DETERMINANTS OF CAREER CHOICE BY HOSPITALITY MANAGEMENT STUDENTS IN NAIROBI, KENYA

BY

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H60/5045/03
(HND)

A RESEARCH PROPOSAL SUBMITTED IN PARTIAL FULFILMENT FOR THE AWARD OF DEGREE OF MASTER OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT, IN THE SCHOOL OF HOSPITALITY AND TOURISM, OF KENYATTA UNIVERSITY

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DECLARATION

This proposal is my original work and has not been presented for a degree in any other university.

Signature: .................................. Date: ..................................

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Supervisors' Approval

This proposal has been submitted for review with our approval as University supervisors:

Signature: .................................. Date: ..................................

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ABSTRACT

Career selection is one of the many important choices students make in determining their future paths. Personal aptitudes, educational attainment, environmental conditions and job market are among factors that largely influence career choice. As such many students are unable to make or express their career choices hence, some change their career in the course of training while others end in wrong careers that are not in their interests. The study therefore aims to investigate the determinants of career choice by hospitality management students in Nairobi Kenya. Specifically the study will aim to: determine the influence of social economic factors on career choice of hospitality management students in Kenya, evaluate the influence of school career resources on career choice of hospitality management students, establish the extent to which transitions in labour markets influence career choices of hospitality management students in Kenya, ascertain the influence of personality factors on career choices of hospitality management students. The study will also seek to establish whether any relationship existed between socio-economic, school career resources, transitions in labour market and personality factors and career choice of hospitality management students in Kenya. The survey will adopt a cross-sectional descriptive research and will be carried out in Nairobi County targeting all public universities training hospitality careers. These universities are: The University of Nairobi Kenyatta University, Moi University and The Technical University of Kenya. It will target 4039 students enrolled in the hospitality management school through joint admissions board (JAB). The sample frame of the study will be first year hospitality management students in the four universities. 384 hospitality students will participate in the survey. These respondents will be identified by use of Kothari's formulae 

\[ s = \sqrt{Np(1-p) + \frac{d^2}{N-1}} \pm 2 \sqrt{p(1-p)} \]

Open and semi closed questionnaires will be used to collect data. Interviews will be carried out to ensure triangulation. Pre-tests will be conducted and its validity tested for internal consistency by use of Cronbach’s Alpha with a 70% acceptance level. The data from the field will be coded to enable the use of computer in the summarizing. Pearson Product Correlation will be utilized to test for relationship between variables. Student t-test and one way analysis of variance (ANOVA) will be used to test for significance difference in the means between variables. The results will be presented on frequency distribution tables, pie charts and bar charts. Descriptive frequency tables will be produced using the statistical package for social sciences.