interactions important, they value job security, and a good paycheck is of importance. Such generation appreciates being given opportunities to learn and develop their skills. With such attributes in mind HR managers can devise a package that may attract such generation towards their company. At the same time looking at such characteristics one can create job practices that motivate such generation. The goal is to create a job that continuously keeps rewarding the employee according to the job done. This will avoid the ‘danger’ of boredom and ensure a more engaged staff (Dwivedula, 2020).

Self, Gordon and Jolly (2019), following research, state that such generation has already become vital to the industrial world, which also includes the hospitality industry. In view of changing the negative perception towards the industry as an employer and by keeping the characteristics of such generation in mind, certain initiatives could be of benefit. One of the suggestions would be to provide a student’s internship program which gives the opportunity to both parts to secure a more permanent job. The employee will have the opportunity to experience the industry and the employer can assess better the potential candidates. Recruiters could also make better and more use of technology within the industry, since such generation is very comfortable in using such medium and therefore might be more attracted to a workplace which embraces such technologies. This could also be utilised in the training aspect of the industry.

Therefore, the key is to look into the attributes of such generation and try to adopt them to attract and motivate such generation in order to ensure a good supply of employees for the ever-growing hospitality industry (Self, Gordon and Jolly, 2019).

2.5 Future of the tourism industry and its workforce

2.5.1 Evolving trends in the tourism industry

Tourism has, over the years, become a massive industry that, albeit its advantages, also has a number of disadvantages, with over tourism being one of the most pressing issues. Dragomir et al (2021) indicate that such matter will likely continue to increase as tourism becomes more popular. Taking a destination beyond its carrying capacity will have impact on the economic, cultural and environment elements of the country. Therefore, the effort to tackle such issue will become a priority- the goal will be to target the right tourist so that a destination can maximise on income while reducing the impacts thus becoming more sustainable.

The same authors write that technology will continue to become more widely used and devices such as tablets and mobiles will become more popular as the main tools used in booking trips. Incidentally such revolution is spearheaded by the Z generation. Tourists will most probably become more responsible in their mode of travelling since ecological travelling is becoming more important. This is due to the growing concerns of travellers who opt to use alternatives that impact the environment less. In view of this, the venturing to less known destinations will also become a more common reality and therefore there will be more distribution of tourism. In the same paper the authors quote an International Air Transport Association (IATA) report which states that air travel has declined in popularity and travellers are choosing to travel at a slower pace (as opposed to the fast-paced world) by choosing slower alternatives such as trains.

People will also choose to travel during what are considered to be low seasons and thereby increase the time-window during which the country experience tourism. It is also projected that Generation Z will lead to an increase in the trend of ‘solo travelling’ which will change the trend of family or collective travel especially in the case of leisure. Also, longevity and better health is giving an older generation more possibility to travel than ever before and this is another segment that will create a change. Another change that is apparent is the fact that more travelling is evolving from business trips. People take the opportunity to explore a destination whilst being there on a business

trip- this is an evolution from going somewhere for a few days, related to work matters or to trips being extended to include a leisure element.

Needless to say, such changes must be embraced by the industry and the race is on in order to meet such demands that must be met effectively so as to remain competitive. (Dragomir, Gîrniceanu and Mazilu, 2021)

Looking at the above; the Generation Z cohort can bring the needed change and be the right fit due to the fact that they are more conscience about the environment, (due to the fact that they have been brought up continuously hearing about such issues) while also embracing the technology needed to move forward. They are a generation that can better understand fast-paced business, which in return gives them the required stimulus.

2.5.2 Changes in tourism expectations

Maghrifani, Li and Liu (2019) state that tourist expectations are a reflection of the person's state and his/her motivation. In the case of a destination, a tourist will create an expectation based on his/her attributes and what such person knows about the destination, which is gathered either by word of mouth and/or information available about such place. Therefore, it is vital for the tourism business community and service providers to be aware of what their target clientele is expecting and adapt to it in a rapid way. This is the key to ensure satisfaction for their clients whilst increasing their competitiveness (Maghrifani, Li and Liu, 2019).

Marques De Lima, Mainardes and Rodrigues (2020) write that tourism expectations formation is becoming more reliant on social media, which is giving a more global and widespread dynamic to the word-of-mouth promulgation of a destination. Sites such as Facebook are taking the place of travel operators since potential tourists are acquiring information derived from people who have experienced the place first-hand. (de Lima, Mainardes and Rodrigues, 2020).

Keeping in mind the evolving trends and the fact that technology is becoming more influential, one may conclude that tourism is becoming much more demanding and oriented towards a richer experience and better service. Tourists are becoming more accustomed to relying on technology and are expecting that certain innovations will

be experienced during their travels. This is due to the fact that a more efficient service and better amenities are anticipated. Technologies such as artificial intelligence and robotics are becoming a reality in the tourism industry and therefore tourist expectations will continue to be pushed higher.

Furthermore, this fact solidifies the argument that tourism businesses have to engage personnel that are accustomed to such technologies and who are able to embrace and exploit the full potential of such mediums. Generation Z have grown using such platforms and devices which in turn makes them the ideal candidates to shape the content needed to push a business on the market. Such generation can also help in planning a strategic marketing campaign deployment, even when it comes to hardware targeting and format, such mobiles, tablets and personal computers.

2.5.3 Adapting to the future of tourism

Furthermore, Akhtar et al (2021) state that the future of tourism has now been marked by the Covid-19 pandemic and things have changed considerably due to such occurrence. People have become more wary when it comes to travel, and one could theorise that a considerable amount of time will pass before traveller numbers reaches the pre covid levels. This does not mean that one should not take the opportunity to adapt to what the market is looking at. The authors present an argument where technologies are giving the opportunities to destinations/businesses even when the traveller cannot physically visit the place.

This is most probably the best way to adapt to the future of tourism by making better use of evolving technologies in order for tourism to become more attractive and push for the tourism restart. In fact, the authors mention the use of digital tourism as opposed to mass tourism. Apart from reaffirming that devices such as mobile phones and portable devices have become vital mediums for travelling purposes, technologies such as virtual reality (VR) have become more pronounced. In their paper it is stated that a destination and its attractions can be visited without actually being physically on the spot. This has given an opportunity to destinations to showcase themselves during the pandemic. At the same time this can serve as an incentive for such users to actually visit the place, once this would be possible. Such technology could also be extremely relevant to persons that cannot travel for reasons of lack of mobility. This could

potentially increase the reach of a destination. Another technology which is becoming more popular and used in conjunction with VR is the augmented reality which can give a more vivid experience when being in a particular place by ‘bringing to life’ (on a screen) particular characters and/or scenes related to such destination.

The authors argue that the Covid pandemic has put such technologies at the forefront of tourism, and only by adopting and adapting to such technologies a destination can remain relevant and competitive (Akhtar *et al.*, 2021).

Generation Z are the only working age cohort of the population that are fully accustomed to such digital innovations. They already have a solid base in its use and most of them have experienced such innovations first-hand. For an individual company to be able to portray itself in such manner, would mean having a competitive advantage on other companies.

2.5.4 Generation Z contribution to such changes and their implementation

In conclusion, it has been already established that Generation Z is very reliant on technology and use mobile mediums more extensively than the previous generations. Such generation is undoubtedly shaping the tourism industry from both the consumer and also the provider point of view. Whilst such generation is increasing in its percentage dominance in the travellers segment, it is also having this effect on the workforce scenario.

As per Vieira *et al* (2020), Generation Z will be leading the e-commerce consumer behaviour very soon. In fact, an increase in such method of doing business has already been averted during recent times. Such generation live more in a virtual world and tend to rely more on information gathered from such mediums instead of a face-to-face setting. They are very demanding and fast paced, therefore in targeting such generation, a destination must adhere to what they are expecting. The authors argue that certain attributes must be taken into consideration when targeting such audience both in the consumer and provider scenarios, and also when thinking in terms of freedom of expression and also flexibility at work. The notion of customisation can be seen when planning their trips and also when being the service provider. They expect integrity when they are offered a service and also when being within an organisation,

and they tend to scrutinise everything thanks to better means at their disposal. They are a more collaborative generation since they share their experiences online and get feedback in return. Given the same opportunity, they can be a very good asset to a company. They like entertaining themselves and therefore seek such opportunities when travelling; at their workplace they can also instil a more relaxed attitude, which decreases stress. They also expect speed whenever they request a service, and they are predisposed to offer such service when they find themselves on the other side of the table. They are the generation that experiences a lot of ground-breaking innovations and have learnt to expect such innovations to be available more quickly than ever- at the same time they have this particular mindset that can help a company to come up with certain novelties which could provide a competitive advantage.

Keeping in mind such attributes and the fact that such generation will become more dominant in the future, one should feel comfortable that such generation will change and mould the new tourism industry and at the same time be the ones that will pave the way, in the industry, for their peers (Vieira *et al.*, 2020).

2.6 Conclusion

The literature review provided information derived from other studies and papers relevant to the subject. It briefly described the tourism in Malta, the jobs associated with such industry and also the conditions of work that are related to such industry. This helps in giving a perspective of the industry this study is related to.

The review also provided information regarding the subject of the study which is the Generation Z. Characteristics of such generation and their attitude towards the place of work, as observed by other authors were provided. Data regarding their expectation on the workplace was provided which shows that there is a level of particularity from other generations.

Since the study will also look at the HR perspective, the literature reviewed was also relevant to the challenges being faced in the industry and the attributes being sought by HR executives. More specifically, the possible contribution that Generation Z could give to the industry and how they can be motivated in order to be retained, was explored.

Finally, the literature review provided information on the tourism industry and its evolving trends. Such evolutions present a challenge when it comes to changing expectations which requires the operator to adapt to them. Finally, how the generation under review can contribute to the tourism challenges was explored within the available literature.

3 Research Method

3.1 Introduction

Following the review of literature, the conceptual framework guiding survey questions has been updated (Figure 3.1)

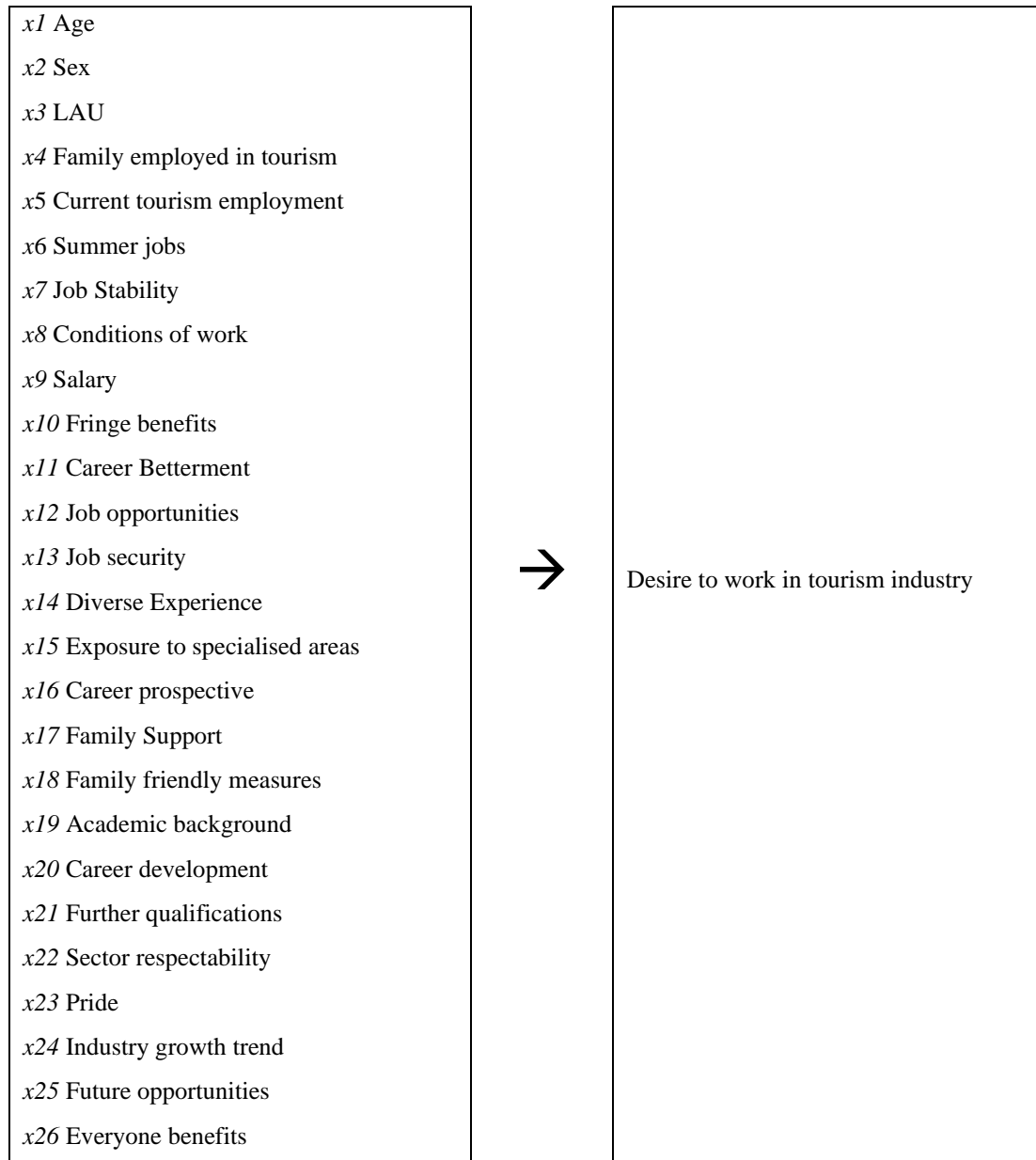


Figure 3.1 Final Conceptual framework

To further identify the best method for such study the author will use the Research onion method which was developed by Saunders in 2007 (Figure 3.2). The various

layers within such model help the researcher to come up with the best research option (UK Dissertation Writers, 2019).

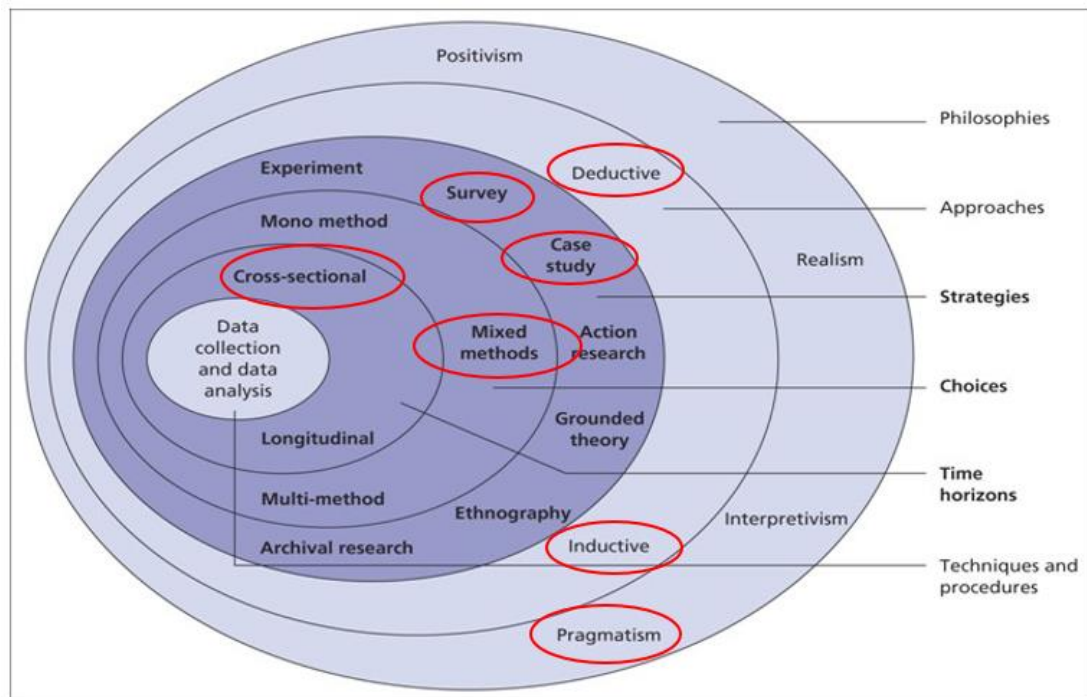


Figure 3.2 Research 'onion' – methodology adopted in research (Saunders et al, 2007)

3.2 Research philosophy and approach

The research adopted the Pragmatist philosophy. The ontology of this philosophy is ideal when one has a “complex or rich realities” (Saunders et al., 2007) which is based on the knowledge of the key players but also on the established subgroups that make up the bigger picture. The epistemological characteristics of such philosophy are based more on the practical way of acquiring knowledge, which lead to research that answers real questions to possibly solve actual problems. Its axiology is based on research that is value driven which also considers the knowledge of the researcher. Such method supports the use of mixed methods as were used in such study.

This research had both a deductive and inductive element. The deductive approach was used to test whether relationships between variables exist, such as age and the desire to work in the tourism sector. On the other hand, an inductive research approach was used to analyse interviews to study “the psychological and organisational

behaviour by carrying out empirical observations” (Woiceshyn and Daellenbach, 2018).

3.3 Research strategy

An exploratory research strategy was used to answer the research questions presented in this study since the information available was limited. Such method can help in increasing the understanding of a topic and eventually help in meeting future needs. The choice of research was based on a ‘mixed methods’ approach since both a quantitative and a qualitative method was used in order to collect data which resulted in having both scientific data, which is factual, and also subjective data which can be interpreted. Surveys were carried out to gather the perceptions of Generation Z towards working in the tourism industry. To fill in any gaps in the primary data collection, two interviews were carried out with Human Resources Directors.

Data was collected using a cross-sectional time horizon because the study was done as part fulfilment of a thesis which is part of a Master’s course with a set timeline for completion. Consequently, a cross-sectional approach was adopted since the study took a ‘snapshot’ of at a particular time and not maintained over a period (Saunders, Lewis and Thornhill, 2007).

3.4 Sampling and participants

3.4.1 Survey

In Malta there are 81,882 persons who pertain to the Generation Z (NSO, 2020a). This equates to 15.9% of the total population. This was considered as the population for the study proposed (Table 3.1).

Total Gen Z population													
Age group/ Single years	Southern Harbour		Northern Harbour		South Eastern		Western		Northern		Gozo & Comino		Totals
	Males	Females	Males	Females	Males	Females	Males	Females	Males	Females	Males	Females	
10	349	373	702	661	357	377	290	268	403	371	156	147	4,454
11	414	374	754	680	404	364	274	287	380	406	116	129	4,582
12	401	352	734	668	401	350	280	285	388	388	164	140	4,551
13	385	356	696	655	392	310	294	231	327	350	149	128	4,273
14	362	333	672	584	357	325	279	269	365	339	158	126	4,169
15	381	360	687	618	335	324	291	285	347	327	143	148	4,246
16	389	362	621	600	384	341	278	274	360	347	134	131	4,221
17	388	391	670	610	361	337	275	284	349	366	156	164	4,351
18	381	365	620	585	355	321	317	259	348	342	162	133	4,188
19	417	330	677	641	372	312	292	318	354	370	170	147	4,400
20	452	405	791	738	371	405	349	315	431	433	185	221	5,096
21	464	432	922	822	406	405	372	334	442	439	183	175	5,396
22	513	413	1,101	917	483	388	384	374	562	471	214	210	6,030
23	573	459	1,256	996	508	419	424	362	657	547	224	212	6,637
24	633	535	1,493	1,121	572	414	458	352	729	576	256	239	7,378
25	664	505	1,619	1,291	603	488	463	384	767	660	248	218	7,910
	7,166	6,345	14,015	12,187	6,661	5,880	5,320	4,881	7,209	6,732	2,818	2,668	81,882

Table 3.1- Gen Z population by age and sex

Nevertheless, the researcher concluded that not all those falling in the age group bracket should be considered and therefore the real sample size was less. This relates to the fact that the present Generation Z ranges from 10 to 25 years however, 10–17-year-olds were not considered for sampling purposes to avoid consent issues. Following such reasoning, the study population size was reduced to include people aged between 18 and 25, and the revised population amounted to 47,035. The sample size was then determined using a confidence level of 95% and a desired ± 5 margin of error, resulted in a desired sample of 381 individuals (Figure 3.3).

Determine Sample Size

Confidence Level: ☒ 95% ☐ 99%

Confidence Interval:

Population:

Sample size needed:

Figure 3.3 Desired sample size estimation

A non-probability sampling method was used to collect data and questionnaires were distributed by means of social media. When considering the type of research and the

type of person targeted this was considered as the best method to adopt. Nevertheless, the way the survey was made available to participants was uncontrolled since convenience, voluntary-response sampling, and snowball sampling were used. Such method helps in increasing the possibility of the surveys being filled in since participants were encouraged to pass it on to their friends (Argerich and Cruz-Cázares, 2017).

3.4.2 In-depth interviews

The in-depth interviews were held with two HR directors, who were selected using a convenience and purposive sampling strategy. The intention of such interviews is to show how much the Generation Z are attracted to the industry and possibly give an insight of the number of youngsters are employed in the sector. Another purpose is to possibly determine how such generation can be considered an asset to the workplace and what input they can be giving to their employers.

The methods adopted to choose the two participants were different since one was of a convenience sampling nature and the other a purposive one. The convenience sampling interviewee was chosen since the researcher knew the individual personally and was relatively easy to meet up, apart from the fact that the person could provide a more general approach to HR. The purposive interviewee was, on the other hand, someone who runs the HR department of a major hotel in Malta. Such person gave a more focused approach to HR within the tourism industry, more specifically, to the hotel sector.

3.5 Research instruments and data collection

3.5.1 Surveys

The survey was designed to have one question for each variable/factor, where each variable corresponded to a hypothesis (See appendix 6). Such survey used structured, closed-ended questions (Table 3.1).

Variable (conceptual framework)	Question	Variable type
Age	Age: <i>18-20, 21-23, 24-26, 27 or older</i>	Ordinal
Sex	Sex: <i>Male, Female, Non-binary</i>	Nominal
LAU	LAU: <i>Southern Harbour, Northern Harbour, South Eastern, Western, Northern, Gozo and Comino</i>	Nominal
First tourism job recall	When you think of a 'job in the tourism industry', what's the first job you think of? <i>Senior management, Middle management, Junior management, Non-management, Other (please specify)</i>	Nominal
Family employed in tourism	Some of my close family members work in the tourism industry: <i>Yes, No</i>	Nominal
Current tourism employment	I work in the tourism industry: <i>Yes, No</i>	Nominal
Desire to work in tourism	I would like to work in the tourism industry. <i>Yes, No, Maybe</i>	Nominal
Summer jobs	The tourism industry only offers summer or temporary jobs. <i>SD, D, N, A, SA</i>	Ordinal
Job stability	The tourism industry offers stable long-term careers. <i>SD, D, N, A, SA</i>	Ordinal
Conditions of work	The tourism industry offers good conditions of work. <i>SD, D, N, A, SA</i>	Ordinal
Salary	The tourism industry offers good salaries. <i>SD, D, N, A, SA</i>	Ordinal
Fringe benefits	The tourism industry offers attractive fringe benefits related to the job (eg. Company Cars, Discounts, vouchers) <i>SD, D, N, A, SA</i>	Ordinal
Career betterment	The tourism industry provides the possibility to better your career. <i>SD, D, N, A, SA</i>	Ordinal
Job opportunities	Various job opportunities are available within the sector. <i>SD, D, N, A, SA</i>	Ordinal
Job security	The industry offers good job security. <i>SD, D, N, A, SA</i>	Ordinal
Diverse experience	The industry offers the possibility to get experience in different areas of expertise (IT, Accounts etc). <i>SD, D, N, A, SA</i>	Ordinal
Exposure to specialised areas	One can be exposed to other specialised areas of expertise while employed in the tourism industry. <i>SD, D, N, A, SA</i>	Ordinal
Career prospective	The tourism industry offers good career prospective for the possible advancement of a person. <i>SD, D, N, A, SA</i>	Ordinal
Family support	A good family support environment is present in the hospitality industry. <i>SD, D, N, A, SA</i>	Ordinal
Family friendly measures	The tourism industry offers good family friendly measures as part of the employment conditions. <i>SD, D, N, A, SA</i>	Ordinal
Academic background	The tourism industry takes into consideration the academic background of a person. <i>SD, D, N, A, SA</i>	Ordinal
Career development	The industry encourages further career development of a person. <i>SD, D, N, A, SA</i>	Ordinal

Further qualifications	The industry provides training and possibilities to further the academic qualifications. <i>SD, D, N, A, SA</i>	Ordinal
Sector respectability	The tourism industry in general is considered as a respected sector to work in. <i>SD, D, N, A, SA</i>	Ordinal
Pride	I would feel proud to say that I work in the tourism industry. <i>SD, D, N, A, SA</i>	Ordinal
Industry growth trend	The tourism industry will continue to grow in the future. <i>SD, D, N, A, SA</i>	Ordinal
Future opportunities	The tourism industry will offer more opportunities for diverse employment options. <i>SD, D, N, A, SA</i>	Ordinal
Everyone benefits	Everyone in Malta benefits from a successful tourism industry. <i>SD, D, N, A, SA</i>	Ordinal

Table 3.2 Summary of variables and survey question design

Survey data was collected between the 22 February 2022 and the 28 March 2022 by means of an electronic survey, distributed on the social media platforms Facebook and Instagram. These two platforms were chosen due to the fact that they are popular with the Generation Z cohort since they are available on the hardware that they widely use, such as smartphones and tablet, thus making survey participation very fast and accessible from different locations (Dimitriou and AbouElgheit, 2019). To push more the divulging of the survey and at the same time ensure that the target audience is reached the use of an app was used. The Ads Manager provided the opportunity to divulge the survey on the platforms mentioned and specify who will receive such material, namely by locality (Malta-LAU), Gender (All) and Age (18-25 years). Such advertising campaigns are against payment, but they helped in reaching the Generation Z participates needed. To boost such distribution, the researcher used a stratified sampling method by posting the link of the survey on a number of Facebook groups (Appendix 4).

A total of 363 interviews were received and a decision was taken to stop the data collection exercise on the 28 March to allow sufficient time for data presentation and analysis. Following the checking and cleaning of the data, a total of 361 interviews were found to be in line with the parameters set for the study, because two respondents completed the survey despite being older than the desired Gen Z age bracket. This resulted in the base data and confirmed that the confidence level obtained remained very close to the target set, with ± 5.14 .

Find Confidence Interval

Confidence Level: ☒ 95% ☐ 99%

Sample Size:

Population:

Percentage:

Confidence Interval:

Figure 3.4 Post data collection - confidence interval determination

The researcher carried out a pilot study before launching the actual data collection. This tested the feasibility of the study and verified if the research method was actually achievable. The questionnaire was provided to a limited number of Generation Z participants through electronic means together with a hard copy to annotate comments. Once such surveys were completed, they were collected and analysed to check whether the response was in line with the intention of the questions to verify internal consistency. Preliminary testing of the results were done in order to check whether the methods proposed were ideal and relevant. The participants were asked to provide feedback on all the elements of the study format, so that any tweaks required could be carried out.

3.5.2 In-depth interviews

The in-depth interview questionnaire was based on open-ended questions. The participants were chosen by means of a non-probability sampling, since the author used his contacts to choose participants that were in line with such survey requirements. See Appendix 1, 2 and 3 for a sample Participant Information Sheet, Consent Form and in-depth interview questionnaire.

The interviews were semi-structured, and the participants were provided a copy of the questions beforehand so that they could see what will be asked during the interview. However, the interviewer gave flexibility to participants to deviate from the questions to gain a better insight for the research.

The interviews were held on the 25 October 2021 and the 17 June 2022. Both interviews took about one hour to be carried out. Interviews were recorded and subsequently transcribed ad verbatim. Interviews were largely held in English, with any occasional code switching to Maltese subsequently translated to English at transcription stage.

3.6 Data analysis

3.6.1 Quantitative data

Data collected from surveys were coded on Microsoft Excel and was presented in graphs (Bar and Pie). Data was further analysed with IBM SPSS Statistics version 24. Contingency tables were created, and Chi-Square tests were carried out to test 26 hypotheses, each one related to a variable in the conceptual framework. The Chi-Square test was appropriate since the survey collected categorical data, and it does not assume normal distribution. To determine whether an association between variables exists, the standard p-value ≤ 0.05 was used to infer statistical significance.

The strength of association was interpreted using the Cramer's V statistic, for which degrees of freedom were calculated as: $df = \min(\#rows-1, \#columns-1)$. This worked out to be 2 d.f. for all Chi-Square tests carried out for the question '*I would like to work in the tourism industry*' given that there were 3 possible answers (d.f. = 3-1). Subsequently, the strength of association was interpreted using the values in Table 3.2.

Degrees of freedom	Weak	Moderate	Strong
1	0.10	0.30	0.50
2	0.07	0.21	0.35
3	0.06	0.17	0.29
4	0.05	0.15	0.25
5	0.04	0.13	0.22

Table 3.3 Cramer's V interpretation table

3.6.2 Qualitative data

The transcripts of the interviews were analysed using MAXQDA and codes were created (Figure 3.5). Qualitative Content Analysis (QCA) was used to identify themes.

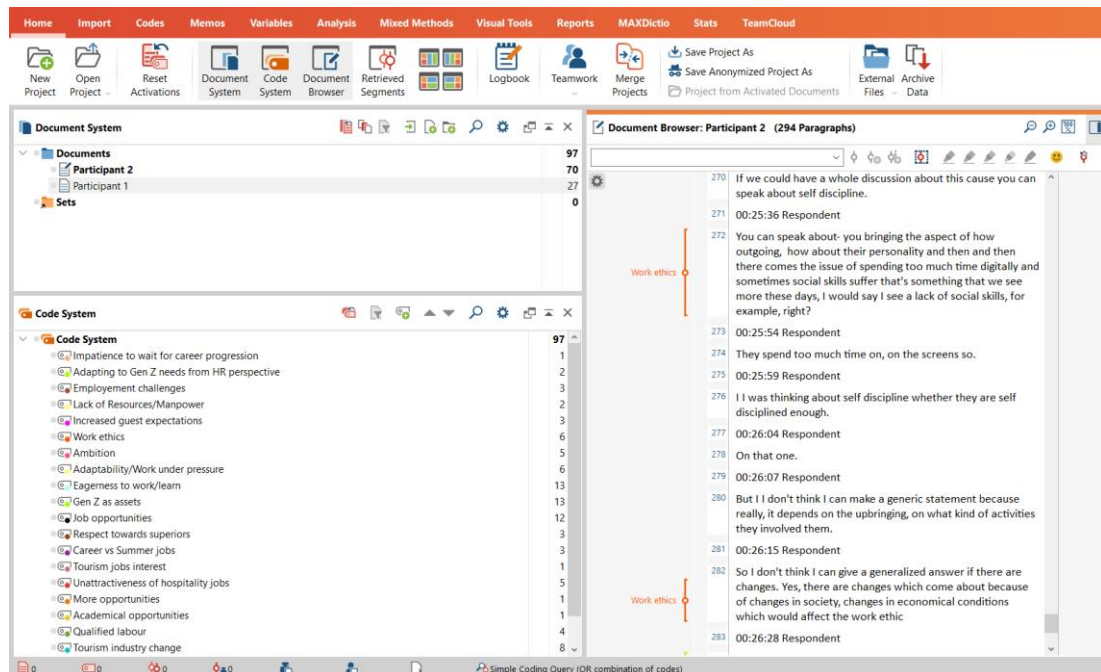


Figure 3.5 MAXQDA data coding screenshot

3.7 Limitations of research design

There were a number of limitations whilst conducting the study. The collection of information from the Generation Z sample were based on a voluntary response sampling method, which means that anyone who participated did so voluntarily because they are interested in the topic and might have an opinion about the subject. It also transpired that more females participated in the online survey which could have created some biases. Furthermore, given that a non-probability sampling method was used, any results cannot be interpreted as representing the larger population and therefore the data/findings cannot be taken as the general outcome. The snowball distribution method could have also created some unevenness in the sample since not everyone was chosen on the same basis. The survey was distributed online and therefore it is assumed that a certain level of education is needed to access and complete a self-administered survey, which might have excluded some potential participants, especially those who would consider low-skilled jobs in tourism.

In the case of the interviews with the HR managers, only two were held during the study which one can be seen as a minimal amount considering the industry. Also, not all sectors of the tourism operation, such as catering and travel agencies among others, were tackled thanks to interviews.

3.8 Ethical considerations

One of the responsibilities of the researcher was to be ethical during all the stages of research. For the research the author was under the mentorship of a tutor, who oversaw that all ethical requirements were observed. The author, on the other hand, made sure that the study was conducted in an ethical and respectful way. Fleming and Zegwaard (2018) state the importance of approval for any study; especially when involving humans. ‘Informed consent’ was put at the top of the list and was given in writing when data collection was not anonymous. The same authors also state that when conducting such studies, one must make sure that it does not harm any of the respondents, the scholar, the community and the academic institution involved. The damage can be financial, physical, and emotional. Correct research design helped in avoiding such issues.

The same paper mentions the issue of ‘conflict of interest’. The researches did not have any conflict of interest pertaining to such study and this contributed to a good and factual response from the participants (Fleming and Zegwaard, 2018). The collection method used was primarily based on an online survey. Such survey was devised in a way that it protected the participants’ privacy at all stages. In fact, the surveys were kept anonymous and there were no questions that can direct you to the person filling up such survey. No emails or personal data was collected, and all data was kept on a laptop which was password protected and only accessible by the author. The distribution method was on social media which made the distribution less intrusive to the potential respondents.

In the case of the interviews, the participants were informed beforehand how the collection will be carried out. A signed consent form was provided and permission to record the session was obtained before the interview started. When presenting the data all the names or reference to the person/s were omitted and only referred to as

‘Participant A and B’. The managers were informed that they could withdraw from the study at any stage.

The proposal of the study was also submitted to the Institute of Tourism Studies Academic Research and Publication Board (ARPB) for the necessary clearances and scrutiny.

3.9 Conclusion

As indicated above, the research was conducted in a way to obtain all the data needed in relation to the problem provided. All ethical safeguards were implemented in order to respect the participants’ personal data. Chapter 4 presents the research findings whilst Chapter 5 provides a discussion to further analyse and derive conclusions from the data collected.

4 Research Findings

The final sample of survey respondents after data cleaning is of $n=361$. The following is a summary of the findings, using a confidence level of 95% and a final estimated margin of error of ± 5.14 . Table 4.1 summarises respondent demographics.

Sex	Male	Age		LAU					Total Count
				Souther Harbour Count	Northern Harbour Count	South Eastern Count	Western Count	Northern Count	
			18-20	10	10	11	5	8	45
			21-23	13	27	7	10	11	73
			24-26	6	17	11	8	7	53
			Total	29	54	29	23	26	171
	Female		18-20	19	15	12	6	11	66
			21-23	11	22	4	8	15	62
			24-26	7	17	12	10	10	62
			Total	37	54	28	24	36	190

Table 4.1 Respondents by sex, age, and LAU

4.1 Quantitative Data Presentation

The research was targeted towards the Generation Z, specifically between the 18 and 26 years bracket which were further sub-divided as illustrated in Figure 4.1.

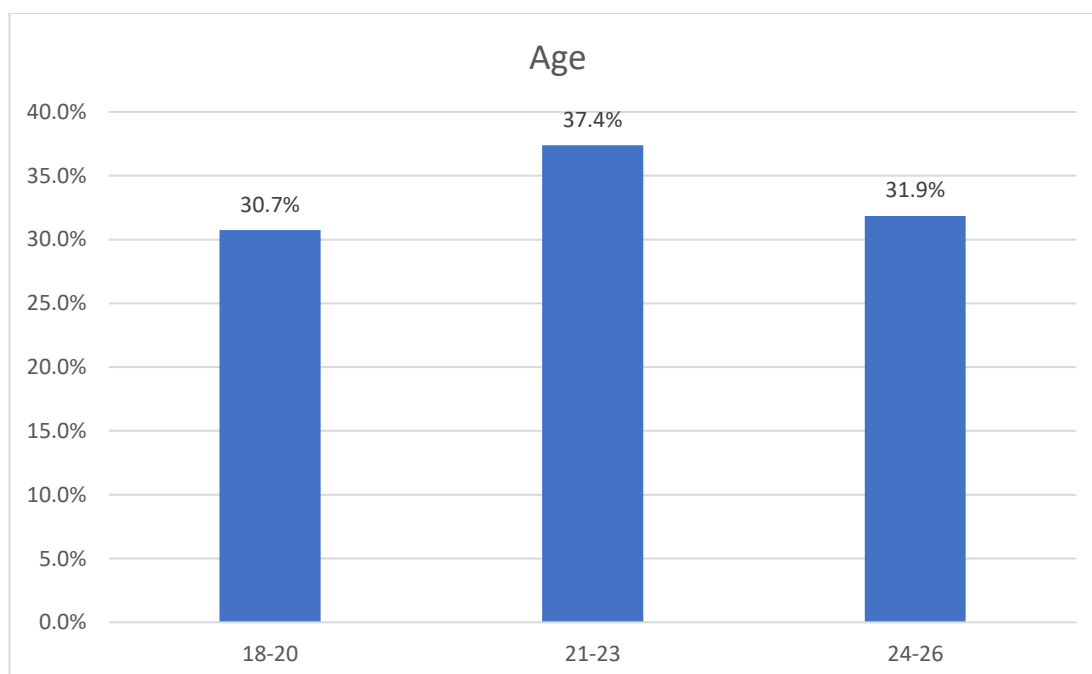


Figure 4.1 Respondents by age

Figure 4.2 shows respondents by sex. Although the percentage of males in the Generation Z population is of 51.7%, this sample weighting criterion was not met due to time limitations.

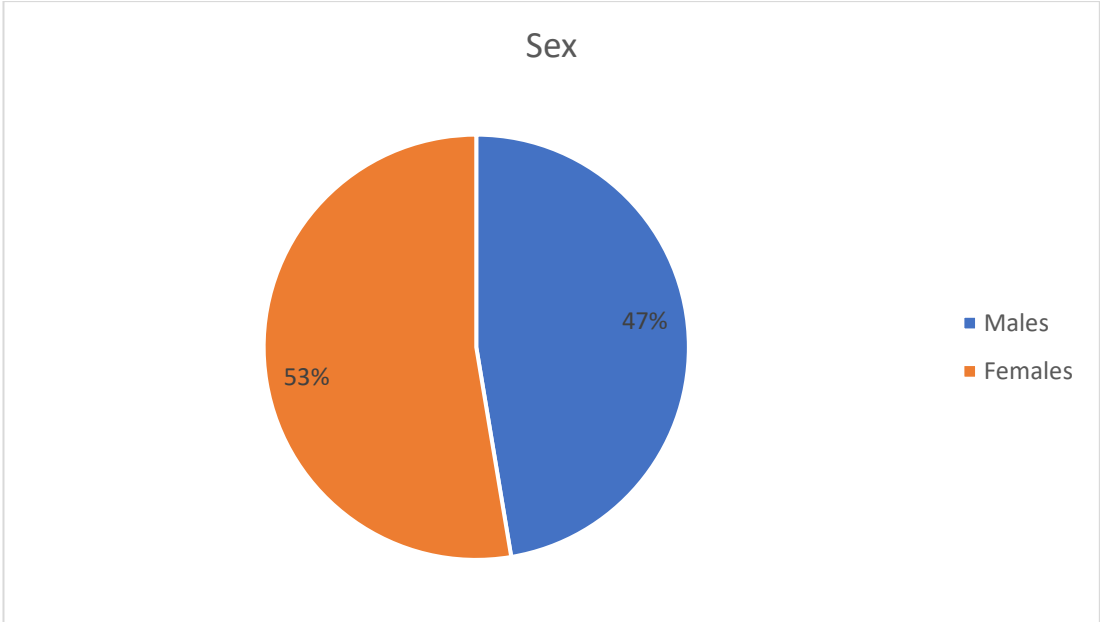


Figure 4.2 Respondents by sex

Figure 4.3 shows the distribution of respondents per LAU, with distributions close to the population’s weighting.

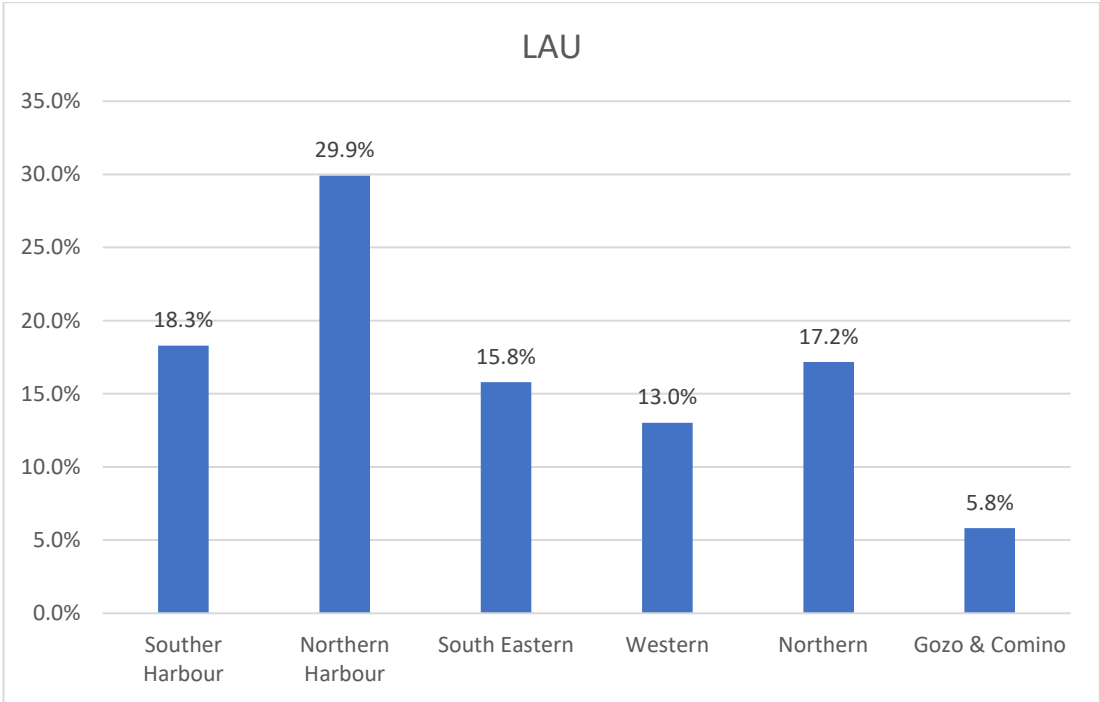


Figure 4.3- Respondents by Local Administrative Unit (LAU)

The survey also enquired whether the respondents have any family members working or that has worked within the tourism industry (Figure 4.4).

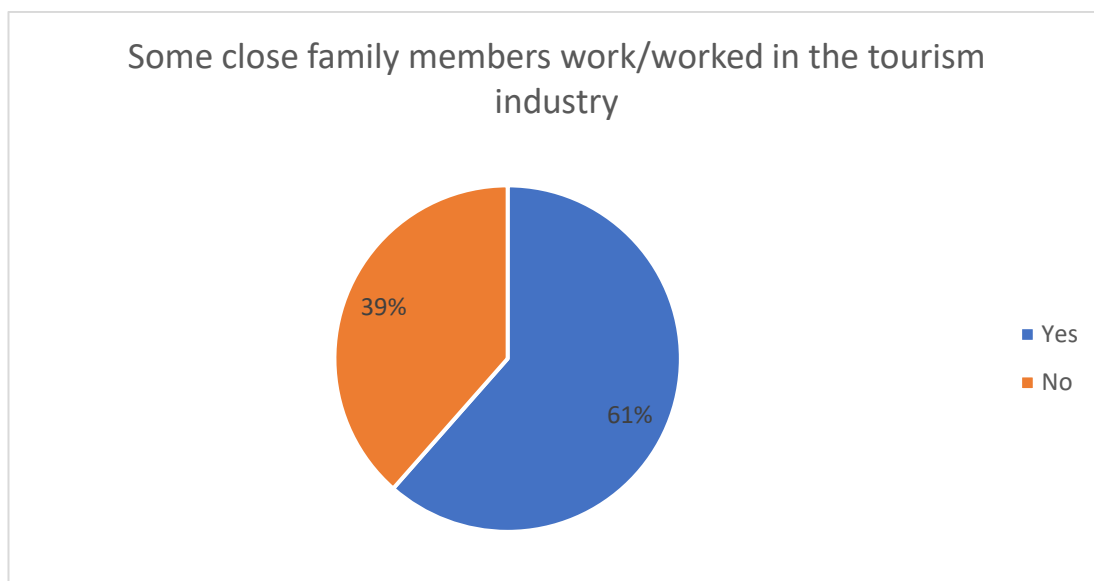


Figure 4.4 Family members working in tourism

When asked to recall the first job that comes to mind when thinking about the tourism industry, 33% stated that they think of a ‘waiter, bartender, receptionist, maids’ (Figure 4.5). Of these, 66% have a family member who works or has worked in the tourism industry.

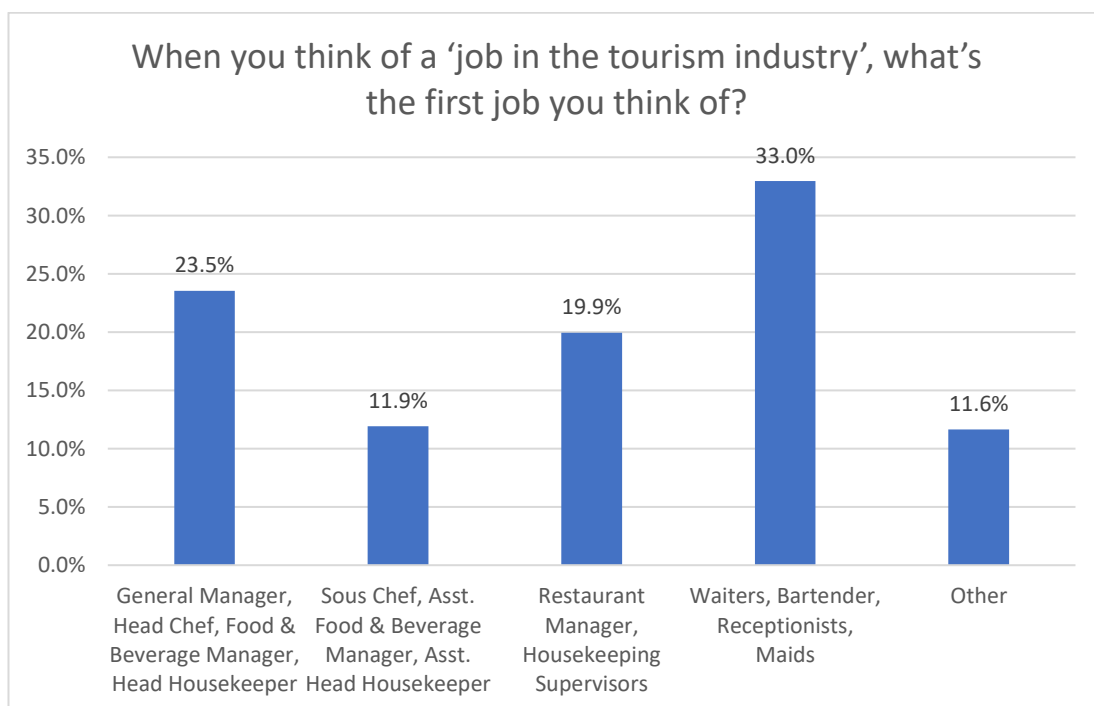


Figure 4.5 First job recall within tourism industry

Figure 4.6 illustrates how many Gen Z respondents are currently employed in the tourism industry. 25.2% of those who are not employed within the tourism industry, first thought of ‘waiters, bartender, receptionists, maids’ as a job within the industry.

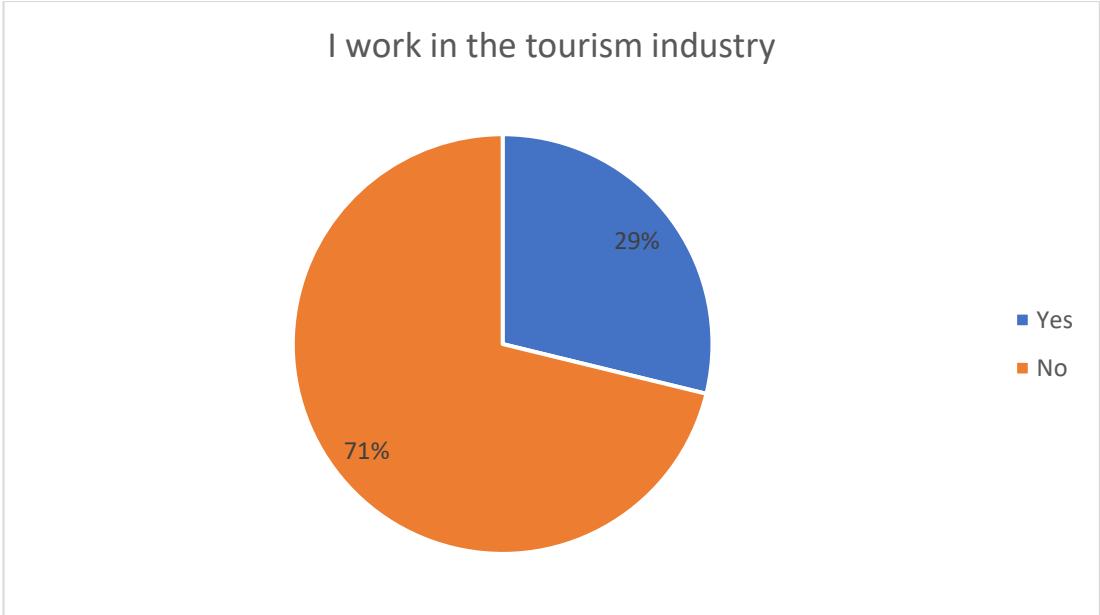


Figure 4.6 Gen Z respondents who work in the tourism industry

Figure 4.7 shows that 55.9% of Gen Z respondents consider a job in the tourism industry, with 25.2% saying ‘yes’ and another 30.7% saying ‘maybe’.

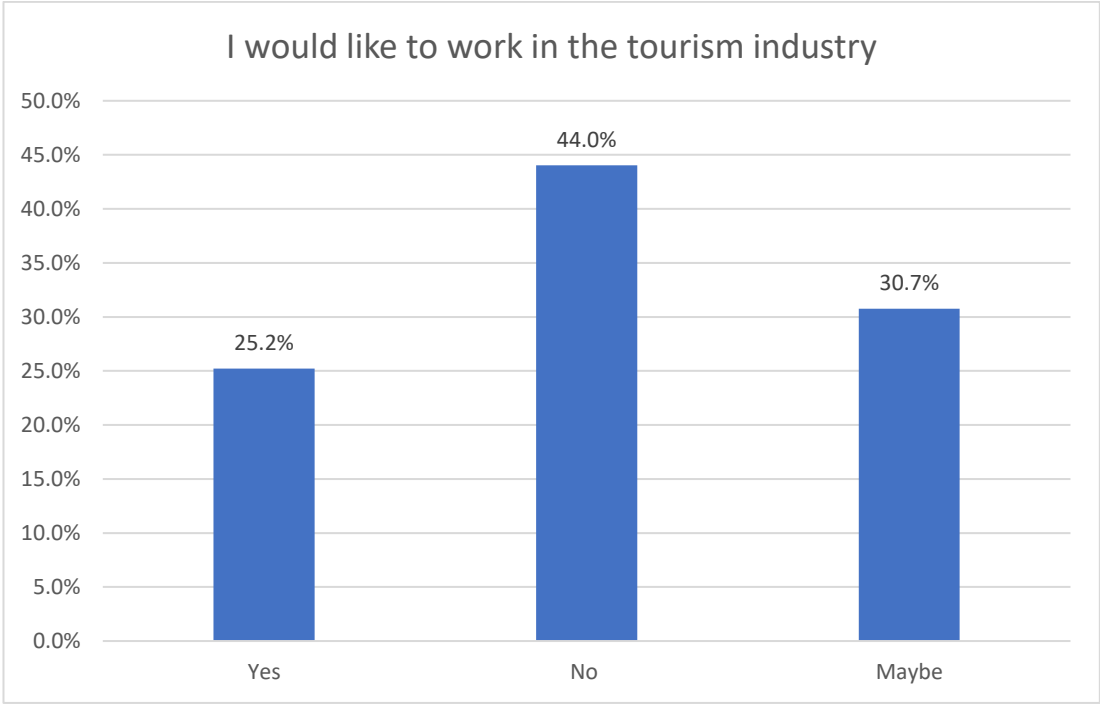


Figure 4.7 Desire to work in the tourism industry

Figure 4.8 shows that 66% of Gen Z respondents think that the tourism industry does not offer seasonal or temporary jobs only.

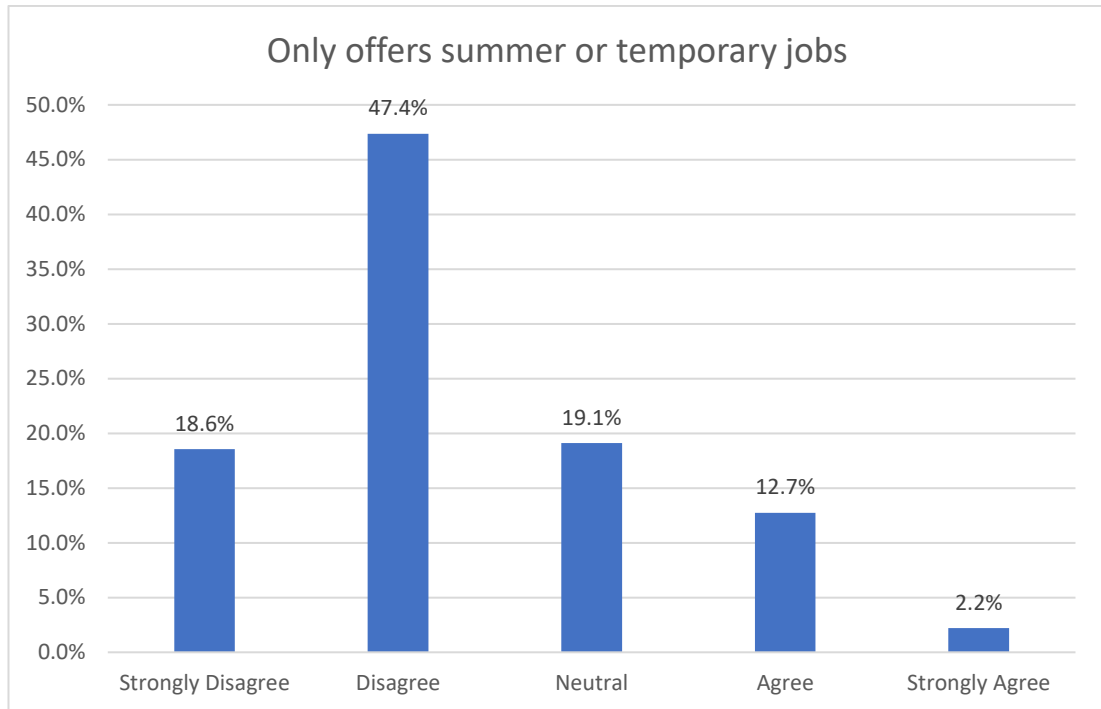


Figure 4.8 Gen Z perception on tourism industry offering temporary jobs only

Similarly, 48.4% of Gen Z respondents think that the tourism industry offers stable, long-term careers, with a remaining 32.1% expressing a neutral opinion (Figure 4.9).

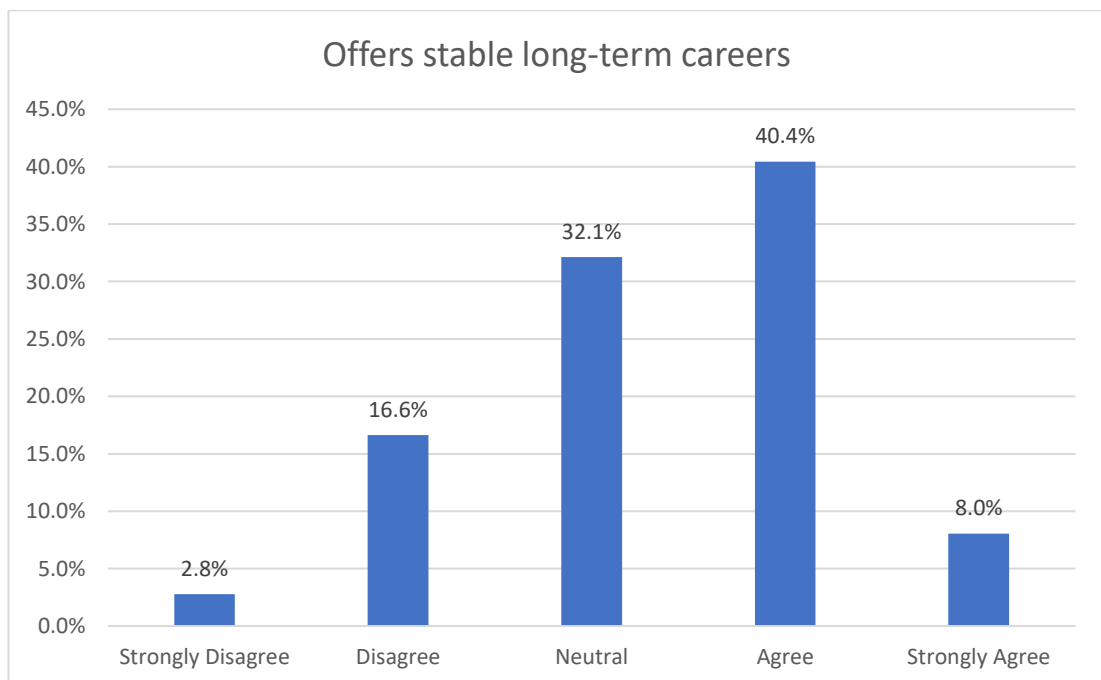


Figure 4.9 Gen Z perception on tourism industry offering stable, long-term careers

Figure 4.10 shows that respondents' perceptions about the tourism industry offering good conditions of work tending slightly towards the agree side (35.2%).

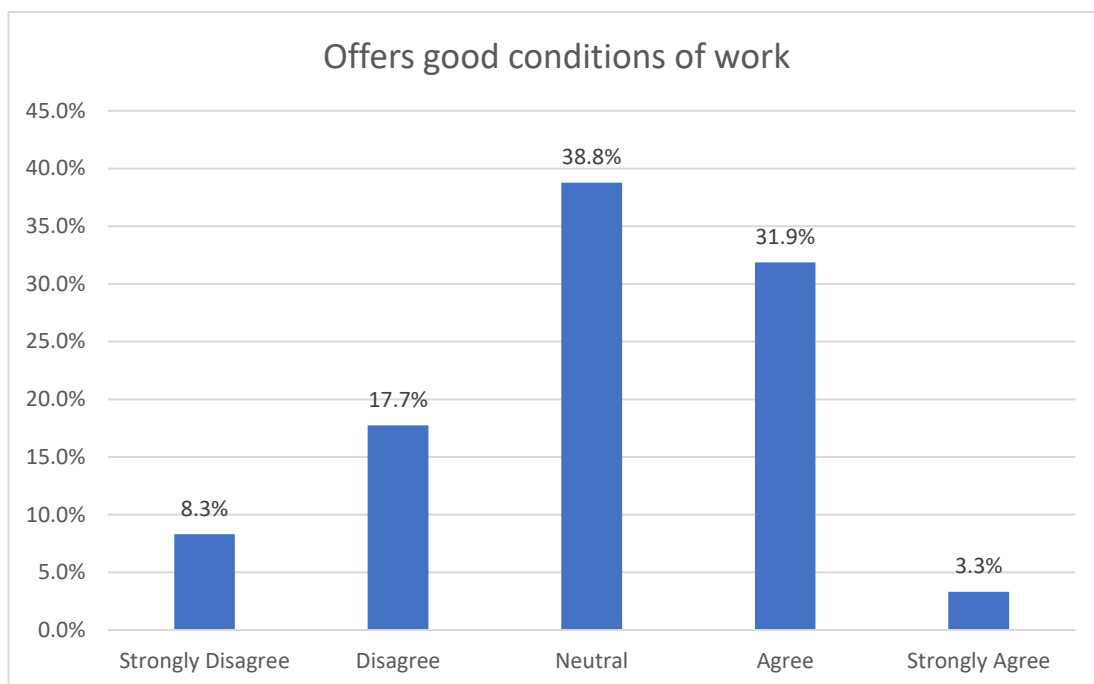


Figure 4.10 Gen Z perception good conditions of work within tourism industry

When it comes to good salaries and fringe benefits, 41% and 41.6% of Gen Z respondents chose neutral (Figures 4.11 and 4.12).



Figure 4.11 Gen Z perception on good salaries within tourism industry

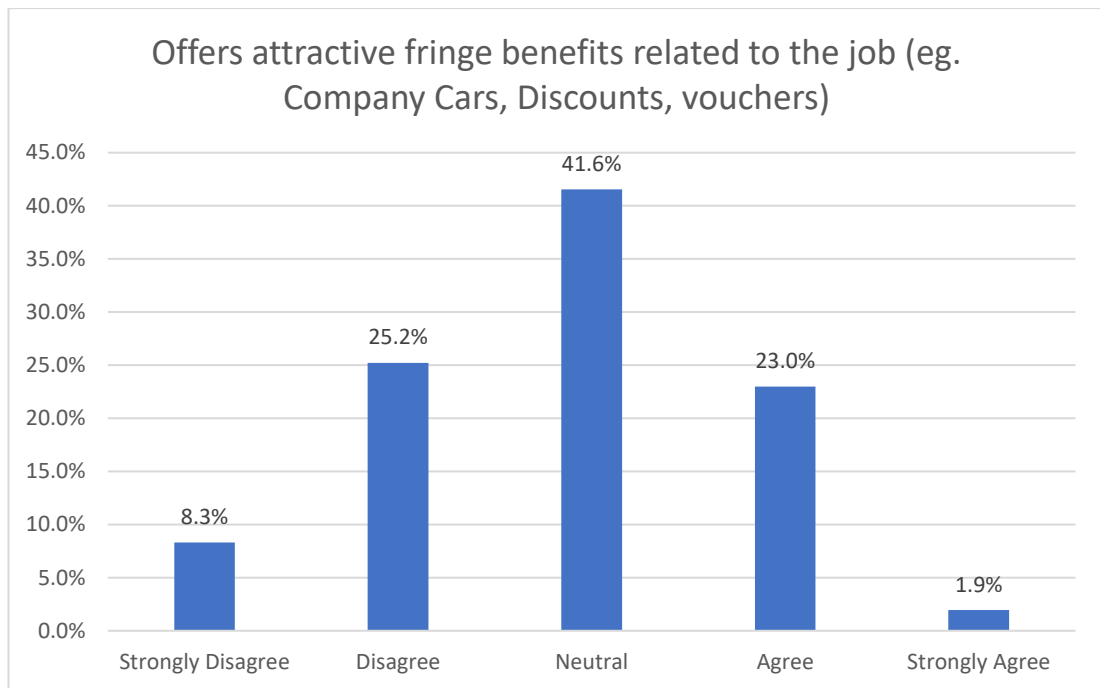


Figure 4.12 Gen Z perception on attractive fringe benefits within tourism industry

When asked about the perception of the possibility to better one's career within the industry, 41.8% agreed with such statement which was also reinforced by 7.2% that strongly agreed. Given that 37.4% remained neutral, only a small portion did not think that the tourism industry gives room to better your career (Figure 4.13).

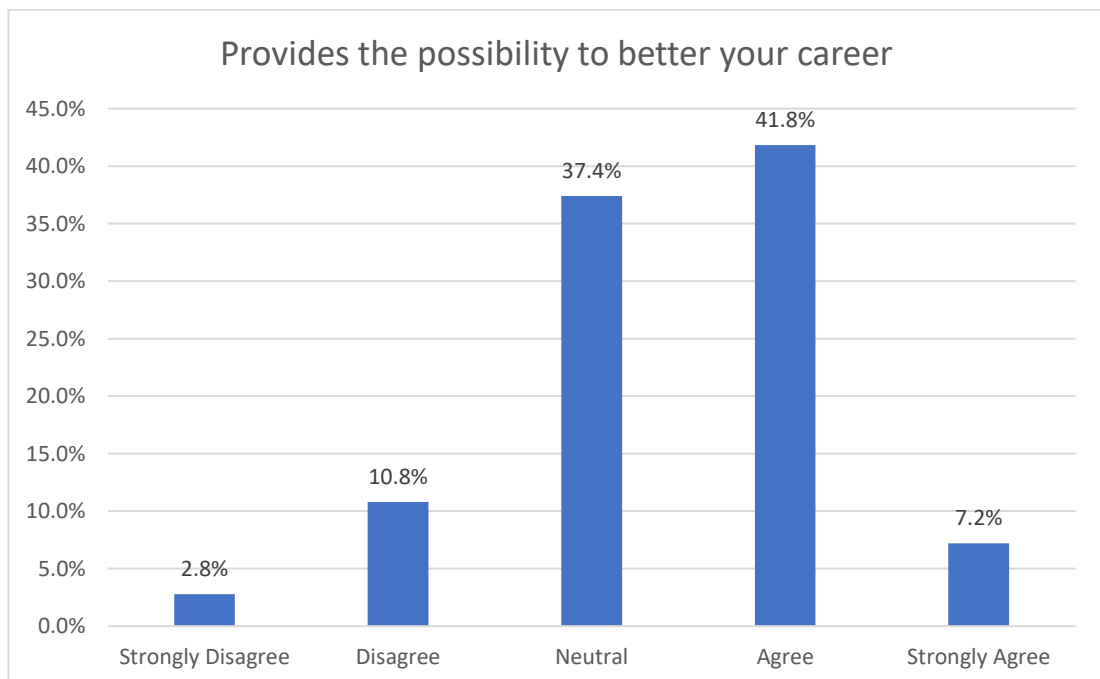


Figure 4.13 Gen Z perception on career betterment within tourism industry

In order to get a better insight into the study; such results were cross tabulated with who works and who doesn't in the industry (Table 4.2). 62.5% of those who are currently employed in the tourism industry think that the possibility to improve the career is real as opposed to 43.6% of those who do not work in this industry.

Career betterment * Currently employed in tourism industry Crosstabulation

			Currently employed in tourism industry		Total
			Yes	No	
Career betterment	Strongly Disagree	Count	0	10	10
		% within Currently employed in tourism industry	0.0%	3.9%	2.8%
	Disagree	Count	8	31	39
		% within Currently employed in tourism industry	7.7%	12.1%	10.8%
	Neutral	Count	31	104	135
		% within Currently employed in tourism industry	29.8%	40.5%	37.4%
	Agree	Count	51	100	151
		% within Currently employed in tourism industry	49.0%	38.9%	41.8%
	Strongly Agree	Count	14	12	26
		% within Currently employed in tourism industry	13.5%	4.7%	7.2%
	Total	Count	104	257	361
		% within Currently employed in tourism industry	100.0%	100.0%	100.0%

Table 4.2 Crosstab career betterment by current employment in tourism

The participants also stated that the tourism industry provides various job opportunities with 52.6% agreeing and 13.3% strongly agreeing with this statement. Only 8% (between disagree and strongly disagree) did not concur with such statement. (Figure 4.14).

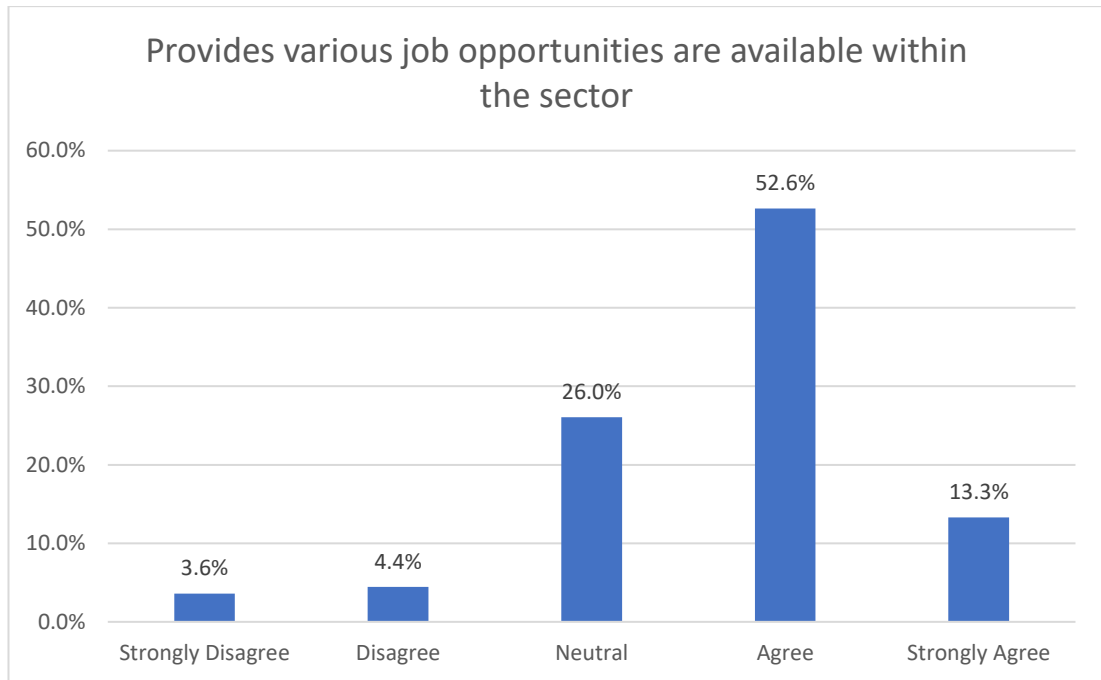


Figure 4.14 Gen Z perception on job opportunities available in tourism industry

Respondents were also asked whether they think that such sector offers good job security and the majority remained neutral (39.6%) followed by 28.8% that agree with such statement (Figure 4.15).

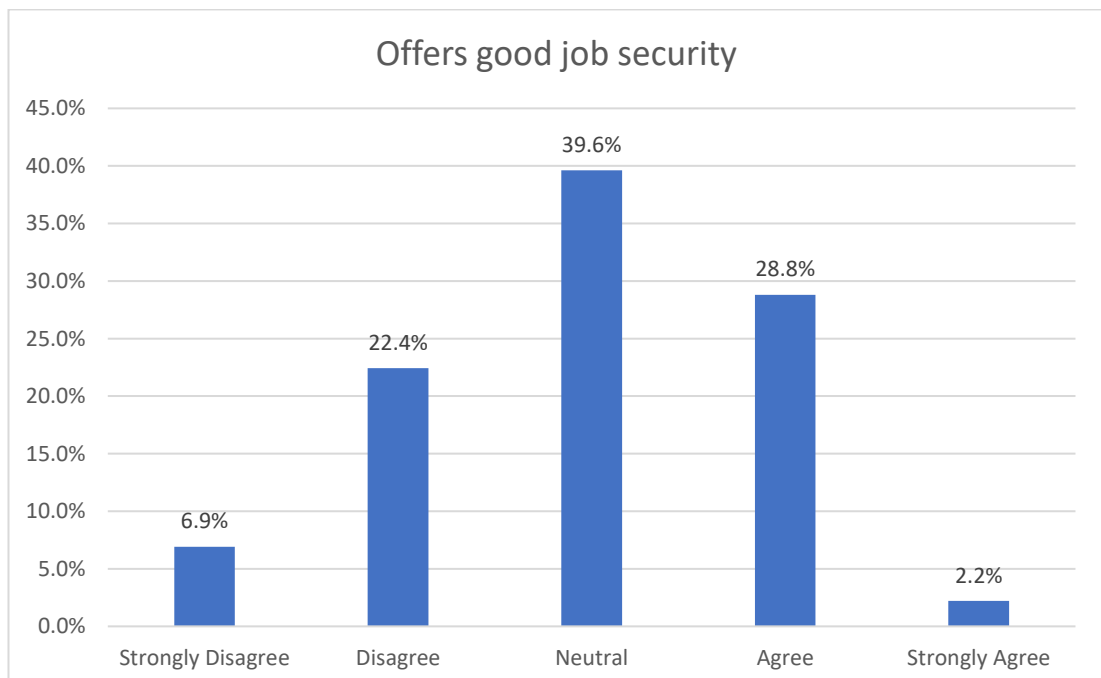


Figure 4.15 Gen Z perception on job security in tourism industry

When asked whether tourism could offer experience in different areas of expertise, 46.3% of Gen Z respondents agree or strongly agree. Similarly, 53.2% believe that a job in tourism offers exposure to different areas of expertise (Figures 4.16 and 4.17).

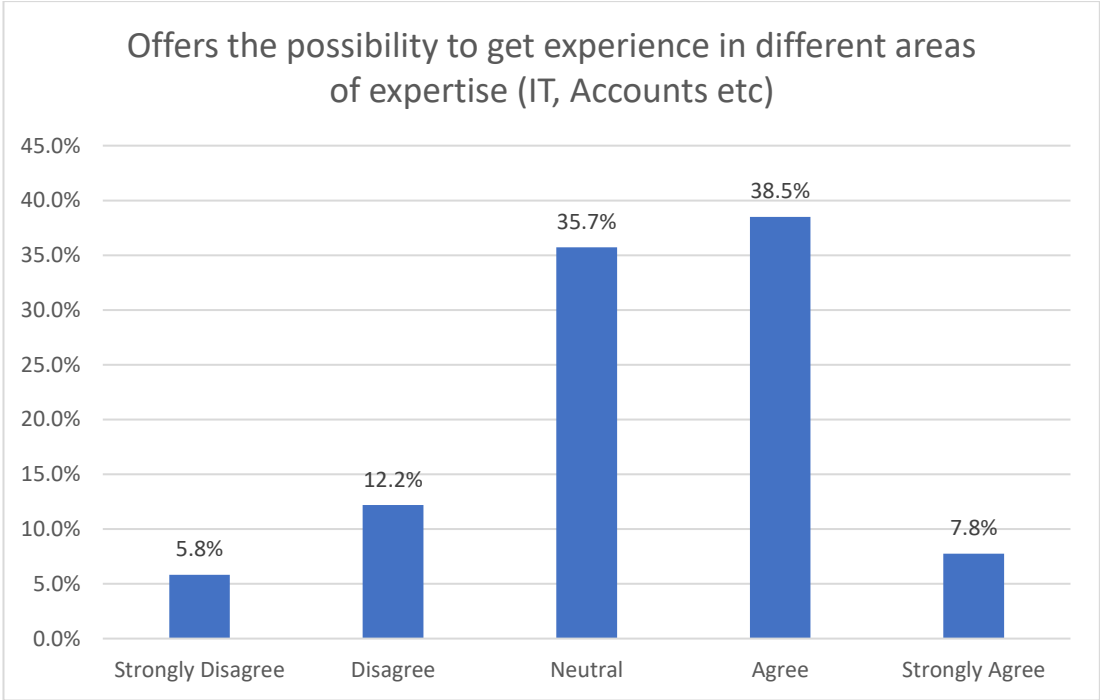


Figure 4.16 Gen Z perception on gaining experience from tourism jobs

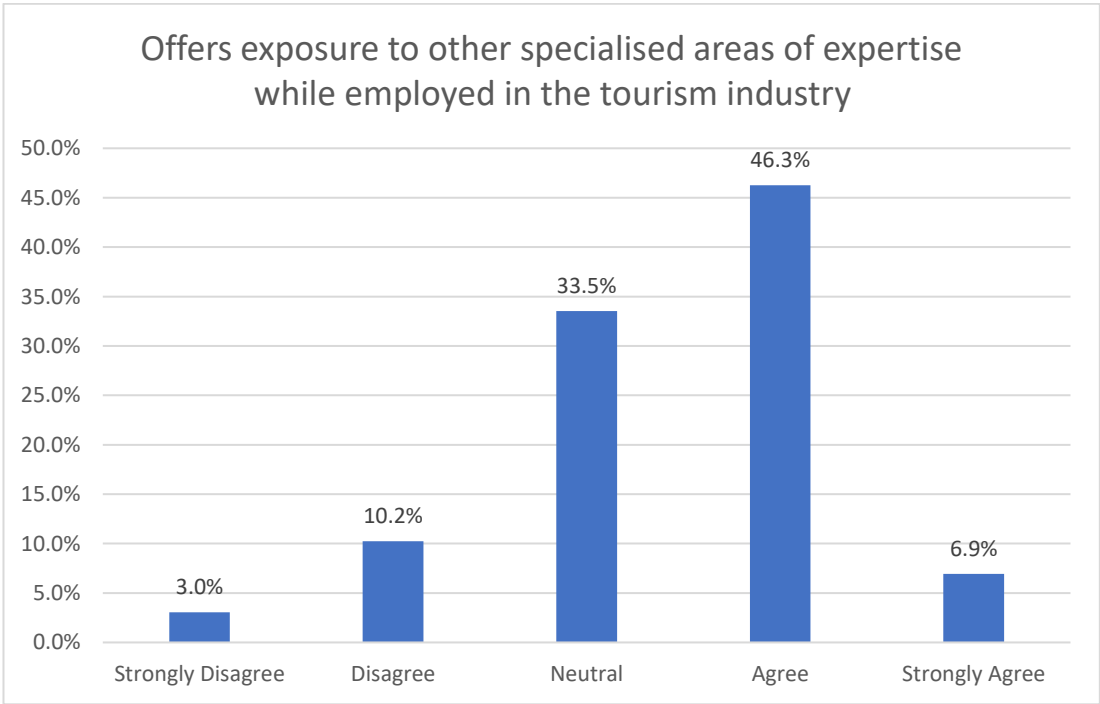


Figure 4.17 Gen Z perception on tourism job exposure potential

Furthermore, 56.2% of respondents believe that the industry offers good perspective career (Figure 4.18).

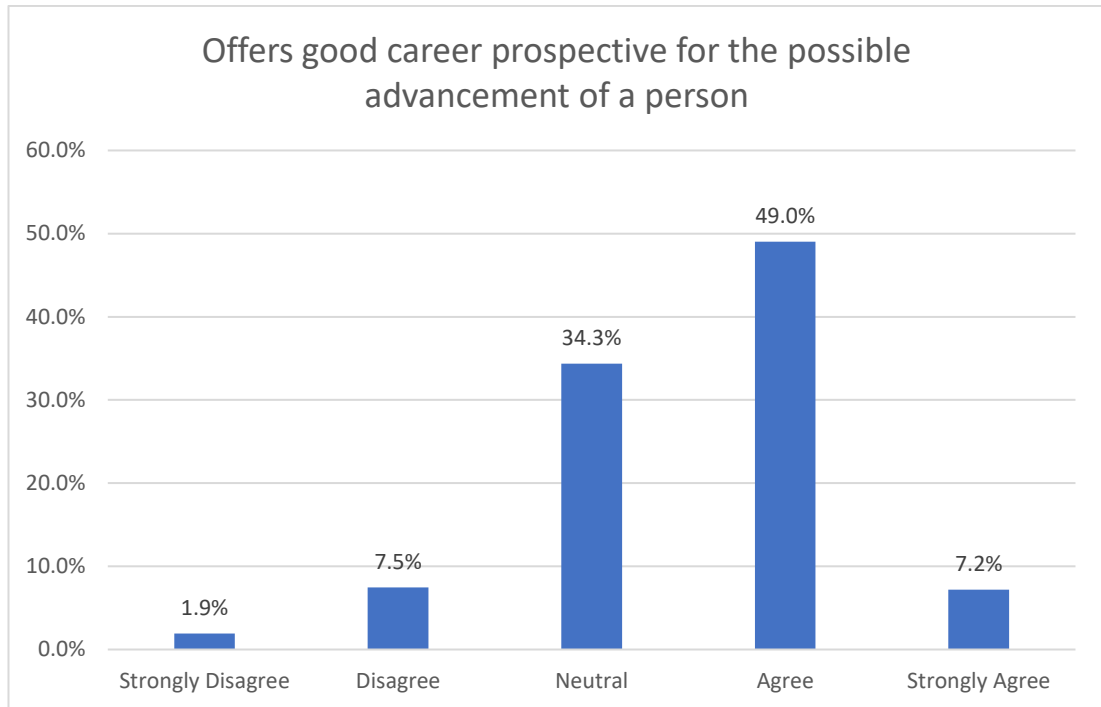


Figure 4.18 Gen Z perception on tourism career advancement prospects

The research looked into obtaining Gen Z's opinion about family-friendly measures. Two statements were provided in the survey - one which was broad and questioned whether tourism offers a family supportive environment. This was followed by a more direct statement asking the respondent's opinion if family-friendly measures are part of the employment conditions. In both cases the response tended to be neutral (43.2 % & 44.9% respectively) as seen in figures 4.19 and 4.20.

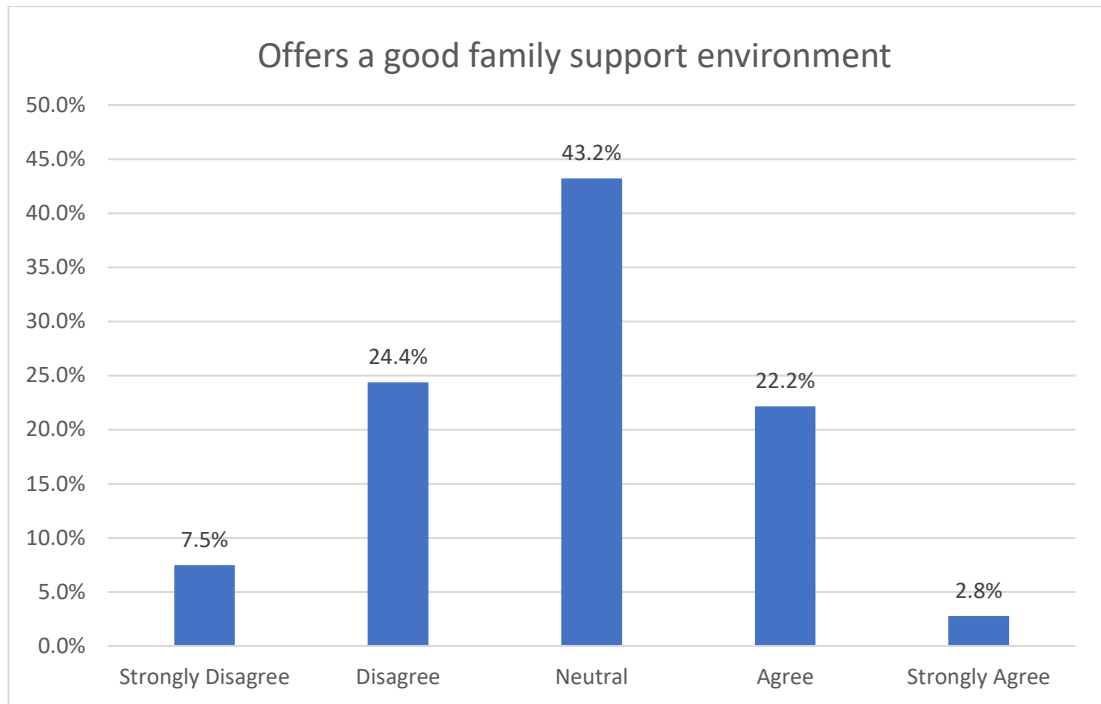


Figure 4.19 Gen Z perception on tourism job offering family support environment

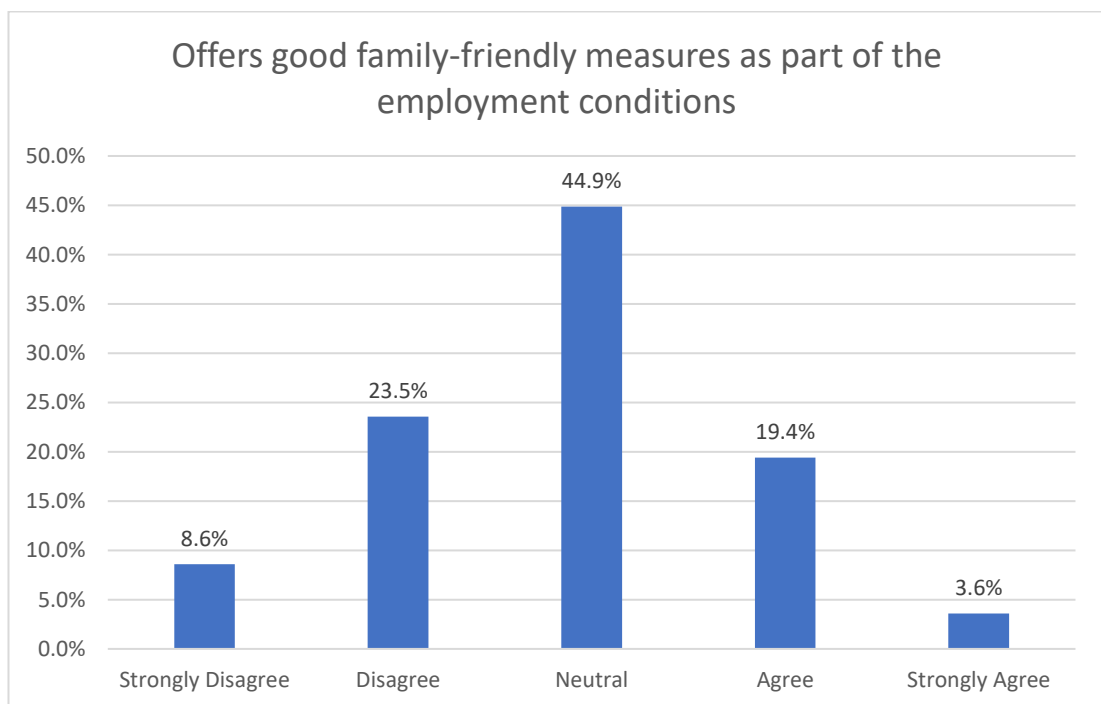


Figure 4.20 Gen Z perception on tourism jobs offering family-friendly measures

When asked if the industry takes into consideration the academic background of the individual, 42.4% of respondents opted for a neutral response (Figure 4.21).

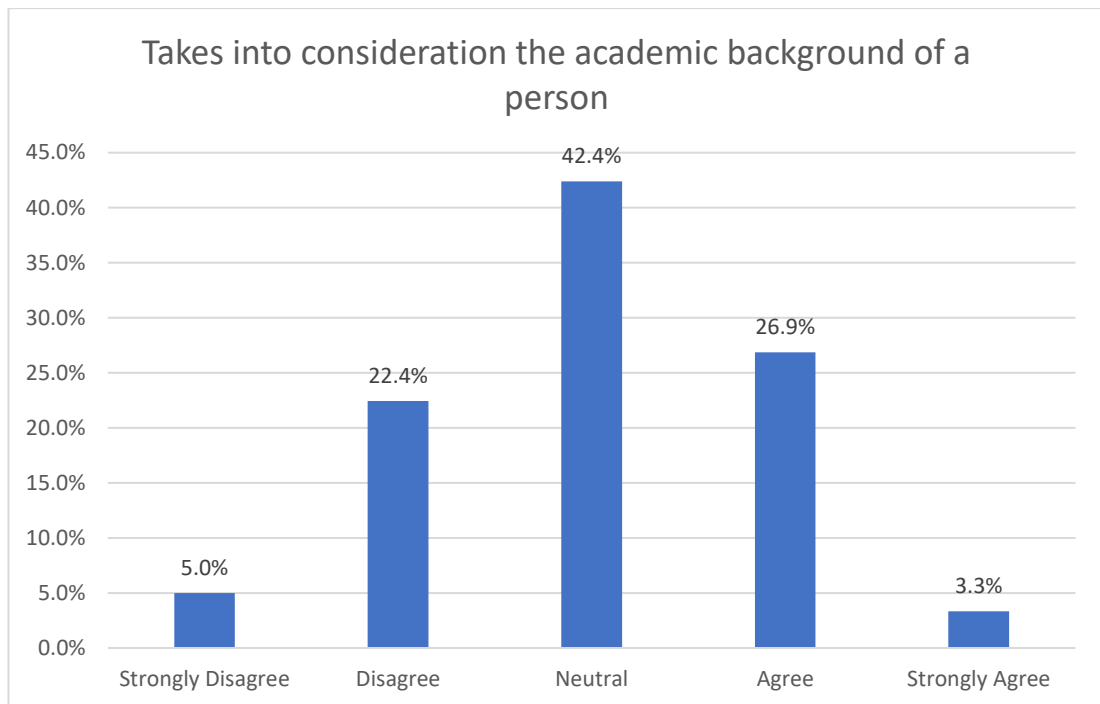


Figure 4.21 Gen Z perception on tourism industry consideration of academic qualifications

Figure 4.22 shows the responses of Gen Z when asked about whether staff employed in the tourism sector is encouraged to further their studies. Results show an inclination towards the 'agree' side (51.3%). Similarly, 46.2% believe that the tourism industry provides training and possibilities to further one's qualifications (Figures 4.22 and 4.23).

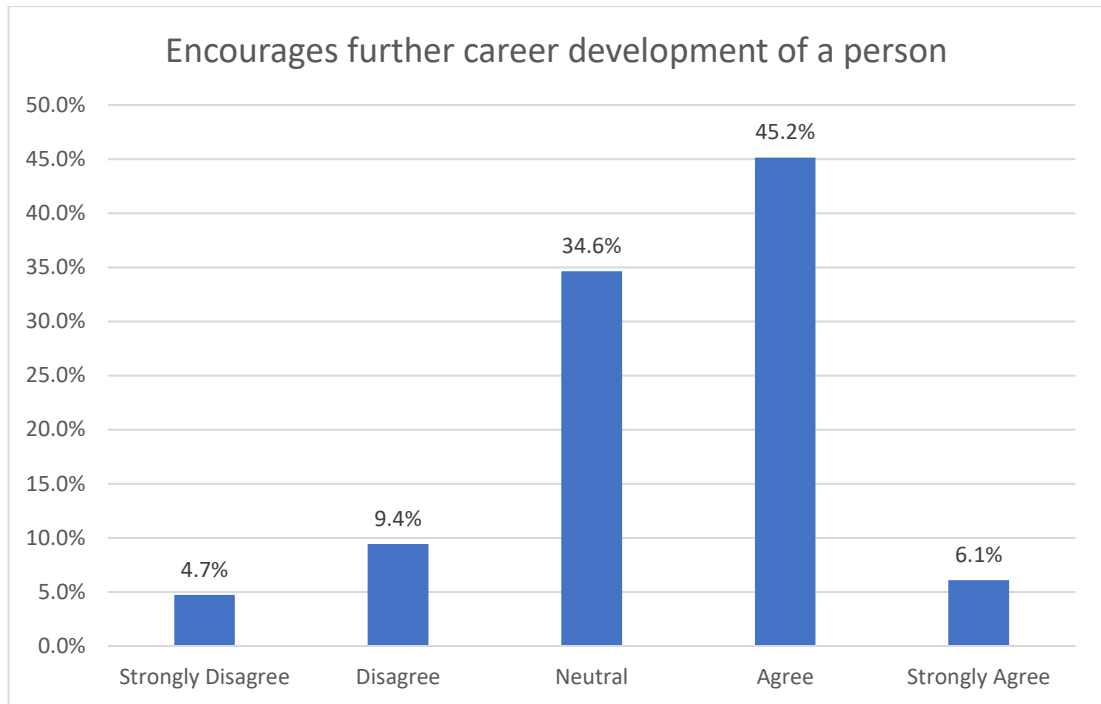


Figure 4.22 Gen Z perception on tourism industry encouraging further career development

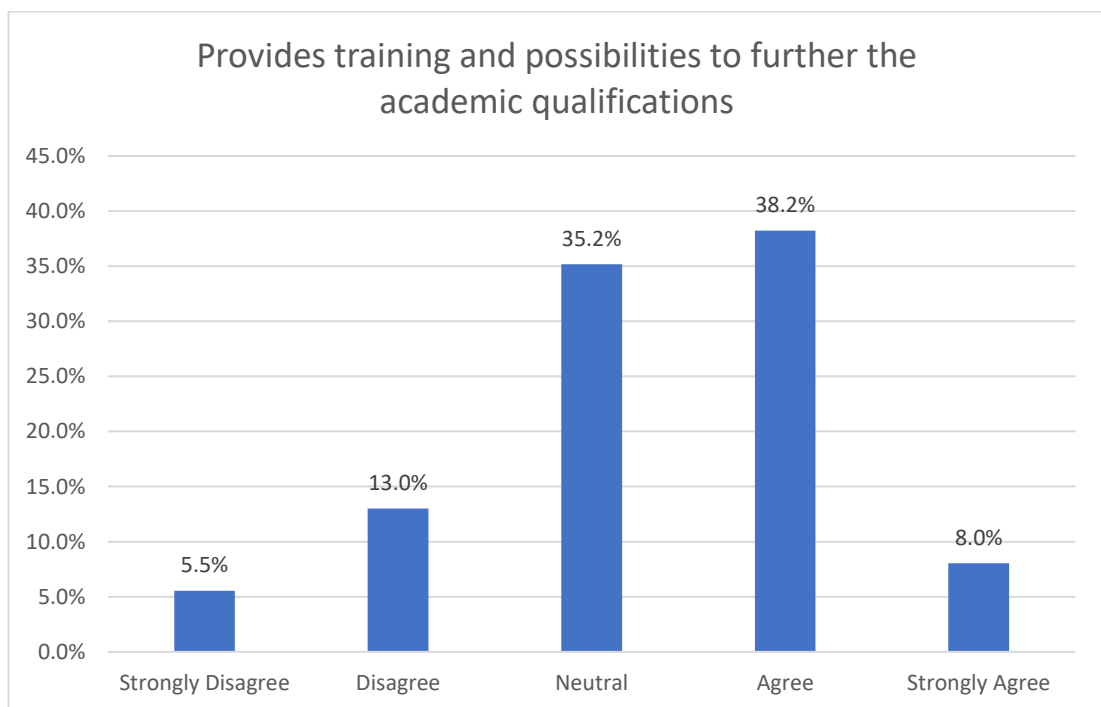


Figure 4.23 Gen.Z perception on provision of training

When participants were asked if the industry is a respected one, 53.2% believe it is, as opposed to 18.6% who did not agree with such statement (Figure 4.24).

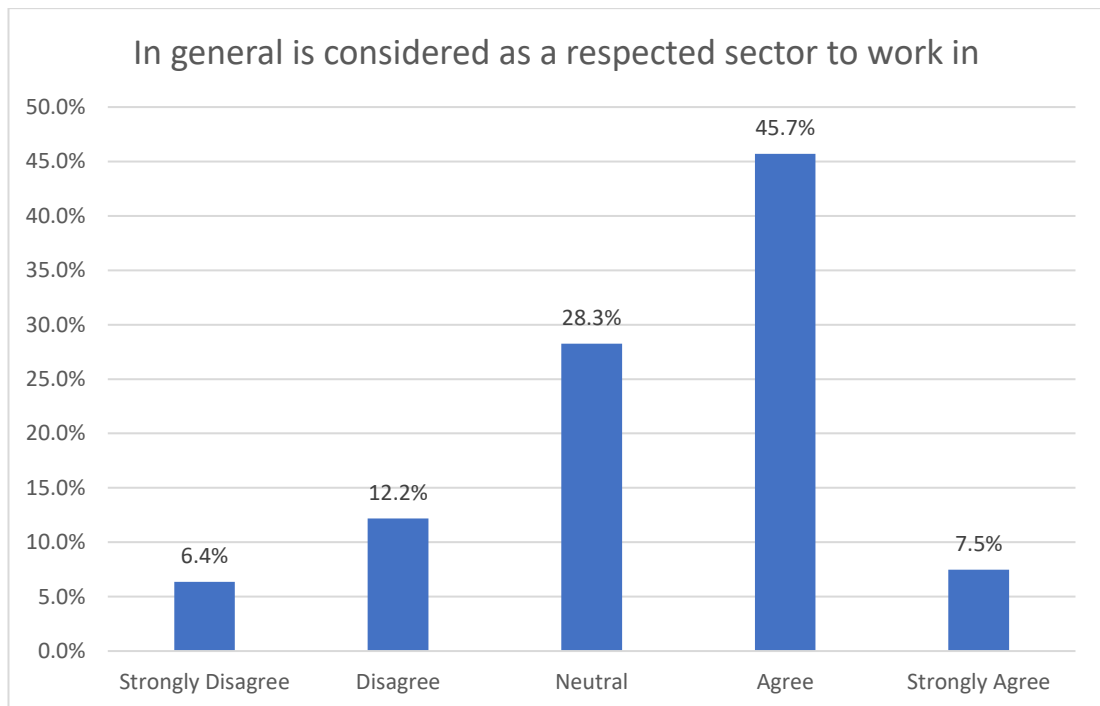


Figure 4.24 Gen Z perception on the tourism industry as a respected employment sector

When participants were asked whether they would feel proud to say that they work in the industry, 49.5% agreed or strongly agreed, though, yet another 40.4% expressing a neutral opinion (Figure 4.25).

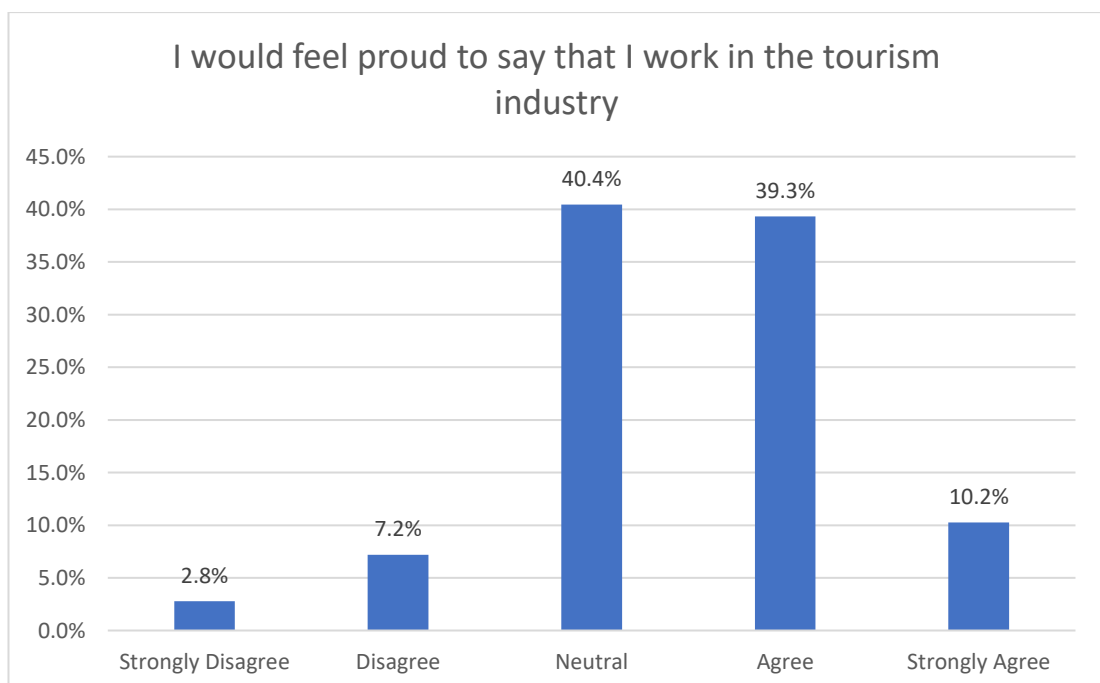


Figure 4.25 Gen Z self-rating of pride to work in the tourism industry

When further analysing the responses of respondents who are currently working in the industry against those who do not, 70.2% of those currently working in the industry feel proud to say that they work in the tourism sector, whilst 25% gave a neutral reply. On the other hand, of those that are not currently employed in the tourism sector 46.7% expressed a neutral opinion about feeling proud and 41.2% claimed that they would feel proud (Table 4.3).

			Currently employed in tourism industry		
			Yes	No	Total
Pride tourism employment	Strongly Disagree	Count	2	8	10
		% within Currently employed in tourism industry	1.9%	3.1%	2.8%
	Disagree	Count	3	23	26
		% within Currently employed in tourism industry	2.9%	8.9%	7.2%
	Neutral	Count	26	120	146
		% within Currently employed in tourism industry	25.0%	46.7%	40.4%
	Agree	Count	52	90	142
		% within Currently employed in tourism industry	50.0%	35.0%	39.3%
	Strongly Agree	Count	21	16	37
		% within Currently employed in tourism industry	20.2%	6.2%	10.2%
Total		Count	104	257	361
		% within Currently employed in tourism industry	100.0%	100.0%	100.0%

Table 4.3 Crosstab pride in tourism employment by currently employed in sector

Participants were also asked questions related to the tourism industry on a wider scope to shed light on the opinion of Generation Z on the resilience of the tourism industry and its contribution to society. When asked whether they think that the tourism industry will continue to grow in the near future, 82.8% agreed or strongly agreed. This was followed by 13.6% that remained neutral. Only 3.6% thought that tourism will not grow (Figure 4.26).

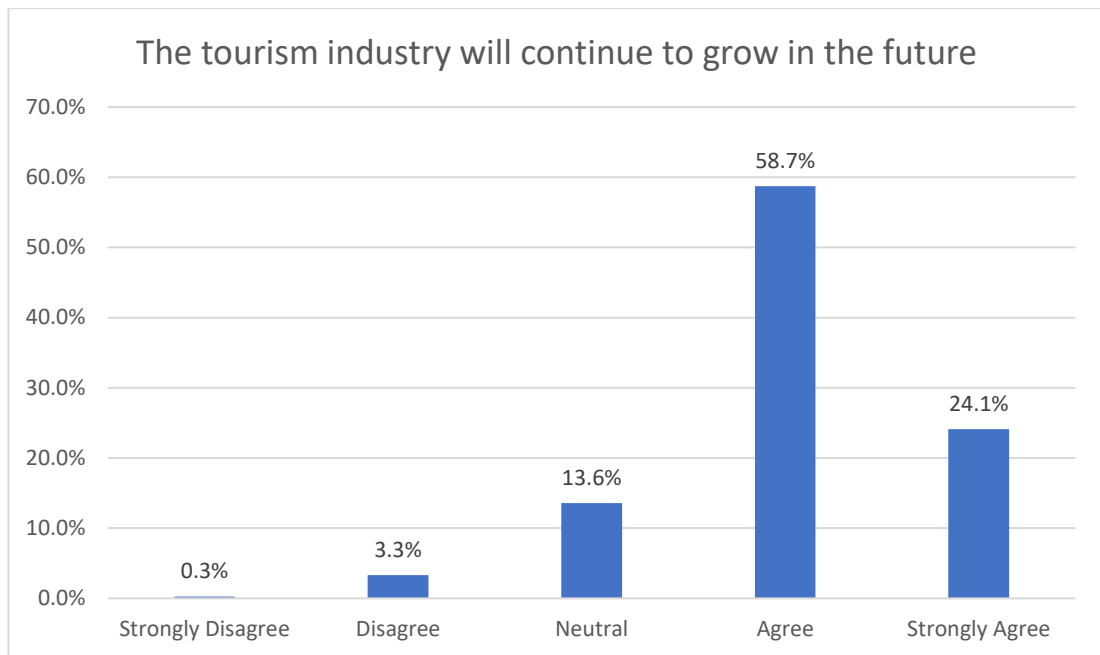


Figure 4.26 Gen Z opinion on future growth of tourism industry

The response was also positive when asked if the industry will offer more diverse employment opportunities. 67.0% agreed with such statement and 25.2% remained neutral. Only 7.7% thought that the industry will not offer such diverse jobs (Figure 4.27).

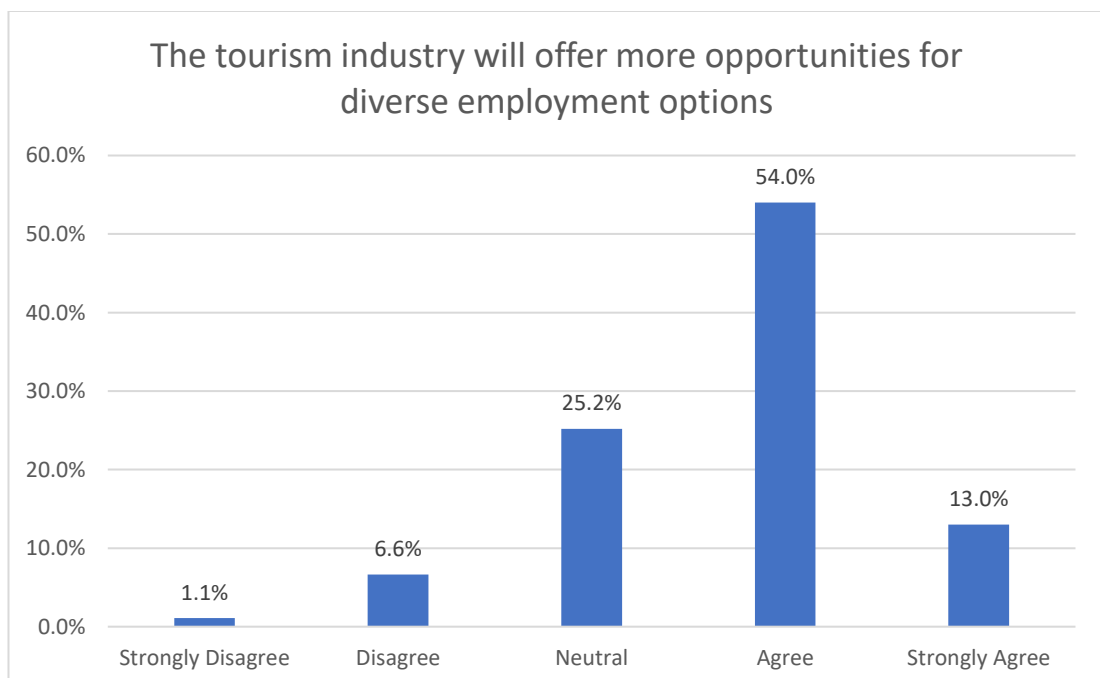


Figure 4.27 Gen Z belief that tourism will offer more diverse future employment opportunities

Finally, participants were asked whether they believe that everyone will benefit if tourism is successful. 67.9% agreed or strongly agreed whilst 22.2% remained neutral. The rest disagreed that everyone would benefit from the growth of tourism. (Figure 4.28).

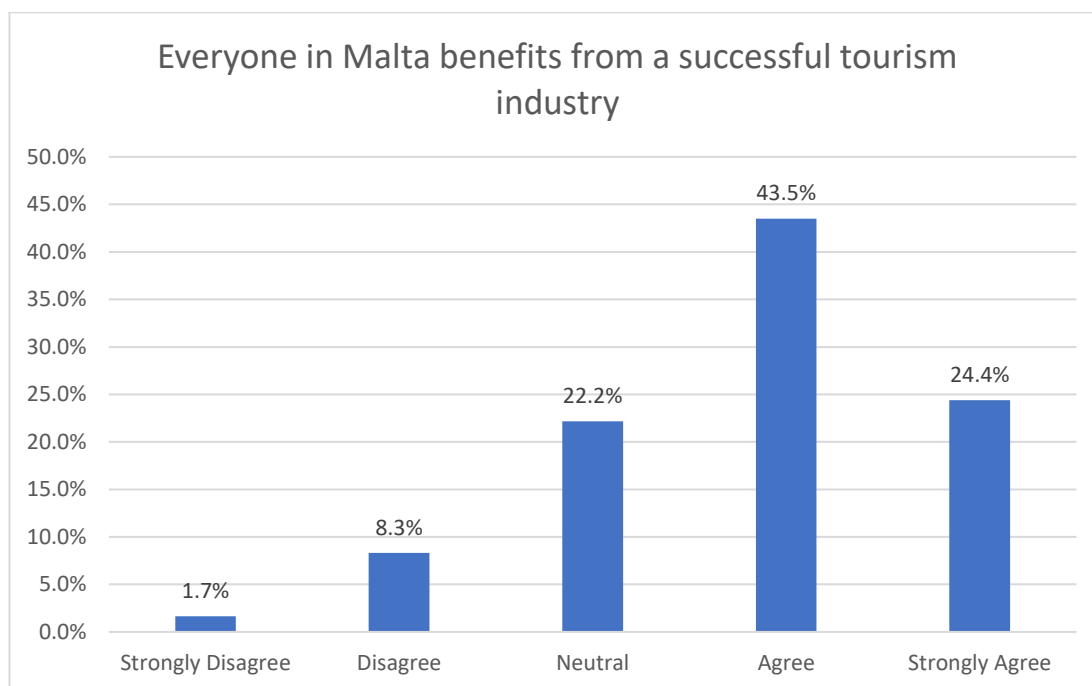


Figure 4.28 Gen Z belief that successful tourism industry leads to common good

In conclusion, Table 4.4 illustrates the responses to the questions using Likert-type scales.

Variable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Summer jobs only	18.6%	47.4%	19.1%	12.7%	2.2%
Job stability	2.8%	16.6%	32.1%	40.4%	8.0%
Conditions of work	8.3%	17.7%	38.8%	31.9%	3.3%
Salary	7.8%	21.6%	41.0%	25.5%	4.2%
Fringe benefits	8.3%	25.2%	41.6%	23.0%	1.9%
Career betterment	2.8%	10.8%	37.4%	41.8%	7.2%
Job opportunities	3.6%	4.4%	26.0%	52.6%	13.3%
Job security	6.9%	22.4%	39.6%	28.8%	2.2%
Diverse experience	5.8%	12.2%	35.7%	38.5%	7.8%
Exposure to specialised areas	3.0%	10.2%	33.5%	46.3%	6.9%
Career prospective	1.9%	7.5%	34.3%	49.0%	7.2%
Family support	7.5%	24.4%	43.2%	22.2%	2.8%
Family friendly measures	8.6%	23.5%	44.9%	19.4%	3.6%
Academic background	5.0%	22.4%	42.4%	26.9%	3.3%
Career development	4.7%	9.4%	34.6%	45.2%	6.1%
Further qualifications	5.5%	13.0%	35.2%	38.2%	8.0%
Sector respectability	6.4%	12.2%	28.3%	45.7%	7.5%
Pride	2.8%	7.2%	40.4%	39.3%	10.2%
Industry growth trend	0.3%	3.3%	13.6%	58.7%	24.1%

Future opportunities	1.1%	6.6%	25.2%	54.0%	13.0%
Everyone benefits	1.7%	8.3%	22.2%	43.5%	24.4%

Table 4.4 Summary of percentage distributions for Likert-type questions

4.2 Crosstabs and hypothesis tests

All the questions in the survey made use of categorical variables – either nominal or ordinal. Furthermore, with the exception of demographic variables, the survey largely made use of 5-point Likert scales. Therefore, non-normality was assumed and the non-parametric Chi-Square test was selected to test any relationship with ‘Desire to work in the tourism industry’. This section presents all the hypotheses that were tested and the corresponding cross-tabulation.

4.2.1 Demographic variables

H0: There is no relationship between Age and desire to work in the tourism industry

H1: There is a relationship between Age and desire to work in the tourism industry

The Chi-Square test shows that there is a statistically significant association between Age and Desire to Work in Tourism ($\chi(4) = 15.238$, $p = 0.004$), with the 21-23 age bracket 52.6% less likely to choose to work in this industry. However, the measure of this association is weak ($\phi_c = 0.145$). See Table 4.5 and Figure 4.29.

			Age			Total
			18-20	21-23	24-26	
Consider job in tourism industry	Yes	Count	21	33	37	91
		% within Age	18.9%	24.4%	32.2%	25.2%
	No	Count	43	71	45	159
		% within Age	38.7%	52.6%	39.1%	44.0%
	Maybe	Count	47	31	33	111
		% within Age	42.3%	23.0%	28.7%	30.7%
Total		Count	111	135	115	361
		% within Age	100.0%	100.0%	100.0%	100.0%

Table 4.5 Crosstab consider job in tourism by age group

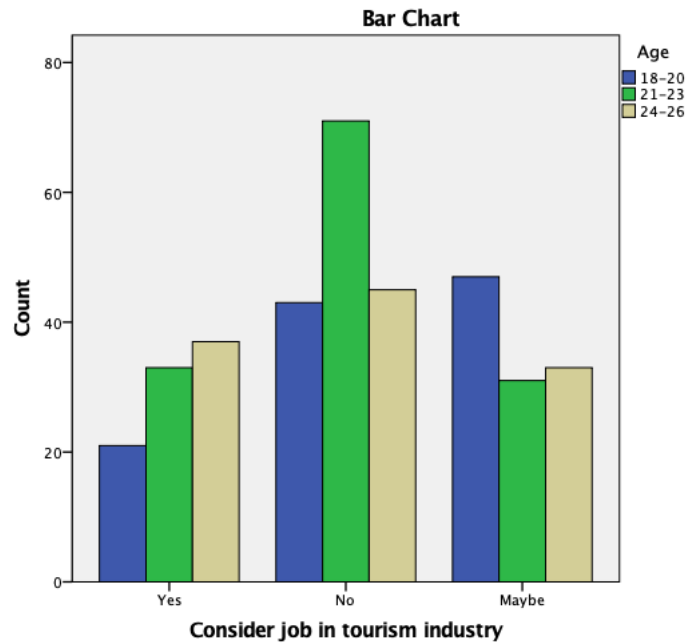


Figure 4.29 Desire to work in tourism by age group

No association was found between the independent variables Sex (Table 4.5) or LAU (Table 4.6) and the dependent variable Desire to Work in Tourism.

			Sex		
			Male	Female	Total
Consider job in tourism industry	Yes	Count	49	42	91
		% within Sex	28.7%	22.1%	25.2%
	No	Count	68	91	159
		% within Sex	39.8%	47.9%	44.0%
	Maybe	Count	54	57	111
		% within Sex	31.6%	30.0%	30.7%
Total		Count	171	190	361
		% within Sex	100.0%	100.0%	100.0%

Table 4.6 Crosstab desire to work in tourism by sex

			LAU						
			Souther Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino	Total
Consider job in tourism industry	Yes	Count	14	25	17	12	14	9	91
		% within LAU	21.2%	23.1%	29.8%	25.5%	22.6%	42.9%	25.2%
	No	Count	32	48	25	21	23	10	159
		% within LAU	48.5%	44.4%	43.9%	44.7%	37.1%	47.6%	44.0%
	Maybe	Count	20	35	15	14	25	2	111
		% within LAU	30.3%	32.4%	26.3%	29.8%	40.3%	9.5%	30.7%
Total	Count	66	108	57	47	62	21	361	
	% within LAU	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 4.7 Crosstab desire to work in tourism by LAU

4.2.2 Current employment in tourism

H0: There is no relationship between Current Employment in tourism and desire to work in the tourism industry

H1: There is a relationship between Current Employment in tourism and desire to work in the tourism industry

The Chi-Square test shows that there is a statistically significant association between Current Employment in Tourism and ‘Desire to Work in Tourism’ ($\chi^2(2) = 104.576, p < 0.001$). This measure of association is strong ($\phi_c = 0.538$). 61.5% of those currently working in tourism consider a job in this sector as opposed to just 10.5% of those who are not currently employed in this field. See Table 4.8 and Figure 4.30.

**Consider job in tourism industry * Currently employed in tourism industry
Crosstabulation**

			Currently employed in tourism industry		Total
			Yes	No	
Consider job in tourism industry	Yes	Count	64	27	91
		% within Currently employed in tourism industry	61.5%	10.5%	25.2%
	No	Count	18	141	159
		% within Currently employed in tourism industry	17.3%	54.9%	44.0%
	Maybe	Count	22	89	111
		% within Currently employed in tourism industry	21.2%	34.6%	30.7%
Total		Count	104	257	361
		% within Currently employed in tourism industry	100.0%	100.0%	100.0%

Table 4.8 Crosstab desire to work in tourism by currently employed in sector

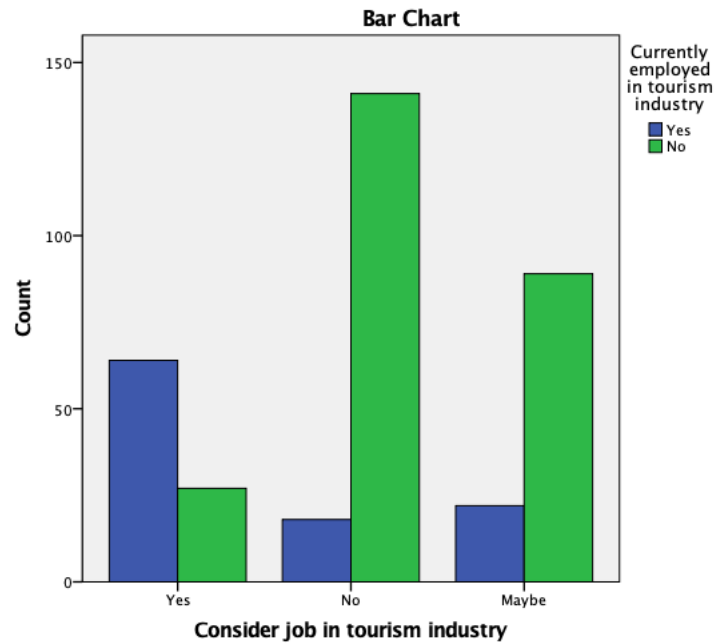


Figure 4.30 Desire to work in tourism by currently employed in sector

On the other hand, no association was found between the independent variable Family Member Employed in Tourism and the dependent variable Desire to Work in Tourism (Table 4.9). Neither was there an association between the belief that tourism is a summer job, and the desire to work in tourism (Table 4.10).

			Family members employed in tourism industry		Total
			Yes	No	
Consider job in tourism industry	Yes	Count	64	27	91
		% within Family members employed in tourism industry	28.8%	19.4%	25.2%
	No	Count	91	68	159
		% within Family members employed in tourism industry	41.0%	48.9%	44.0%
	Maybe	Count	67	44	111
		% within Family members employed in tourism industry	30.2%	31.7%	30.7%
Total	Count	222	139	361	
	% within Family members employed in tourism industry	100.0%	100.0%	100.0%	

Table 4.9 Crosstab desire to work in tourism by family members employed in sector

			Summer jobs					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	3	8	13	42	25	91
		% within Summer jobs	37.5%	17.4%	18.8%	24.6%	37.3%	25.2%
	No	Count	4	27	34	70	24	159
		% within Summer jobs	50.0%	58.7%	49.3%	40.9%	35.8%	44.0%
	Maybe	Count	1	11	22	59	18	111
		% within Summer jobs	12.5%	23.9%	31.9%	34.5%	26.9%	30.7%
Total		Count	8	46	69	171	67	361
		% within Summer jobs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.10 Crosstab desire to work in tourism by tourism offers summer jobs only

4.2.3 Job stability

H0: There is no relationship between Job Stability and desire to work in the tourism industry

H1: There is a relationship between Job Stability and desire to work in the tourism industry

The Chi-Square test shows that there is a statistically significant association between Job Stability and Desire to Work in Tourism ($\chi(8) = 28.449$, $p < 0.001$). However, the measure of this association is weak ($\phi_c = 0.199$). See Table 4.11 and Figure 4.31.

			Job stability					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	3	9	18	49	12	91
		% within Job stability	30.0%	15.0%	15.5%	33.6%	41.4%	25.2%
	No	Count	6	33	48	64	8	159
		% within Job stability	60.0%	55.0%	41.4%	43.8%	27.6%	44.0%
	Maybe	Count	1	18	50	33	9	111
		% within Job stability	10.0%	30.0%	43.1%	22.6%	31.0%	30.7%
Total	Count	10	60	116	146	29	361	
	% within Job stability	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 4.11 Crosstab desire to work in tourism by job stability

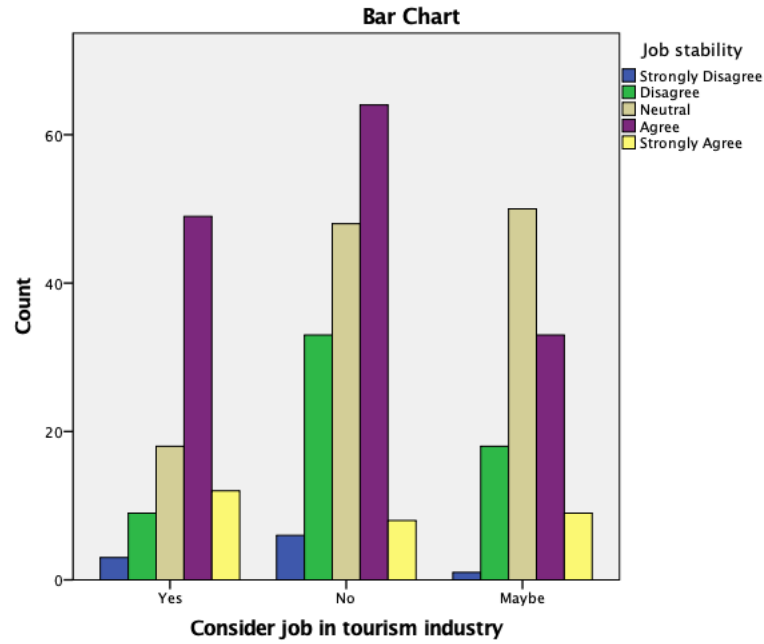


Figure 4.31 Desire to work in tourism by job stability

4.2.4 Conditions of work

H0: There is no relationship between Conditions of work and desire to work in the tourism industry

H1: There is a relationship between Conditions of work and desire to work in the tourism industry

The Chi-Square test shows that there is a statistically significant association between the Conditions of work and Desire to Work in Tourism ($\chi(8) = 30.020, p < 0.001$). However, the measure of this association is weak ($\phi_c = 0.204$). See Table 4.12 and Figure 4.32.

			Conditions of work					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	4	7	39	36	5	91
		% within Conditions of work	13.3%	10.9%	27.9%	31.3%	41.7%	25.2%
	No	Count	21	42	52	40	4	159
		% within Conditions of work	70.0%	65.6%	37.1%	34.8%	33.3%	44.0%
	Maybe	Count	5	15	49	39	3	111
		% within Conditions of work	16.7%	23.4%	35.0%	33.9%	25.0%	30.7%
Total		Count	30	64	140	115	12	361
		% within Conditions of work	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.12 Crosstab desire to work in tourism by conditions of work

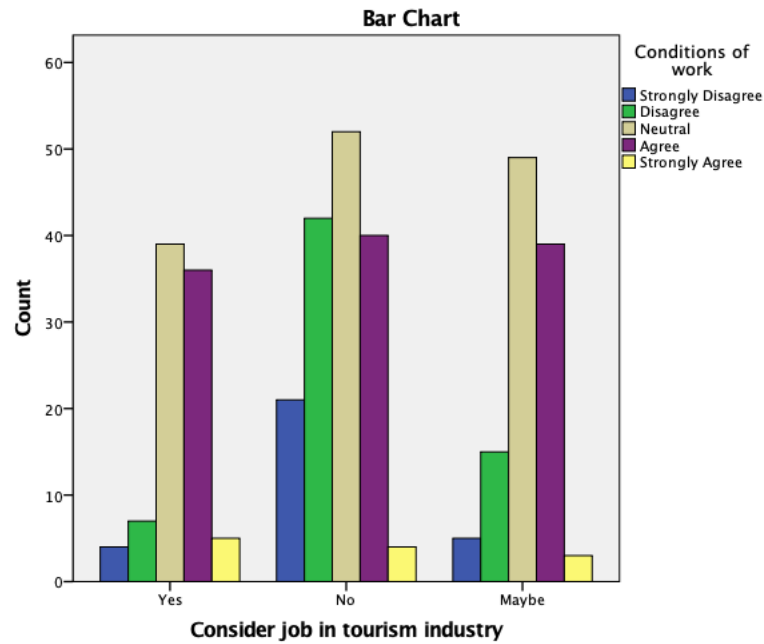


Figure 4.32 Desire to work in tourism by conditions of work

H0: There is no relationship between Salary and desire to work in the tourism industry

H1: There is a relationship between Salary and desire to work in the tourism industry

The Chi-Square test shows that there is a statistically significant association between the Good Salary and Desire to Work in Tourism Salary ($\chi(8) = 31.396$, $p < 0.001$), with a moderate measure of this association ($\phi_c = 0.204$). See Table 4.13 and Figure 4.33.

			Good salary					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	3	11	38	32	7	91
		% within Good salary	10.7%	14.1%	25.7%	34.8%	46.7%	25.2%
	No	Count	22	44	57	32	4	159
		% within Good salary	78.6%	56.4%	38.5%	34.8%	26.7%	44.0%
	Maybe	Count	3	23	53	28	4	111
		% within Good salary	10.7%	29.5%	35.8%	30.4%	26.7%	30.7%
Total	Count	28	78	148	92	15	361	
	% within Good salary	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 4.13 Crosstab desire to work in tourism by salary

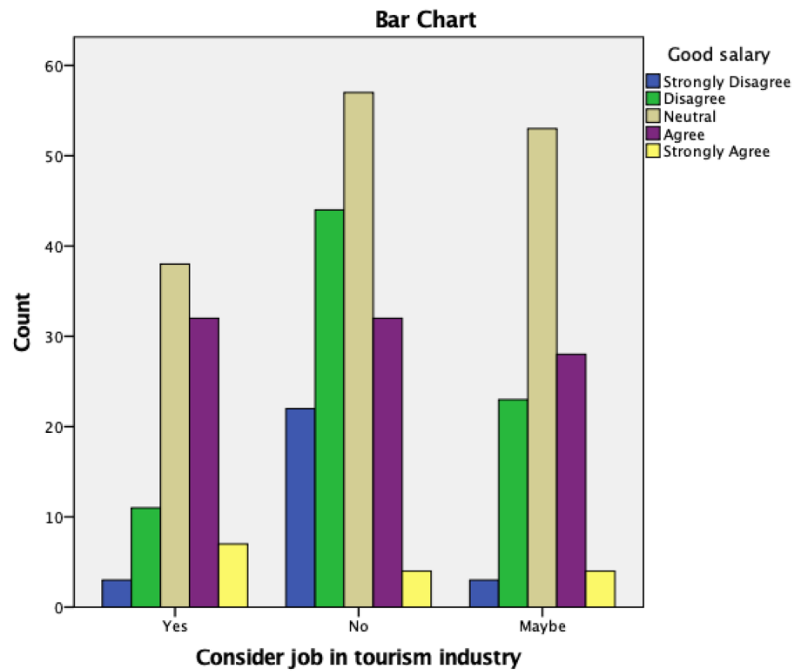


Figure 4.33 Desire to work in tourism by salary

Similarly, there is a statistically significant association between Fringe Benefits and Desire to Work in Tourism ($\chi(8) = 22.822, p = 0.004$). However, the measure of this association is weak ($\phi = 0.178$). See Table 4.14 and Figure 4.34.

			Fringe benefits					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	4	19	41	25	2	91
		% within Fringe benefits	13.3%	20.9%	27.3%	30.1%	28.6%	25.2%
	No	Count	24	45	55	33	2	159
		% within Fringe benefits	80.0%	49.5%	36.7%	39.8%	28.6%	44.0%
	Maybe	Count	2	27	54	25	3	111
		% within Fringe benefits	6.7%	29.7%	36.0%	30.1%	42.9%	30.7%
Total	Count	30	91	150	83	7	361	
	% within Fringe benefits	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 4.14 Crosstab desire to work in tourism by fringe benefits

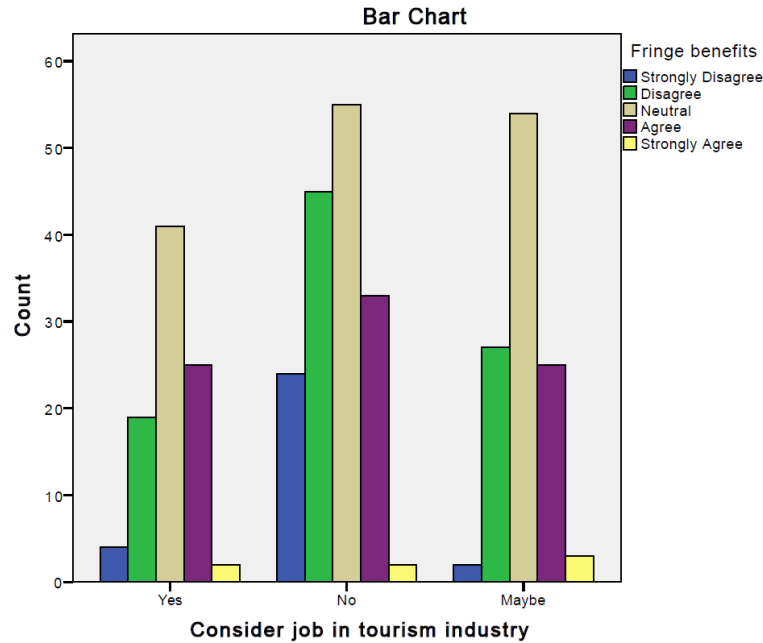


Figure 4.34 Desire to work in tourism by fringe benefits

4.2.5 The job as a career

H0: There is no relationship between Career betterment and desire to work in the tourism industry

H1: There is a relationship between Career betterment and desire to work in the tourism industry

The Chi-Square test shows that there is a statistically significant association between Career betterment and Desire to Work in Tourism ($\chi(8) = 22.265$ $p = 0.004$), with a weak measure of association ($\phi_c = 0.176$). See Table 4.15 and Figure 4.35.

			Career betterment					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	1	3	27	49	11	91
		% within Career betterment	10.0%	7.7%	20.0%	32.5%	42.3%	25.2%
	No	Count	7	24	62	60	6	159
		% within Career betterment	70.0%	61.5%	45.9%	39.7%	23.1%	44.0%
	Maybe	Count	2	12	46	42	9	111
		% within Career betterment	20.0%	30.8%	34.1%	27.8%	34.6%	30.7%
Total		Count	10	39	135	151	26	361
		% within Career betterment	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.15 Crosstab desire to work in tourism by career betterment

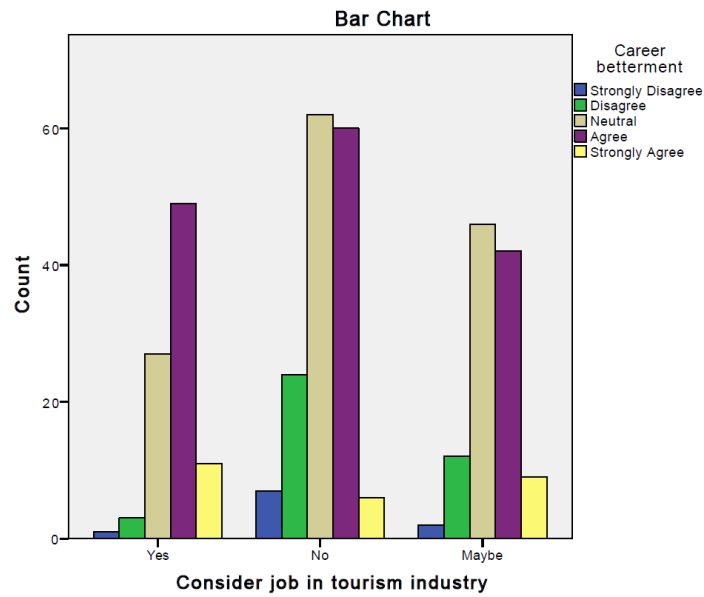


Figure 4.35 Desire to work in tourism by career betterment

H0: There is no relationship between Job Security and desire to work in the tourism industry

H1: There is a relationship between Job Security and desire to work in the tourism industry

On the other hand, there is a moderate association between Job Security and Desire to Work in Tourism ($\chi(8) = 47.480$ $p < 0.001$, $\phi_c = 0.257$). See Table 4.16 and Figure 4.36.

			Job security					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	4	8	28	47	4	91
		% within Job security	16.0%	9.9%	19.6%	45.2%	50.0%	25.2%
	No	Count	18	45	65	30	1	159
		% within Job security	72.0%	55.6%	45.5%	28.8%	12.5%	44.0%
	Maybe	Count	3	28	50	27	3	111
		% within Job security	12.0%	34.6%	35.0%	26.0%	37.5%	30.7%
Total	Count	25	81	143	104	8	361	
	% within Job security	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 4.16 Crosstab desire to work in tourism by job security

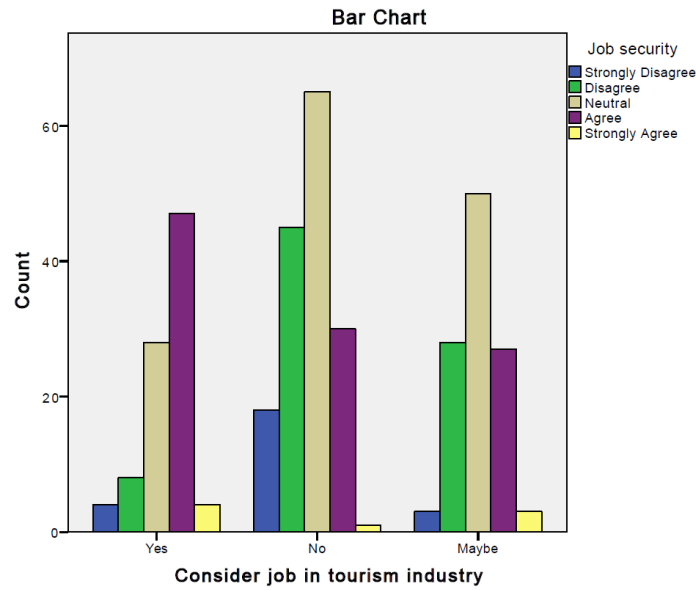


Figure 4.36 Desire to work in tourism by job security

Moreover, there is a statistically significant association between Job Opportunities and Desire to Work in Tourism ($\chi(8) = 20.078$ $p = 0.01$). However, the measure of association is weak ($\phi_c = 0.167$). See Table 4.17 and Figure 4.37.

H0: There is no relationship between Job Opportunities and desire to work in the tourism industry

H1: There is a relationship between Job Opportunities and desire to work in the tourism industry

			Job opportunities					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	3	2	11	59	16	91
		% within Job opportunities	23.1%	12.5%	11.7%	31.1%	33.3%	25.2%
	No	Count	7	9	53	76	14	159
		% within Job opportunities	53.8%	56.3%	56.4%	40.0%	29.2%	44.0%
	Maybe	Count	3	5	30	55	18	111
		% within Job opportunities	23.1%	31.3%	31.9%	28.9%	37.5%	30.7%
Total	Count	13	16	94	190	48	361	
	% within Job opportunities	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 4.17 Crosstab desire to work in tourism by job opportunities

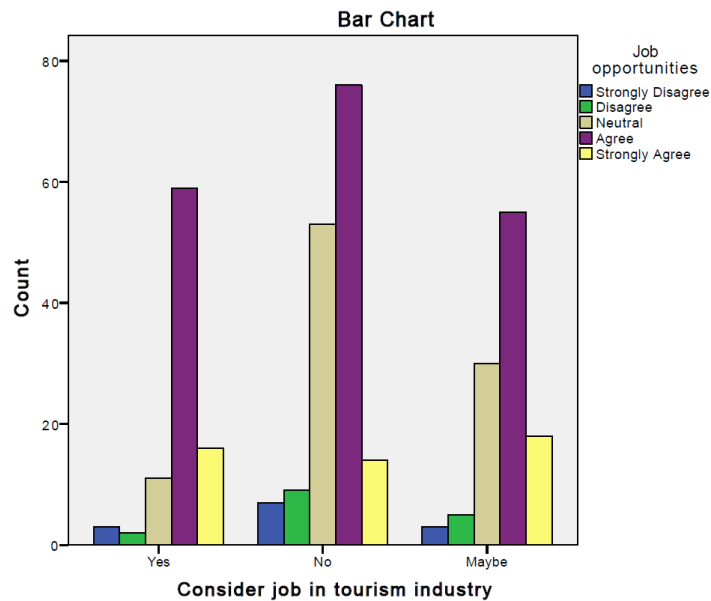


Figure 4.37 Desire to work in tourism by job opportunities

4.2.6 Career prospects

H0: There is no relationship between Gain diverse expertise and desire to work in the tourism industry

H1: There is a relationship between Gain diverse expertise and desire to work in the tourism industry

The Chi-Square test also shows that there is a statistically significant association between Gain diverse expertise and Desire to Work in Tourism ($\chi(8) = 43.129$ $p < 0.001$), with a weak measure of association ($\phi c = 0.244$). See Table 4.18 and Figure 4.38.

			Gain diverse expertise					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	4	5	16	53	13	91
		% within Gain diverse expertise	19.0%	11.4%	12.4%	38.1%	46.4%	25.2%
	No	Count	15	25	63	48	8	159
		% within Gain diverse expertise	71.4%	56.8%	48.8%	34.5%	28.6%	44.0%
	Maybe	Count	2	14	50	38	7	111
		% within Gain diverse expertise	9.5%	31.8%	38.8%	27.3%	25.0%	30.7%
Total		Count	21	44	129	139	28	361
		% within Gain diverse expertise	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.18 Crosstab desire to work in tourism by gain diverse expertise

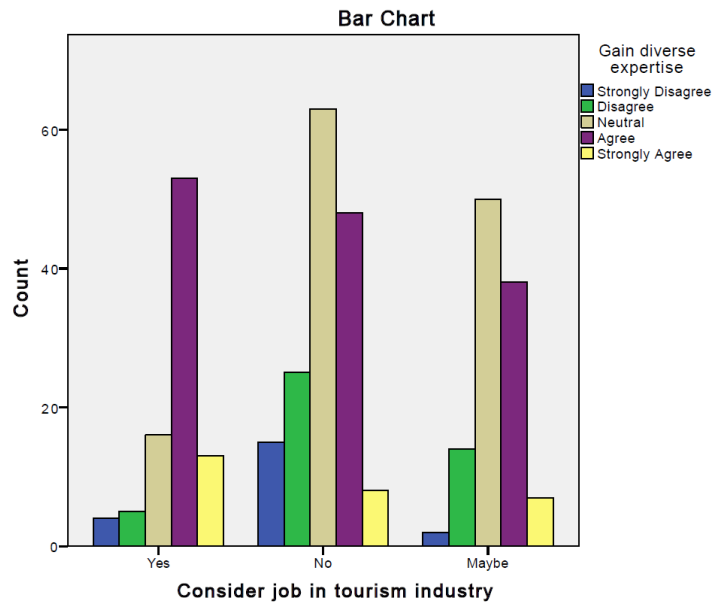


Figure 4.38 Desire to work in tourism by gain diverse expertise

Furthermore, there is a statistically significant association between Exposure to areas of expertise and Desire to Work in Tourism ($\chi(8) = 24.962$ $p = 0.02$) and Career prospective and Desire to Work in Tourism ($\chi(8) = 17.959$ $p = 0.022$), with both variables having a weak measure of association ($\phi_c = .0186$ and $\phi_c = 0.158$ respectively). See Tables 4.19 and 4.20 and Figures 4.39 and 4.40.

H0: There is no relationship between Exposure to areas of expertise and desire to work in the tourism industry

H1: There is a relationship between Exposure to areas of expertise and desire to work in the tourism industry

			Exposure to areas of expertise					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Consider job in tourism industry	Yes	Count	2	4	20	54	11	91
		% within Exposure to areas of expertise	18.2%	10.8%	16.5%	32.3%	44.0%	25.2%
	No	Count	7	23	52	67	10	159
		% within Exposure to areas of expertise	63.6%	62.2%	43.0%	40.1%	40.0%	44.0%
	Maybe	Count	2	10	49	46	4	111
		% within Exposure to areas of expertise	18.2%	27.0%	40.5%	27.5%	16.0%	30.7%
Total		Count	11	37	121	167	25	361
		% within Exposure to areas of expertise	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.19 Crosstab desire to work in tourism by exposure to areas of expertise

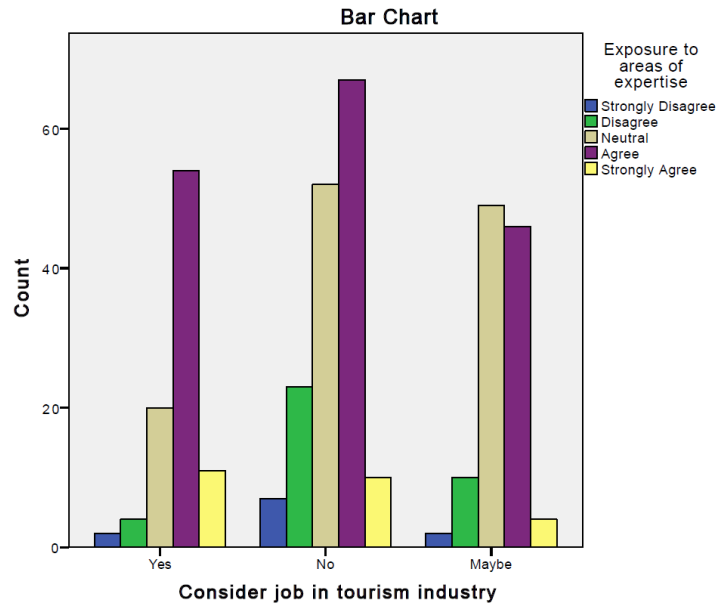


Figure 4.39 Desire to work in tourism by exposure to areas of expertise

H0: There is no relationship between Career prospective and desire to work in the tourism industry

H1: There is a relationship between Career prospective and desire to work in the tourism industry

			Career prospective					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	2	3	20	56	10	91
		% within Career prospective	28.6%	11.1%	16.1%	31.6%	38.5%	25.2%
	No	Count	4	17	62	68	8	159
		% within Career prospective	57.1%	63.0%	50.0%	38.4%	30.8%	44.0%
	Maybe	Count	1	7	42	53	8	111
		% within Career prospective	14.3%	25.9%	33.9%	29.9%	30.8%	30.7%
Total	Count	7	27	124	177	26	361	
	% within Career prospective	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 4.20 Crosstab desire to work in tourism by career prospective

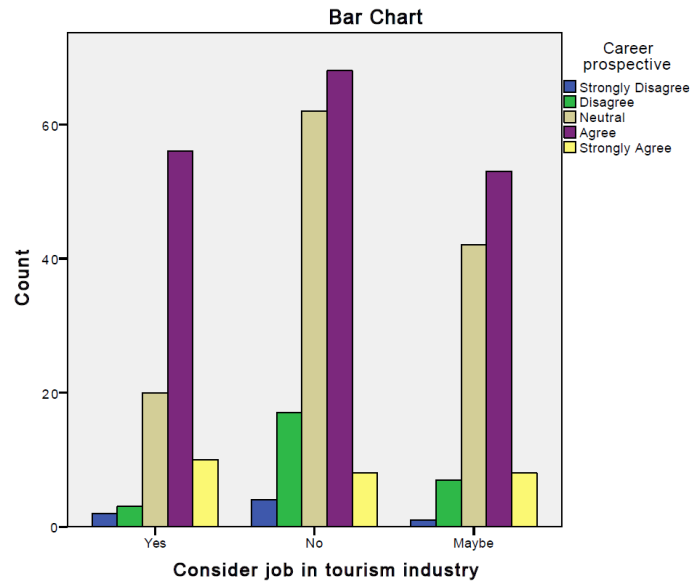


Figure 4.40 Desire to work in tourism by career prospective

Also, there is a statistically significant association between Career development and Desire to Work in Tourism ($\chi^2(8) = 31.373$ $p < 0.001$ with a moderate measure of association ($\phi_c = 0.208$). See Table 4.21 and Figure 4.41.

H0: There is no relationship between Career development and desire to work in the tourism industry

H1: There is a relationship between Career development and desire to work in the tourism industry

			Career development					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	2	6	23	53	7	91
		% within Career development	11.8%	17.6%	18.4%	32.5%	31.8%	25.2%
	No	Count	13	24	62	53	7	159
		% within Career development	76.5%	70.6%	49.6%	32.5%	31.8%	44.0%
	Maybe	Count	2	4	40	57	8	111
		% within Career development	11.8%	11.8%	32.0%	35.0%	36.4%	30.7%
Total	Count	17	34	125	163	22	361	
	% within Career development	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 4.21 Crosstab desire to work in tourism by career development

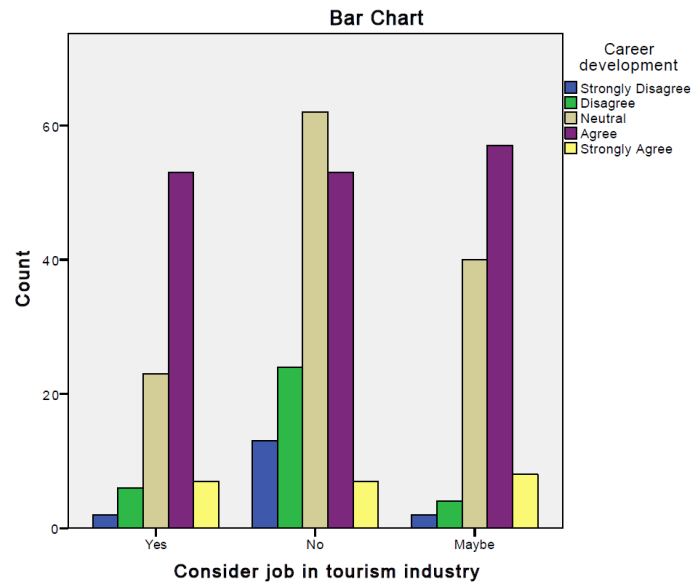


Figure 4.41 Desire to work in tourism by career development

4.2.7 Family measures

H0: There is no relationship between Family Support and desire to work in the tourism industry

H1: There is a relationship between Family Support and desire to work in the tourism industry

The Chi-Square test shows that there is a statistically significant association between the Family Support and Desire to Work in Tourism ($\chi^2(8) = 30.080, p < 0.001$), with a weak measure of association ($\phi_c = 0.207$). See Figure 4.61, Table 4.22 and Figure 4.42.

			Family support					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	2	14	43	31	1	91
		% within Family support	7.4%	15.9%	27.6%	38.8%	10.0%	25.2%
	No	Count	22	44	61	26	6	159
		% within Family support	81.5%	50.0%	39.1%	32.5%	60.0%	44.0%
	Maybe	Count	3	30	52	23	3	111
		% within Family support	11.1%	34.1%	33.3%	28.7%	30.0%	30.7%
Total		Count	27	88	156	80	10	361
		% within Family support	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.22 Crosstab desire to work in tourism by family support

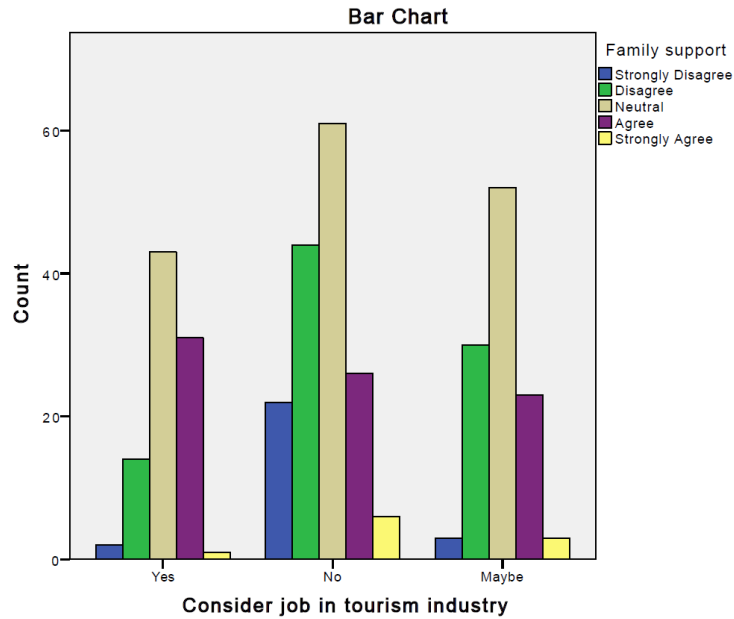


Figure 4.42 Desire to work in tourism by family support

Similarly, there is a statistically significant association between Family friendly measures and Desire to Work in Tourism ($\chi^2(8) = 35.747$, $p < 0.001$), with a moderate measure of association ($\phi_c = 0.223$ respectively). See Table 4.23 and Figure 4.43.

H0: There is no relationship between Family friendly measures and desire to work in the tourism industry

H1: There is a relationship between Family friendly measures and desire to work in the tourism industry

			Family friendly measures					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	3	12	45	27	4	91
		% within Family friendly measures	9.7%	14.1%	27.8%	38.6%	30.8%	25.2%
	No	Count	25	47	57	25	5	159
		% within Family friendly measures	80.6%	55.3%	35.2%	35.7%	38.5%	44.0%
	Maybe	Count	3	26	60	18	4	111
		% within Family friendly measures	9.7%	30.6%	37.0%	25.7%	30.8%	30.7%
Total		Count	31	85	162	70	13	361
		% within Family friendly measures	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.23 Crosstab desire to work in tourism by family friendly measures

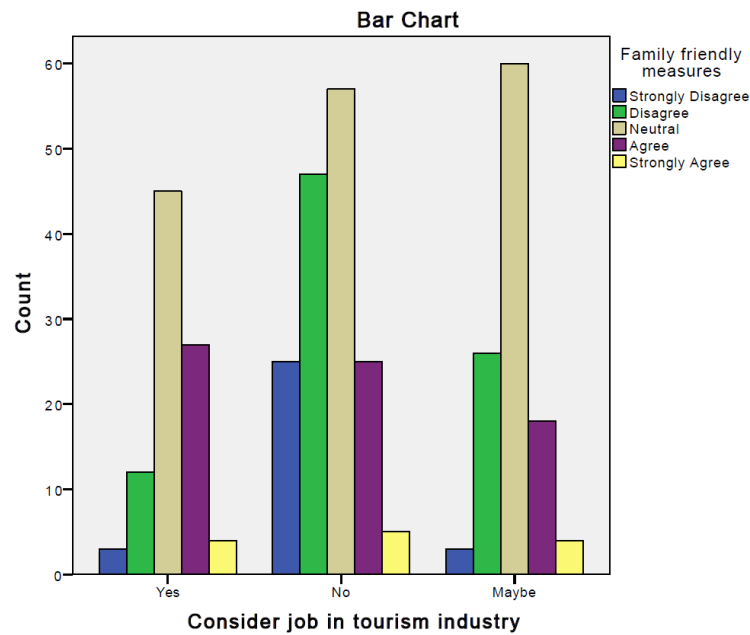


Figure 4.43 Desire to work in tourism by family friendly measures

4.2.8 Qualifications

H0: There is no relationship between Academic background and desire to work in the tourism industry

H1: There is a relationship between Academic background and desire to work in the tourism industry

The Chi-Square test shows that there is a statistically significant association between the Academic background and Desire to Work in Tourism ($\chi(8) = 27.457, p = 0.001$). However, the measure of this association is weak ($\phi_c = 0.195$). See Table 4.24 and Figure 4.44.

			Academic background					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Consider job in tourism industry	Yes	Count	1	10	50	27	3	91
		% within Academic background	5.6%	12.3%	32.7%	27.8%	25.0%	25.2%
	No	Count	15	44	62	34	4	159
		% within Academic background	83.3%	54.3%	40.5%	35.1%	33.3%	44.0%
	Maybe	Count	2	27	41	36	5	111
		% within Academic background	11.1%	33.3%	26.8%	37.1%	41.7%	30.7%
Total		Count	18	81	153	97	12	361
		% within Academic background	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.24 Crosstab desire to work in tourism by academic background

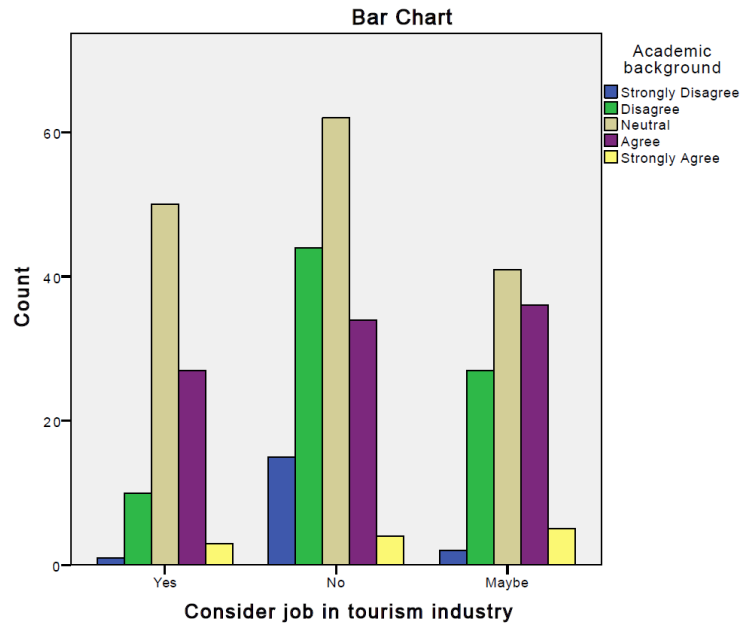


Figure 4.44 Desire to work in tourism by academic background

No association was found between the independent variable Possibility to Further Qualifications and Desire to Work in Tourism (Table 4.25).

			Further qualifications					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Consider job in tourism industry	Yes	Count	4	9	29	40	9	91
		% within Further qualifications	20.0%	19.1%	22.8%	29.0%	31.0%	25.2%
	No	Count	12	27	55	55	10	159
		% within Further qualifications	60.0%	57.4%	43.3%	39.9%	34.5%	44.0%
	Maybe	Count	4	11	43	43	10	111
		% within Further qualifications	20.0%	23.4%	33.9%	31.2%	34.5%	30.7%
Total	Count	20	47	127	138	29	361	
	% within Further qualifications	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 4.25 Crosstab desire to work in tourism by further qualifications

4.2.9 Views on the industry

H0: There is no relationship between Pride in Tourism Employment and desire to work in the tourism industry

H1: There is a relationship between Pride in Tourism Employment and desire to work in the tourism industry

The Chi-Square test shows that there is a statistically significant moderate association between Pride in Tourism Employment and Desire to Work in Tourism ($\chi(8) = 79.947$)

$p = < 0.001$. The measure of association is $\phi_c = 0.333$). See Table 4.26 and Figure 4.45.

			Pride tourism employment					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	0	1	19	51	20	91
		% within Pride tourism employment	0.0%	3.8%	13.0%	35.9%	54.1%	25.2%
	No	Count	8	22	87	37	5	159
		% within Pride tourism employment	80.0%	84.6%	59.6%	26.1%	13.5%	44.0%
	Maybe	Count	2	3	40	54	12	111
		% within Pride tourism employment	20.0%	11.5%	27.4%	38.0%	32.4%	30.7%
Total	Count	10	26	146	142	37	361	
	% within Pride tourism employment	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 4.26 Crosstab desire to work in tourism by pride tourism employment

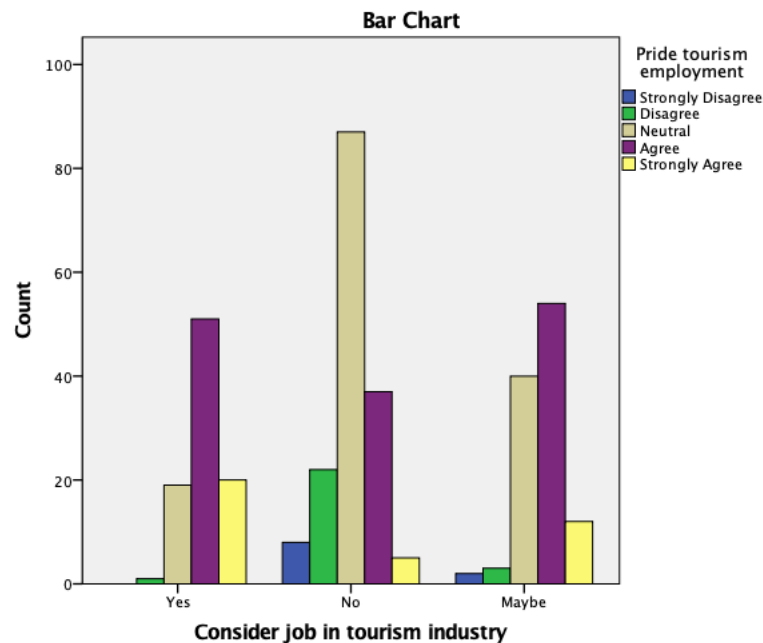


Figure 4.45 Desire to work in tourism by pride tourism employment

H0: There is no relationship between Respected sector and desire to work in the tourism industry

H1: There is a relationship between Respected sector and desire to work in the tourism industry

The Chi-Square test shows that there is a statistically significant association between the Respected sector and Desire to Work in Tourism ($\chi(8) = 19.092$, $p = 0.014$). See

Figure 4.69. Similarly, there is a statistically significant association between a More diverse employment and Desire to Work in Tourism ($\chi(8) = 21.607$, $p = 0.06$). However, both measures of association are weak ($\phi_c = 0.163$ and $\phi_c = 0.173$ respectively). See Tables 4.27 and 4.28 and Figures 4.46 and 4.47.

			Respected sector					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Consider job in tourism industry	Yes	Count	3	4	23	52	9	91
		% within Respected sector	13.0%	9.1%	22.5%	31.5%	33.3%	25.2%
	No	Count	15	26	50	58	10	159
		% within Respected sector	65.2%	59.1%	49.0%	35.2%	37.0%	44.0%
	Maybe	Count	5	14	29	55	8	111
		% within Respected sector	21.7%	31.8%	28.4%	33.3%	29.6%	30.7%
Total		Count	23	44	102	165	27	361
		% within Respected sector	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.27 Crosstab desire to work in tourism by respected sector

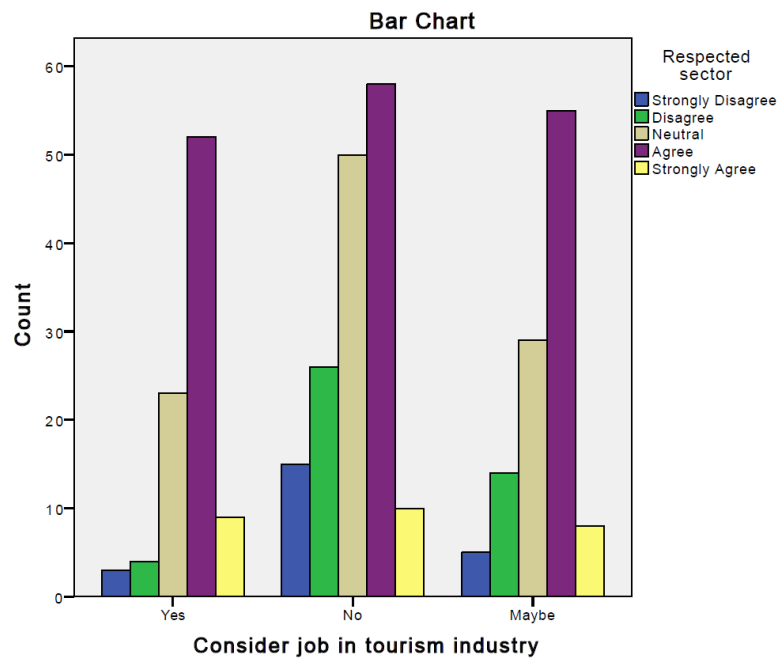


Figure 4.46 Desire to work in tourism by respected sector

H0: There is no relationship between More diverse employment and desire to work in the tourism industry

H1: There is a relationship between More diverse employment and desire to work in the tourism industry

			More diverse employment options					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Consider job in tourism industry	Yes	Count	0	4	13	61	13	91
		% within More diverse employment options	0.0%	16.7%	14.3%	31.3%	27.7%	25.2%
	No	Count	3	13	50	81	12	159
		% within More diverse employment options	75.0%	54.2%	54.9%	41.5%	25.5%	44.0%
	Maybe	Count	1	7	28	53	22	111
		% within More diverse employment options	25.0%	29.2%	30.8%	27.2%	46.8%	30.7%
Total	Count	4	24	91	195	47	361	
	% within More diverse employment options	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 4.28 Crosstab desire to work in tourism by diverse employment

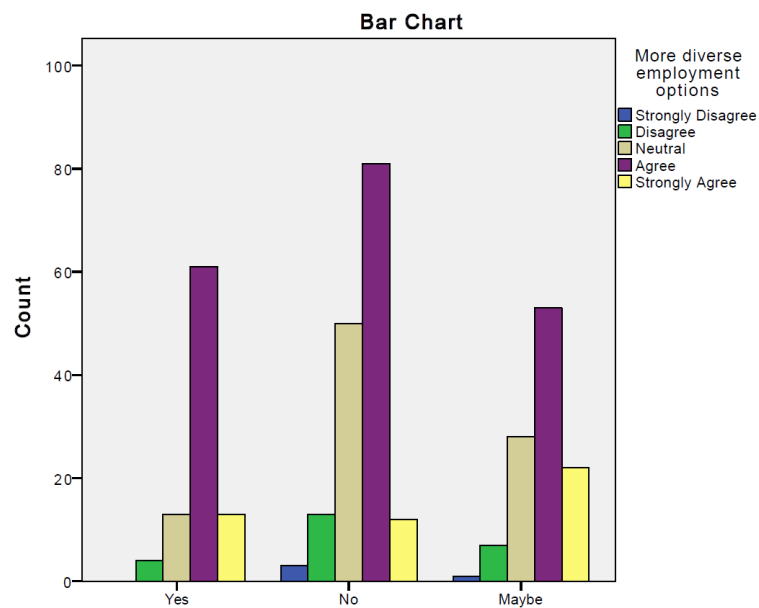


Figure 4.47 Desire to work in tourism by diverse employment

On the other hand, no association was found between the independent variable Retain Growth Trend of the belief that Everyone Benefits from Tourism and the Desire to Work in Tourism (Tables 4.29 and 4.30).

			Retain growth trend					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	0	3	6	56	26	91
		% within Retain growth trend	0.0%	25.0%	12.2%	26.4%	29.9%	25.2%
	No	Count	0	6	27	96	30	159
		% within Retain growth trend	0.0%	50.0%	55.1%	45.3%	34.5%	44.0%
	Maybe	Count	1	3	16	60	31	111
		% within Retain growth trend	100.0%	25.0%	32.7%	28.3%	35.6%	30.7%
Total		Count	1	12	49	212	87	361
		% within Retain growth trend	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.29 Crosstab desire to work in tourism by retain growth trend

			Everyone benefits					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Consider job in tourism industry	Yes	Count	1	3	19	41	27	91
		% within Everyone benefits	16.7%	10.0%	23.8%	26.1%	30.7%	25.2%
	No	Count	4	16	36	66	37	159
		% within Everyone benefits	66.7%	53.3%	45.0%	42.0%	42.0%	44.0%
	Maybe	Count	1	11	25	50	24	111
		% within Everyone benefits	16.7%	36.7%	31.3%	31.8%	27.3%	30.7%
Total	Count	6	30	80	157	88	361	
	% within Everyone benefits	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 4.30 Crosstab desire to work in tourism by everyone benefits

4.2.10 Summary of relationships identified

In conclusion, 26 variables were tested against the variable ‘desire to work in the tourism industry’, of which 19 variables have been found to have an association with ‘desire to work in the tourism industry’ as summarised in Table 4.30. ‘Current employment in tourism’ industry resulted in the single strongest association with desire to work in the industry in the future, and another 6 variables have a moderate measure of association (See Table 3.2 for Cramer’s V strength association interpretation). Finally, it transpired that there is no relationship between the desire to work in the tourism industry and either of the variables sex, LAU, or family members employed in the tourism industry.

#	Independent Variable	d.f.	Chi-statistic	p-value	Cramer’s V	Association
1	Current tourism employment	2	104.58	1.96E-23	0.54	Strong
2	Pride in tourism employment	8	79.947	5.01E-14	0.33	Moderate
3	Job security	8	47.78	1.09E-07	0.26	Moderate
5	Gain diverse experience	8	43.13	8.31E-07	0.24	Moderate
6	Family friendly measures	8	35.75	0.00002	0.22	Moderate
7	Good salary	8	31.4	0.00012	0.21	Moderate
8	Career development	8	31.37	0.00012	0.21	Moderate
10	Family support	8	30.8	0.00015	0.20	Weak
4	Job stability	8	28.45	0.00040	0.20	Weak
11	Academic background	8	27.46	0.00059	0.20	Weak
9	Conditions of work	8	30.02	0.00021	0.20	Weak

12	Exposure to areas of expertise	8	24.96	0.00158	0.19	Weak
13	Fringe benefits	8	22.82	0.00360	0.18	Weak
14	Career betterment	8	22.26	0.00445	0.18	Weak
16	Diverse employment options	8	21.61	0.00570	0.17	Weak
15	Job opportunities	8	20.08	0.01005	0.17	Weak
18	Respected sector	8	19.09	0.01438	0.16	Weak
17	Career prospective	8	17.96	0.02153	0.16	Weak
19	Age	4	15.24	0.004	0.15	Weak

Table 4.31 Summary of associations with 'desire to work in tourism industry'

4.3 Qualitative Data Presentation

This section presents the codes that resulted from the interviews carried out, which make up the quantitative part of the research. These codes were then used to formulate the themes that are subsequently discussed in Chapter 5. The interviews were held with two Human Resource directors who work within the local tourism industry and are knowledgeable of the tourism scenario. More specifically, the challenges the industry is currently facing due to the lack of human resources in the industry were discussed. Furthermore, the characteristics of Generation Z and taking advantage of these to attract them to the industry were also delved into. The interviews were held with the same set of semi-structured questions (See Appendix 3); however, questions were adapted within each interview to instil a more flowing conversation. Figure 4.46 provides a summary of the codes that resulted from the interviews particularly when both participants discussed similar topics.

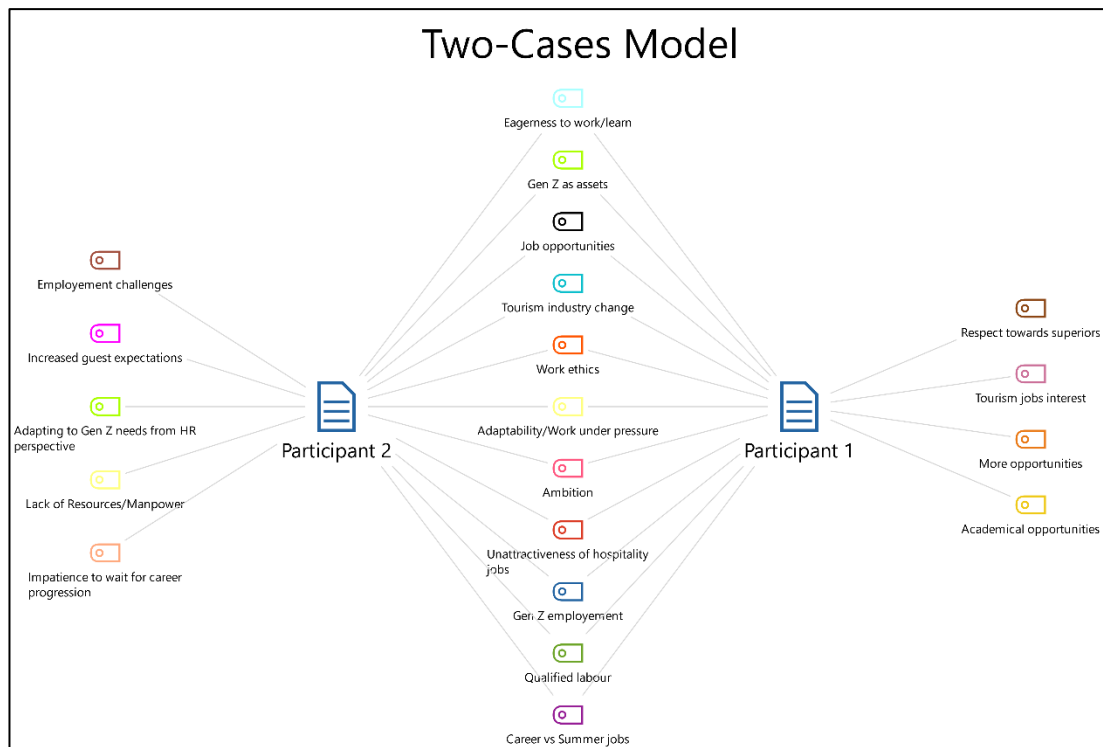


Figure 4.48 Summary of codes used to analyse interview data

5 Discussion

This chapter discusses the data presented in Chapter 4 of both quantitative and qualitative research whilst referring to literature to corroborate theory or otherwise.

5.1 The influence of demographics

Three demographic variables were tested in this research to determine whether there is an association with the ‘desire to work in the tourism industry’. An association has not been found between sex or Local Administrative Unit (LAU) and desire to work in tourism. This implies that the tourism industry offers jobs to all sexes and to people living across Malta and Gozo indiscriminately.

On the other hand, upon further analysis, it transpired that there are differences upon further subdividing the age brackets of Gen Z. 52.6% of 21–23-year-olds are reluctant to work in the tourism industry, and this, by far exceeds those who said ‘No’ in the 18–20-year age group (38.7%) and the 24–26 age group (39.1%). A possible explanation could be that the 21–23 aged would have just completed their undergraduate degree, and sectors like gaming or consultancy firms are more attractive to young people. On the other hand, 42.3% of the 18–20 year olds answered ‘maybe’ showing indecisiveness as to whether they would like to work in the tourism industry. This could be because this age group is still weighing their possibilities both in schooling and careers. This is understandable given their young age and the unclear job prospects that lay ahead of them. The desire to work in the tourism industry seemed to increase with age from 18.9% for 18–20 years, to 24.4% for 21–23 years, to 32.3% for 24–26 years.

5.2 Familiarity with the tourism industry

61.5% of Gen Z’ers who are already employed in the industry are likely to consider a job in tourism. This could be due to job inertia, familiarity with the tourism industry, or the fact that people who are already employed within the industry can provide a more informed answer. On the other hand, those that are not already employed rely on what they have heard and what they think about the industry based on third-party

opinions. Consequently, 54.9% of those who are not currently employed in tourism said that they do not wish to work in this industry. Such opinions could have been formed from the opinion of previous generations, who experienced conditions in the industry which were poor, since they were still based on a part-time job model and thus lacked a good pay and good working conditions.

The survey also confirmed that 61.5% of respondents have family members working within the tourism industry. This shows that the industry is in fact offering a lot of employment to the local community, which demonstrates how much the industry is vital in that regard. Unfortunately, of those who have family members employed in the tourism industry, only 28.8% would like to work in the industry (answering 'Yes') whilst 41.0% would not (answering 'No'). The remaining 30.2% answered 'Maybe'. However, similar responses were identified for those who do not have family members working in the industry (19.4% - Yes, 48.9% - No, 31.7% - Maybe), which proves, as indicated by the Chi-Square test, that there is no association between family members employed in the tourism industry and the desire of Gen Z'ers to work in this industry.

This reluctance to work in tourism explains why HR managers are finding recruiting a big challenge and that the local supply available is not enough. In fact, HR Managers are left with no choice but to look for prospective candidates abroad, even from non-EU countries. Recruitment is resulting very challenging up to the point of affecting operations, as explained by Participant B.

"Well, we always had the issue of having a challenge with regards to recruitment of [employees] ... but this has gone now to certain levels which have made it extremely difficult to operate in the way we would like to operate, so attracting people to the industry, be it if they come from colleges, be it if they come European or the local college in Malta there isn't enough just there aren't enough."

In conclusion, when Gen Z'ers were asked whether they consider working in the tourism industry, a total of 44% replied that they would not. As stated in the 2017 consultation paper by the Ministry of Tourism, the contributing factors could be the wages and conditions of work, which will be discussed in the next sub-section.

Sidorcuka and Chesnovicka, (2017) state that to attract members of the Generation Z, the best method is word-of-mouth. Such generation values having flexibility to be able to juggle between studies, work and free time. Therefore, it can be argued that employers must motivate this generation by offering such attributes but at the same time be able to reach such cohort and create a discussion about its working conditions and brand image. This could help in attracting such generation young and, by offering good conditions, increase in the inclination for them to choose a career in tourism.

5.3 Conditions of work, salary and benefits

When asked to state the first job that comes to mind when thinking about the tourism industry, 33% thought about lower level/low payment levels of employment. During the interviews with HR Managers, it was confirmed that usually such generation start their jobs within such level. It was however pointed out that training is offered, and such generation can in fact, progress to higher positions and are offered the possibility to change their departments to avoid 'boredom'. This can result in a more motivated work environment and future career prospects. In turn, Jayanta and Rafiq (2017) state that staff leave the industry due to low motivation, decreased job satisfaction and poor working conditions - which are more attributed to the low-level jobs mentioned above.

Mahanandia and Chillakuri (2018) state that Gen Z members can be loyal to a profession but not to a company and that they would change job for a better pay. In fact, the Chi-Square test shows that there is a relationship between having a good salary and career development when considering a job in the industry. A similar result was obtained in the case of fringe benefits that might be offered within the industry. A relationship was identified between the two, however, the relationship resulted as being weak. When asked if the industry offers good conditions of work the results showed that a more neutral response was preferred with 38.8%, followed by those that agree (35.2%) with the statement given. However, the relationship, as indicated by the Chi-Square also resulted to be a weak one. Therefore, this shows that Generation Z are more attracted to a good salary rather than the conditions of work and fringe benefits.

Similarly, during the interviews with HR managers it could be determined that they are realising that such generation is different from previous ones, who might have been more loyal. In fact, it was confirmed that HR conditions are possibly being changed to adapt to the expectations of such generation. This adaptation could be an act of survival within a desperate lack of human resources situation. As Participant B states:

“[It] is a challenge for us as HR professionals to learn how to [make] job roles more attractive... Tweaking and making the necessary adjustments. [To] offer better flexibility, the onus is on us now...”

As stated by Lanier (2017), such generation is looking for a job that can provide a challenge. It is a global generation and has a more open attitude about job possibilities, namely the innovation of working remotely, which thus leads to more opportunities for work.

5.4 Career development and the nature of the work

51.3% of Gen Z'ers strongly agree or agree that the industry encourages further career development of a candidate. Furthermore, a moderate relationship was identified between this variable and the desire to work in tourism. Of those who strongly disagree or disagree that the tourism industry encourages career development, 72.5% stated that they would not like to work in this industry. Similarly, of those who had a neutral opinion about career development, 49.6% were reluctant to work in this industry as opposed to 32.4% of those who strongly agreed or agreed. Whilst it is natural that not everyone will want to work in the tourism industry, it is worrying that three quarters of Gen Z'ers who do not see the possibility to develop their career in the industry are looking for work elsewhere.

It is understood that for them a job that exposes them to and possibly offers different areas in which they can grow, could be more attractive. The survey delved into whether they think that tourism could offer experience in different areas of expertise and expose them to such areas. In both cases the positive response was evident, with 46.3% agreeing or strongly agreeing that tourism offers the possibility to get experience in different areas of expertise. This also proved to have a moderate association when it

comes to the likelihood of working in the industry, as resulted from the Chi-Square test carried out. 53.2% responded that they agree or strongly agree that the industry is offering such opportunity. However, in this case the Chi Square showed that the relationship is weak. This shows that Gen Z are convinced that tourism is a multi-skill sector and also one that offers the possibility to grow one's knowledge and expertise. Even if such generation seem to be attracted to an industry that offers the possibility to be exposed to different areas and the fact that tourism is perceived as offering such opportunity, it is still not proving to be a pulling factor. This might be due to other advantageous conditions provided by other sectors, such as gaming or ICT.

During the interviews, participant B stated that such generation is given the same opportunities as any other members of staff and that they do get 'bored' doing the same job sometimes. It was pointed out that HR do get requests from such staff members to move to other departments, even in a parallel way.

Mahanandia and Chillakuri (2018) state that the Gen Z cohort can get easily bored by doing the same job without any prospect of change and advancement.

It has already been shown that the respondents think that the tourism industry can expose them to and offer the possibility to gain expertise in other areas. The survey asked if the industry offers a good career future prospect. In fact, 56.2% replied that they agree or strongly agree that the industry can offer good career prospects, nevertheless the association resulted to be weak.

The cross tabulation also confirmed that members of Generation Z give a lot of importance to job growth and career progression. They want to be in a job which is secure, but which offers good opportunities both in terms of exposure to other areas and also in terms of career development. Without such stimuli such generation would end up leaving their job. Asked whether the industry actually offers the possibility of further training, even within the work environment, the results showed that the respondents positively agree that the industry can help them grow and obtain more opportunities to further their career. However, there is a feeling that the industry could do more in this regard.

HR executives confirmed that training is offered both in- house and also off premises and such generation is given the opportunity to attend. In fact, it was also stated that

the ITS has broadened its prospectus to make it easier to tap into such opportunities. In fact, participant A stated:

“There needs to be some passion and you know that a person knows what he's going in for (exactly) hmm but from what? In fact, I had a meeting with ITS and they're saying that the number is quite impressive this year; of the intake.”

Torn- laapio and Ekonen (2019) write that personal development is an important aspect for members of the Generation Z.

The study also looked at the opinion of Generation Z in view of possibilities of career betterment and whether the industry takes into consideration their academic background. The response showed that the majority agree/strongly agree with the statement that the industry offers the possibility to better one's career (49%). On the other hand, in the case whether the industry takes in consideration the academic background, a more neutral response was received (42.4%) and the rest were practically divided between those that agree or not. The Chi Square test shows that both attributes are weak when it comes to attracting such generation towards the industry.

Generation Z'ers would rather opt for a job that might offer career prospects. Both HR executives claimed that some are resilient enough to actually make it and also get promoted within their job. As Participant B stated:

“...I still think one of the beauties of this industry is that it offers great career progression for people who set their mind to grow in the industry. [In our company] we grow people from within and we have just issued only this week... a poster... of all the people who got promoted from January to date and that was a total of 22 people who grew into supervisor and manager positions in our property alone in the first six months of the year....”

5.5 Work-life balance and family friend measures

The research looked into obtaining the opinion of such generation when it comes to this aspect. Two statements were provided in the survey in this regard – one which was broad and questioned whether tourism offers a family supportive environment. This was followed by a more direct statement asking the opinion of respondents if they think that family friendly measures are part of the employment conditions.

In both cases the response tended to be balanced with a majority remaining neutral in both instances. However, the Chi-Square test showed that the two statements differ in the association to the desire to work in the industry. In fact, in the case of family friendly measures, the association was a moderate one, whilst the family support system resulted to have a weak association. This can be interpreted that such generation wants to have a good work/life balance however they are not knowledgeable of what the tourism industry is offering. This could also be attributed to the fact that such generation is still very young and therefore do not have a lot of on-the-job experience.

The Chi-Square test showed that even if the associations was moderate using the Cramer's V statistic, there is a significant association between having family support and family friendly measures associated to a job and the desire to work in the industry. According to Vukic and Pavlic (2019), such generation value the family unit and therefore they would be looking for jobs that 'respect' their family commitments and time. Similarly, Grow and Young (2018) state that Generation Z are looking for jobs, that among other things, have a good work-life balance.

The qualitative part of the research also provided an insight into such aspect. HR managers stated that this generation is looking for a more balanced life and are in fact expecting certain conditions at work. They stated that the only way of ensuring future workforce, is to adapt to such needs and offer condition such as reduced hours of work, flexible time, and better family-friendly measures.

5.6 Job security and job stability

The research also delved into what Gen Z'ers think about the job security offered by the industry. Dwivedula 2020 states that Gen Z members consider job security an important attribute in a job or a prospective job. This was shown through the study since the Chi-Square test showed that there is a moderate association between job security and the likelihood of working in the industry. Lanier (2017) states that such generation is looking for long-term stable jobs and therefore such result is encouraging when considering the attractiveness of the industry. On the other hand, the study showed that probably such generation does not consider job stability as one of the pulling factors towards the industry. In this regard job security scored better, resulting in a moderate association.

The study in fact showed that there is a relationship, albeit weak, between the stability offered by a job and the prospects of choosing such industry. In fact, 48.4% agreed that the industry offers stable jobs. This is probably because a person about to start one's career will look for a steady job, one which can offer a continuous income and potentially provides further opportunities for the future. Gen Z look for diverse career paths and the possibility to advance in their careers, therefore job stability is a must when looking for such attributes.

When analysing if such response came from people working in the industry or not, it transpires that those that agree with such statement are mostly those employed in the industry. Those that disagree or remained neutral are mainly persons that do not work in the industry. This shows that the majority of the people employed in the industry see their job as secure.

Generation Z respondents were also asked if they think that tourism only offers a summer job or if it can be considered as a career path. Encouragingly, the response was positive, with a majority disagreeing (66%) that the industry only offers summer or temporary jobs. This could be the result of efforts carried out within the sector during the last years to change the perception of the younger generation towards the tourism industry. The Malta Tourism Authority, through its Industry HR department has in the past launched programmes that target primary and secondary education students to make them aware of the importance of the tourism industry and the

potential career prospective available. The two main programmes are ‘Apprezza’ and ‘Choice’ which are based on talks delivered to students to instil interest and encourage involvement in tourism (Malta Tourism Authority, 2022).

Interestingly, during the interviews, the fact that such generation is more comfortable financially and does not really look for a summer or temporary job was brought forward. In fact, Participant B commented that

“...nowadays they don't need to work like we've used had to work when we were 16 because we were eager to get our first extra pocket money.”.

On the other hand, the same participant thinks that Gen Z want to work, but *“they are not particularly interested in working extra hours or overtime hours”*. This could be attributed to a better overall financial standing whereas the reluctance to work overtime could be due to the fact that Gen Z values work-life balance, or more likely that they are enrolled as full-time students whilst also working.

5.7 Perceptions of the Tourism Industry

Gen Z'ers value pride. With 49.5% agreeing with the statement that they would feel proud to work within the industry shows that the industry is probably gaining ground in terms of opinion. The Chi Square test also confirmed that there is an association between pride in tourism Employment and desire to work in tourism. Therefore, it is imperative that they feel pride in what they are doing in order to remain in such job and invest to grow within it.

The issue of respect was also considered in this study by asking the participants whether the industry is a respected one to work in. The survey showed that Gen Z'ers think that the industry is actually a respected one with 53.2% agreeing with such statement. However, the relationship between the respectability of the industry and the desire to work in the sector was found to be weak. It was also shown that 67.9% believe that everyone will benefit if the industry is successful.

During the interviews such issue was not really considered as a problem in itself, but one could state that the lack of manpower within the industry, could potentially lead to staff not feeling comfortable to work in the sector. Nevertheless, other advantages

such as better remuneration in other sectors could be the pulling factor, rather than an industry's reputation.

Bharwani and Butt (2012) state that the industry had been given a poor image when it comes to employment based on a number of factors. Such factors lead to a lack of respect towards the sector in terms of working prospective.

The survey also showed that the majority think that the industry will keep providing more job opportunities (65.9%). However, the association between such attribute and the desire to work in such industry proved to be weak. At the same time, the respondents believe that the industry will offer opportunities for diverse employment as shown by the 67% that agreed with such statement. Such generation is probably looking for a dynamic industry that can offer possibilities to expand their knowledge and, offers diversity within the workforce. Such association was also confirmed thanks to the tests carried out.

6 Conclusion

6.1 Main Findings

The intention of this study was to answer two research questions in relation to the Generation Z cohort. The research attempted to understand better what the perception of such generation is, in view of the tourism industry. At the same time, the focus was also to discover whether they would be inclined to consider a career in the industry.

The research had four objectives to achieve, and these were the following:

- To determine the perception of the ideal workplace for members of Generation Z.
- To determine the opinion of Generation Z when it comes to a career in tourism.
- To determine whether such generation is ready to enter the tourism industry.
- To recommend practices to the Malta Tourism Authority and other Tourism entities to attract young people towards the industry.

The following are the 3 main conclusions derived from this research:

6.1.1 An industry for life, but not a job for life

Young people who are employed in the tourism industry are more likely to remain within the sector, especially when they feel pride to be working in the industry. The tourism industry competes against several others to attract young people, and more work needs to be carried out to “catch them young”. On the other hand, whilst Gen Z’ers are happy to keep working within the tourism industry, they are not willing to retain the same job for a long time because boredom sets in. Gen Z’ers require fresh stimuli in their job and exposure to a multitude of job experiences. Fortunately, employers are aware of these expectations and are, to some extent, accommodating the demands of the younger generation by offering job rotation and job enlargement opportunities as appropriate.

6.1.2 Salary, job security and work-life balance attracts Gen Z

Generation Z consider job security as an important aspect of an ideal workplace. On the other hand such cohort does not see the tourism industry as an industry that is different from any other. This means that the tourism sector must do more in order to convince them that it is offering good job security.

Such generation looks for family friendly measures, when it comes to a career. However, it seems that they do not consider the tourism industry as standing out from other sectors in such regard as well. This shows that the industry must work more to introduce such options, in order to attract younger people and move away from the negative opinion that the sector does not respect the family aspect.

Even though Generation Z do not consider family support at the workplace as an attractive factor that would entice them to join the sector, they still think that the tourism industry offers the same option as any other industry.

6.1.3 Gen Z have a positive future outlook of the tourism industry

Such generation also has a relatively good perspective for the future, even when it comes to tourism. In fact, such generation believes that the industry will continue to grow and thus provide diverse employment options, which in turn will be of benefit to everyone.

Considering that we are living in a post-pandemic era, after the tourism came to a halt worldwide, the tourism industry is proving to be a resilient one and is bound to keep providing stable opportunities for work. In fact, the hotels are experiencing an increasing trend in their bookings. Despite this, the need to increase staff is proving to be a challenge for the industry- even when considering foreigners for employment.

All this shows that the industry is not considered as a bad employer and/or that it offers any substandard conditions. It shows that there are things that the industry must work on, to further attract the Generation Z. In fact, there is reluctance to enter such industry even if the opinion of the industry growth and stability is positive. This could indicate that such generation is looking for industries that offer fast growth and lucrative salaries- such as the gaming industry.

6.2 Recommendations

One of the objectives of the study was to come up with recommendations, based on the results of such studies, which could help the industry to attract such generation, and therefore more Malta-based employees, to the tourism industry.

6.2.1 Making the tourism industry more attractive

Human Resources in Malta are limited and each industry is competing to attract new recruits. The tourism industry needs to be more appealing also when compared to other sectors, which are depleting the available manpower. It might be a big challenge to compete in terms of salary, but the industry has a lot to offer, and certain incentives could be grouped with the employment package. One example could be fringe benefits- the industry has access to accommodation, entertainment facilities and events among others. These could be offered as part of the package to provide a better deal in a non-monetary way. This can be achieved by having the industry working and collaborating more together such as accommodation and catering establishments, airlines and event organisers to come up with an attractive package. Entities such as the MHRA could help in bringing the sector together in order to be able to offer such incentives to staff and prospective recruits.

There should also be a drive, on a national scale, to make sure that the conditions of work of the sector are at least in line with other industries. More enforcement should be done to avoid abuse of manpower. Entities such as Jobsplus should increase their efforts to make sure that all those employed in the industry are legally employed and working in line with current conditions and obligations. Entities such as the MTA, ITS and the MHRA are vital in making sure that the industry reaches good standards and is able to portray a good image with potential employees.

The MTA should push for legislation regulating the industry with particular emphasis on quality, in terms of the services and amenities offered. This will elevate the opinion of the clients which in turn will benefit the belief on the industry as a whole. Such authority must also look at the human resources aspect and increase in its efforts to disseminate information to potential future working force, such as students. The

already available programmes should be boosted in a way to reach more youngsters who could be potential future players by catching them young.

The ITS should continue with its drive to provide a wide range of courses that would cover all the sector's needs in terms of expertise. The institute should also be able to provide more part-time courses that could be offered to staff that are already employed within the industry.

The MHRA should be the entity that gives a voice to the industry when it comes to what is required by the sector. Such issues should be brought to the attention of main players such as the Ministry of Tourism, MTA and ITS in order to work on the necessary changes and are then implemented. Such association should continue growing its role of training provider to the industry as a compliment to ITS. In fact, the MHRA is already providing online courses in conjunction with Forbes- such collaboration should be encouraged further, and the industry should be made aware of such opportunities thanks to better communication through traditional media and social media.

6.2.2 Offering a more lucrative work package

Another suggestion would be to start a consultation process between all parties involved where the salaries and conditions of work are discussed. In relation to previous suggestions, the idea would be that all players in the industry would agree on a minimum level of conditions of work and actively commit themselves to provide them to their staff. This would provide a level playing field to all. Businesses are to benefit by not running the risk of losing trained personnel to competitors, whereas employees would be given an appealing package. This would further reinforce the industry's reputation.

Such efforts must also reflect family-friendly measures, which could be offered to the staff. The study showed that such issue is an important matter for Generation Z and the industry could do more. Options like childcare facilities, special leave and/or benefits related to the family commitments should be provided within the industry. This could help a lot in changing the perception of the industry since this was one of the points that was always considered a disadvantage when working in the sector.

It is also being recommended that companies are further encouraged to provide more training to their staff. One should look at options such as the Erasmus+ which is an EU programme that offers aid in providing training to staff. The private sector should be made aware and assisted in taking advantage of such opportunities.

Furthermore, something that should be continued and further improved are options such as the ‘Get Qualified’ scheme which is administered by the Malta Enterprise and offers a tax credit which is equivalent to a part refund of the amount paid for a course, upon successful completion. In fact, the study showed that career development is also considered important and therefore such incentives should be available to people already employed in the industry. This would help in retaining such manpower and improve the level of expertise of individuals working within.

It is also suggested that an agreement could be drawn between the industry, the Government and the ITS where courses which are accredited would be offered free of charge to the industry and its staff. The budget for such initiative could be based on a public/private partnership. Those that benefit from such incentive could be requested to remain in employment for a period of time in accordance with the level/cost of training received. This will further increase the knowledge, expertise and quality offered within the industry whilst ensuring that qualified personnel is not lost to other sectors.

6.2.3 Education as a first contact point with tourism

From this study it was clear that young people who are already employed within the tourism industry, are more likely to work in this same industry in the future. Consequently, it is never too early to expose children to tourism-related jobs.

In 2019, The Ministry for Education and Employment (MEDE) launched ‘My Journey’ which included ‘Hospitality’ amongst one of the nine vocational subjects offered in the first year of secondary schooling (year 9, age 13). This is likely to lead to an increase in enrollment at ITS. In turn, ITS needs more resources in order to further increase its facilities and be able to provide more courses to more pupils. Further work to increase the national promotion to attract more students is required (e.g. Spread Your Wings campaign) and also the possibility to have more exposure of

such institution at Primary and Secondary schools so that students are encouraged to join such courses and eventually the industry. In fact, secondary schools are now offering the opportunity to have a module which is related to hospitality, but more must be done in order that such students are not lost once they go into their post-secondary level.

MTA could further enhance its campaigns that are targeted to primary and secondary schools in order to create awareness and possibly attract such youngsters towards the industry.

In view of the above, the Government should continue to offer incentives to students that attend such courses (Post-Secondary). Incentives such as stipends, tax refunds and scholarships should be continued and further enhanced.

All the above can help in making the industry more attractive and at the same time entice the Generation Z in joining the tourism sector.

6.3 Limitations and further research

This research could also serve as a reference for further studies, which could delve into further expanding the objectives tackled above but also introduce new ones. For example, the element of peer pressure could be investigated when it comes to the Generation Z starting a career in tourism. Moreover, such generation is connected more than ever, namely with social media, and therefore one has to see how their career choice is being affected by social media influencers. Another aspect that surfaced was the fact that such generation is impatient when it comes to career progression and development. Further studies could be carried out to determine whether this hypothesis is true and if so, what are the factors that are triggering such impatience.

One could also investigate the impact of the ‘My journey’ hospitality programme on the likelihood of young people to enroll at ITS or work in tourism. During the interviews it was also pointed out that tourism schools around Europe are struggling to attract new pupils. This might not be an issue in Malta as yet, even if the number of students at ITS is still not enough, but this might be a problem in the future. A study could be conducted to see what is happening abroad and possibly, pre-empt such issues

to avoid such scenario locally. This would entail looking at the situation abroad and what is being offered by such institutions.

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7 Appendices

Appendix 1: Participant Information Sheet

A career in the tourism industry: The Generation Z perception

You are being invited to take part in a research study. Before you decide to participate, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information.

What is the purpose of the study?

This research is being undertaken in order to determine if members of Generation Z would consider a career in tourism based on their perception of the sector.

Why have I been chosen?

You have been chosen because your position as a HR director can give a better understanding of the reality regarding the employment of such sector of the population.

Do I have to take part?

It is up to you to decide whether or not you take part. If you decide to take part, you will be given this information sheet to keep and be asked to sign a corresponding consent form.

What will happen to me if I take part?

You will then be given a questionnaire on the date agreed in a hard copy version. Your data and image (if applicable) will be used only for the research mentioned and for no other purpose.

What are the possible disadvantages and risks of taking part?

There are no disadvantages or risks foreseen in taking part in the study.

What are the possible benefits of taking part?

By taking part you will be contributing to the development of a set of recommendations that can be used in the future in order to attract more Generation Z members to the tourism labour force.

What if something goes wrong?

If you wish to complain or have any concerns about any aspect of the way in which you have been approached or treated during the course of this study, please contact on malcolm.zerafa001@its.edu.mt

Will my details be kept confidential?

All information which is collected about you during the course of the research will be kept strictly confidential so that only the researcher carrying out the research will have access to such information and will not be shared with any other individuals. Participants should note that data/images collected from this project may be retained and published in an anonymized form. By agreeing to participate in this project, you are consenting to the retention and publication of data.

What will happen to the results of the research study?

The results will be written up into a dissertation for my final project of my Masters in International Hospitality Management.

Who is organizing the research?

The research is conducted as part of a Masters programme by the Institute of Tourism Studies in affiliation with the Emirates Academy of hospitality management.

Who may I contact for further information?

If you would like more information about the research before you decide you may contact the researcher on malcolm.zerafa001@its.edu.mt.

Thank you for your interest in this research.

Appendix 2: Participant Consent Form

A career in the tourism industry: The Generation Z perception

Name of Researcher: Malcolm Zerafa

Please initial box

1. I confirm that I have read and understand the Information Letter for the above study and have had the opportunity to ask questions. ☐

2. I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason. ☐

_____	_____	_____
Name of Participant	Date	Signature
_____	_____	_____
Researcher	Date	Signature

Appendix 3: Interview questionnaire

Dear Participant,

I am writing to request your participation in a survey regarding the perception of the Generation Z towards a career in the tourism industry,

I am currently reading for a 'Masters in International Hospitality Management' at the Institute of Tourism Studies. The survey is part of my studies and my final Thesis.

I am proposing an in-depth interview. There is no compensation for participating, nor is there any known risk. Your privacy will be protected. I will ensure your anonymity in the data analysis and pseudonyms will be used to ensure confidentiality. Records will be held in accordance with General Data Protection Regulation (EU) 2016/679 (GDPR) and the Data Protection Act (Cap 586).

If you consent to participation, you are invited to join me on

Thank you for taking the time to assist me in my educational endeavours. With your valuable input, I will be able to understand how the Generation Z perceive a possible career in the Tourism Industry.

If you require additional information or have questions, please contact me on malcolm.zerafa001@its.edu.mt or 79423551

Sincerely,

Malcolm Zerafa

1. Does your organisation employ people within the Generation Z age bracket (16-25 years)?
2. Do you believe the tourism industry has changed over the past years?
3. What do these changes mean to someone who aspires for a career in the tourism industry now?
4. Do young people (16-25) still seek out the tourism industry for employment?
5. Are they more interested in just a summer job, or do they seek careers in this industry?

6. Are there aspects of the job that 16-25 year olds are not willing to carry out any more? Why?
7. Does the tourism industry still offer an enticing career prospect for young people?
8. Do such employees have the same job opportunities as for other age groups?
9. Do you believe that Generation Z employees are a valuable asset to your organisation?
10. Do you feel that such generation is hard working and eager to learn?
11. Do you consider such generation to be adaptable and capable to work under pressure?
12. Do you believe that such generation is ambitious in their career?
13. Do you feel that such generation has the needed skills and knowledge needed to cover the duties within your organisation?
14. Do you notice any difference in work ethics?

Appendix 4: List of Groups on Facebook

Name	No. of members
The Salott (RUBS)	62,300
Malta	11,500
Dissertation Survey Exchange Malta	390
Jobs in Malta	83,800
Malta Community	2,200
Classified Malta	25,300
Malta University, College Students & Prospective Graduates	620

Appendix 5 – Final Survey

Gen Z- Opinions on the Tourism Industry

Information and Consent Form for Online Surveys

You are invited to participate in a web-based online survey on the perception of Generation Z towards a career in the Tourism Industry. This is a research project being conducted by Malcolm Zerafa, a student at the Institute of Tourism Studies, currently reading for a Masters in International Hospitality Management. It should take approximately 5 minutes to complete.

PARTICIPATION

Your participation in this survey is voluntary. You may refuse to take part in the research or exit the survey at any time.

BENEFITS

You will receive no direct benefits from participating in this research study. However, your responses may help us learn more about the topic mentioned.

RISKS

There are no foreseeable risks involved in participating in this study.

CONFIDENTIALITY

Your survey answers will be sent to a link at where data will be stored in a password protected electronic format. Google Forms system does not collect identifying information such as your name, email address, or IP address. Therefore, your responses will remain anonymous. No one will be able to identify you or your answers, and no one will know whether or not you participated in the study.

CONTACT

If you have questions at any time about the study or the procedures, you may contact me on malcolm.zerafa001@its.edu.mt or mobile number 79423551

ELECTRONIC CONSENT: Please select your choice below. Clicking on the "Agree" button indicates that

- You have read the above information
- You voluntarily agree to participate
- You are 18 years of age or older

* Required

1. Consent *

Mark only one oval.

☐ Agree

☐ Disagree

Survey

2. Age *

Mark only one oval.

☐ 18-20

☐ 21-23

☐ 24-26

☐ 27 or older

3. Sex: *

Mark only one oval.

☐ Male

☐ Female

☐ Non-Binary

4. Local Administrative Unit (Residential Area): *

Mark only one oval.

- ☐ Southern Harbour (Valletta, Senglea, Cospicua, Haż-Żabbar, Fgura, Floriana, Kalkara, Hal Luqa, Marsa, Paola, Santa Luċija, Hal Tarxien, Xgħajra...)
- ☐ Northern Harbour (Hal Qormi, Birkirkara, Gżira, Hamrun, Msida, Pembroke, Tal-Pietà, St Julian's, San Ġwann, Santa Venera, Tas-Sliema, Swieqi, Ta' Xbiex...)
- ☐ South Eastern (Żejtun, Birżebbuġa, Gudja, Hal Għaxaq, Hal Kirkop, Marsaskala, Marsaxlokk, Mqabba, Qrendi, Hal Safi, Żurrieq...)
- ☐ Western (Mdina, Haż-Żebbuġ, Siġġiewi, M'Attard, Hal Balzan, Mad-Dingli, Iklin, Hal Lija, Rabat, Mtarfa...)
- ☐ Northern (Hal Għargħur, Mellieħa, Mgarr, Mosta, Naxxar, St Paul's Bay...)
- ☐ Gozo and Comino

5. When you think of a 'job in the tourism industry', what's the first job you think of? *

Mark only one oval.

- ☐ General Manager, Head Chef, Food & Beverage Manager, Head Housekeeper
- ☐ Sous Chef, Asst. Food & Beverage Manager, Asst. Head Housekeeper
- ☐ Restaurant Manager, Housekeeping Supervisors
- ☐ Waiters, Bartender, Receptionists, Maids
- ☐ Other: _____

6. Some of my close family members work/worked in the tourism industry: *

Mark only one oval.

- ☐ Yes
- ☐ No

7. I work in the tourism industry *

Mark only one oval.

☐ Yes

☐ No

8. I would like to work in the tourism industry. *

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

9. The tourism industry..... *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Only offers summer or temporary jobs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers stable long-term careers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers good conditions of work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers good salaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers attractive fringe benefits related to the job (ez. Company Cars, Discounts, vouchers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provides the possibility to better your career.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provides various job opportunities are available within the sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers good job security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers the possibility to get experience in different areas of expertise (IT, Accounts etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers exposure to other specialised areas of expertise while employed in the tourism industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers good career	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

offer a good career
prospective for the
possible
advancement of a
person.

Offers a good
family support
environment

☐
☐
☐
☐
☐

Offers good family
friendly measures
as part of the
employment
conditions.

☐
☐
☐
☐
☐

Takes into
consideration the
academic
background of a
person

☐
☐
☐
☐
☐

Encourages further
career development
of a person.

☐
☐
☐
☐
☐

Provides training
and possibilities to
further the
academic
qualifications.

☐
☐
☐
☐
☐

In general is
considered as a
respected sector to
work in

☐
☐
☐
☐
☐

10. I would feel proud..... *

Mark only one oval per row.

Strongly
Disagree

Disagree

Neutral

Agree

Strongly
Agree

To say that I work
in the tourism
industry.

☐
☐
☐
☐
☐

Opinions about the importance of the tourism industry to the economy.

11. *

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The tourism industry will continue to grow in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The tourism industry will offer more opportunities for diverse employment options.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Everyone in Malta benefits from a successful tourism industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix 6 – Coding Sheet Sample

#	Age	Sex	Local Administrative Unit	When you think of a 'job in the tourism industry', what's the first job you think of?	Some of my close family members work/worked in the tourism industry.	I work in the tourism industry.	I would like to work in the tourism industry.	Only offers summer or temporary jobs.	Offers stable long-term careers.	Offers good conditions of work.
1	1	1	5	4	2	2	2	2	3	3
2	2	2	2	5	1	2	2	2	4	2
3	3	1	4	1	1	1	1	3	2	1
4	2	1	2	1	1	1	1	3	4	3
5	2	1	4	1	2	1	1	2	4	4
6	3	1	1	2	1	2	2	3	1	1
7	2	2	1	5	1	2	2	2	4	3
8	1	2	1	3	2	2	3	2	3	4
9	1	2	5	3	1	1	3	1	3	3
10	2	2	1	4	2	2	2	3	3	4
11	1	1	1	5	1	1	1	3	2	4
12	1	2	1	1	1	1	1	2	4	3
13	1	1	3	1	2	2	2	2	3	4
14	2	2	1	1	1	1	1	1	3	4
15	3	2	2	1	2	1	1	2	4	4
16	2	1	3	1	2	1	2	2	2	3
17	3	2	2	5	1	2	2	4	2	2
18	2	1	1	1	1	2	2	2	4	3
19	1	1	3	4	2	2	3	4	5	3
20	2	2	4	4	1	1	1	2	3	4
21	2	2	1	2	1	2	2	4	3	3
22	1	1	5	4	1	2	3	4	3	4
23	1	2	2	2	1	1	2	1	5	4
24	1	2	1	4	2	1	3	3	3	3
25	1	2	1	1	2	1	2	1	3	4
26	1	2	5	3	2	1	3	3	2	3
27	2	1	1	2	2	1	1	3	3	4
28	2	1	4	1	1	2	2	3	4	3
29	1	2	1	3	1	1	3	3	3	1
30	1	2	3	1	1	2	1	1	5	3
31	2	2	1	3	2	1	3	3	4	4
32	2	1	2	1	2	2	1	4	2	4
33	1	2	1	4	1	1	3	2	2	3
34	1	2	3	5	1	1	1	4	3	2
35	1	2	5	4	1	1	3	3	4	4