

Factors Influencing Student's Decision to Pursue a Hospitality and Tourism Program

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Abstract : The aim of the study is to analyze the factors that influence the decision to pursue a hospitality and tourism program for students of Maldives when pursuing higher education options. This research would further explore the implications and relationship between the universities and students. Quantitative research method will be used to demonstrate the hypothesis and achieve the objectives of this research, a questionnaire consisting of 30 closed questions will be used which will be analyzed based on SPSS18 software to handle and extract the data. 10 public school and 3 private schools with secondary education and 3 universities with higher education facilities and a total of 500 students participated in the survey. The findings include selection criteria for decision making for higher studies being the university's reputation, excellence and quality of educational program, the preference of pursuing further studies from a public over private universities and the academic, cultural and socio demographic factors that influence the students choice of program and university. Finally the study will provide valuable insight to how universities need to market their programs to attract the right students.

Keywords : choice criteria, higher education, hospitality and tourism studies, information sources

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