

GRADUATE PERCEPTION TOWARDS HOTEL CATERING
CURRICULUM: CASE STUDY OF
SULTAN IDRIS SHAH POLYTECHNIC

AZHAN BIN NAWI

A DISSERTATION SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF THE DEGREE OF MASTER OF SCIENCE IN
(TOURISM PLANNING)

FACULTY OF BUILD ENVIRONMENT
UNIVERSITI TEKNOLOGI MALAYSIA (UTM)

MAY 2011

ACKNOWLEDGEMENT

First and foremost, I am thankful to Allah the Almighty for His blessings and love in my life that has made me capable to complete the report successfully. Special appreciation goes to Prof. Dr. Zainab Binti Khalifah as the supervisor for my research for her guidance, encouragement and direction to me in completing this report. Your knowledge and ideas are highly appreciated and million thanks to you in advance.

I would also like to thank the endless effort by my lecturers, Prof. Dr. Amran Hamzah, Dr. Hairul Nizam Ismail and Dr. Rafee Majid for their constructive ideas, point of views and guidance in developing this report. Your ideas and criticism are highly appreciated in making me more precise and focus in preparing the report.

Special thanks also go to Encik Abdul Kamil Bin Abdul Aziz (Hospitality Head Department) for his cooperation in sharing his knowledge and valuable information for this report. Besides that, I would also like to thank all the hotel and catering graduates of Sultan Idris Shah Polytechnic for their time and encouragement in making this report outstanding.

Lastly, I would like to thank all who have contributed either directly or indirectly in the development of the report. The experience through developing this report is highly appreciated and may Allah bless all of you for your kindness.

ABSTRACT

The Curriculum assessment has been an important tool in measuring the effectiveness of the curriculum to evaluate graduate learning perception. This study uses a conceptual framework based on the course offerings and descriptions of the Hotel and Catering Management Program at the Sultan Idris Shah Polytechnic to evaluate how the curriculum contributes to the graduates for their future career. By conducting a survey questionnaire that was distributed to the graduates and by conducting an interview session, this study examines the skills that are contributed to graduates in facing the hospitality industry. Besides that, this thesis also highlights the strengths and weaknesses of the program as well as identifying the significant skill areas that contribute significantly to the graduates. Findings of this study indicate that overall, the graduates are satisfied with the hotel and catering programs and most of the graduates are ready to face the hospitality and service industry.

ABSTRAK

Kajian tentang kurikulum merupakan suatu kaedah yang penting dalam mengukur keberkesanan kurikulum bagi menilai persepsi graduan terhadap pengajian. Kajian ini menggunakan konsep rangkakerja, berdasarkan kursus yang ditawarkan dan deskripsi terhadap Program Pengurusan Hotel dan Katering di Politeknik Sultan Idris Shah, bagi mengkaji sejauhmana kurikulum menyumbang kepada graduan untuk menghadapi alam pekerjaan pada masa hadapan. Dengan menggunakan soalan survey yang di edarkan kepada graduan dan juga dengan menjalankan sesi temuduga, kajian ini mengenalpasti kemahiran yang menyumbang kepada graduan dalam menghadapi industri hospitaliti. Dengan meletakkan kekuatan dan kelemahan program, dan mengenalpsti signifikasi kawasan kemahiran yang menyumbang secara langsung kepada graduan. Hasil kajian ini menunjukkan bahawa secara keseluruhannya graduan berpuashati dengan program hotel dan katering dan kebanyakan daripada graduan telah bersedia untuk bekerja dalam bidang hospitaliti atau perkhidmatan.