



# Theory and Practice in Hospitality and Tourism Research

Editors:

Salleh Mohd Radzi, Norzuwana Sumarjan,  
Chemah Tamby Chik, Mohd Salehuddin Mohd Zahari,  
Zurinawati Mohi, Mohd Faez Saiful Bakhtiar,  
& Faiz Izwan Anuar

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# Theory and Practice in Hospitality and Tourism Research

## *Editors*

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Mohd Salehuddin Mohd Zahari, Zurinawati Mohi,  
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THEORY AND PRACTICE IN HOSPITALITY AND TOURISM RESEARCH

## Preface

Dear Distinguished Delegates and Guests,

Welcome to the second *International Hospitality and Tourism Conference 2014*, organized by the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA on September 2–4, 2014.

The relevance of the 2nd International Hospitality and Tourism Conference (IHTC) 2014 theme, “Theory & Practice in Hospitality and Tourism Research”, is reflected in the diverse range of papers that have been submitted for publication. Altogether there are 110 contributed papers included in the proceedings and this demonstrates the popularity of the IHTC Conference in sharing ideas and findings with a truly international community. Thank you to all who have contributed to producing such a comprehensive 2nd IHTC conference and proceedings and thus contributed to the body of knowledge within the Hospitality and Tourism industry.

This conference presents an opportunity to:

1. explore contemporary and future research issues in hospitality and tourism industry and
2. exchange ideas and information on the “state-of-the-art” research in hospitality and tourism. The conference will also offer a unique networking opportunity to students, academia and practitioners.

It has been an honour for me to have the chance to edit the proceedings. I have enjoyed considerably working in cooperation with the committee to call for papers, review papers and finalize papers to be included in the proceedings. Refereeing papers for an international conference such as 2nd IHTC is a complex process that relies on the goodwill of those researchers involved in the field. The refereeing process for 2nd IHTC papers is optional but the number of papers submitted to the refereeing process has increased by nearly 15% compared to those submitted for 1st IHTC. I would like to thank all these reviewers for their time and effort. Without this commitment it would not be possible to have the important ‘referee’ status assigned to papers in the proceedings. The quality of these papers is a tribute to the authors and also to the reviewers who have guided any necessary improvement.

We are very grateful and acknowledge the contribution of various parties who have been involved directly and indirectly—the organizing committees, students, reviewers, faculty members, speakers, sponsors, and the participants—for realizing the success of this conference.

Finally, we wish you success in your presentation; enjoy fruitful discussions and a pleasant stay in Penang, Malaysia.

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*Hospitality management*





# The contribution of internship in developing industry relevant management competencies among hotel and tourism management students

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**ABSTRACT:** Among the goals of higher education is to prepare students for their future career. Traditionally, universities and colleges education emphasises on teaching theoretical knowledge, but industry demand practical skills and practices. This disparity somehow create imbalance between what industry wants and what academicians are offering. Hospitality and tourism employers reported that they faced scarcity of suitably qualified employees in both management and skilled workers. With that, internship has become a major factor in the curricula and has been actively pursued as a viable procedure for bridging the theoretical world of academia and the practical world of industry. It is said that education of these potential future employees need to be more aligned with the industry in order to compete in the rapidly changing business practical skills and management competencies besides strengthen the networking with the opportunity to screen potential employees.

**Keywords:** Hospitality, internship, management competencies

## 1 INTRODUCTION

Hospitality career education program is offered to train individuals to work in the vast sector of hospitality industry which demand a significant amount of young trained professional. Due to fast paced changes in the hospitality industry with great emphasis on employability skills, there is a need to determine the level of competencies that graduates in hospitality management program should possess before moving on to workplace. With the increasing number of hospitality graduates, questions have emerged regarding industry expectations pertaining to the generic managerial competencies. Do hospitality education programs adequately prepare their students with the employability skills? If not, can the program be improved or changed to meet the demands of the employers? What is at stake is significant or else, colleges and universities may be failing to prepare graduates to meet the demands and expectations of the industry (Robinson, 2006). The combination of theory with practical is viewed as an essential component in hospitality and tourism management education. Internship, which originated as apprenticeship and then evolved into academic based experience have long been regarded as important experiences. This

further raised a critical question whether there is any development in hospitality student's management competencies before and after the internship program in order to measure the effectiveness of the internship program. However, limited attempts have been made to provide empirical support to claim that a practical internship experience develops management competencies in hotel and tourism students especially in Malaysia hospitality education context. This paper will investigate the contribution of internship in developing industry relevant management competencies among hospitality and tourism students.

## 2 REVIEW OF LITERATURE

### 2.1 Management competencies

Previous scholars defined manager competencies as traits, skills, and values of effective managers (Boyatzis, 2008; Mihail, 2006) or in other words of saying, competencies are a combination of observable and applied knowledge, skills, and behaviours that create a competitive advantage for an organization. However, Quinn, Faerman Thompson, and McGrath (2003) argued that competency suggest