

A SURVEY ON THE EDUCATIONAL TOUR PLANNING AMONG THE
STUDENTS OF DIPLOMA IN TOURISM MANAGEMENT
IN THE POLYTECHNIC

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DEDICATION

To my beloved parents who are always there whenever I needed you most.

Both of you are very wonderful

To my brothers and sister, aunts, uncle and my cute cousin. All of you have become my major inspiration in becoming successful.

To all of my friends especially Linda, Najiha, Leen, Wyn, Ija, Wan and Hazreel.

You are my strength, my buddy that never forgot to remind me about the responsibilities of being a person.

I love you all.



PTTA UTHM
PERPUSTAKAAN TUNKU TUN AMINAH

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May the Almighty Allah S.W.T bless us all.



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ABSTRACT

The study of “A Survey on The Educational Tour Planning Among The Students of Diploma in Tourism Management in The Polytechnic” aim to assess the students’ needs for the tour planning’s guide. The study is developing on the contribution and the importance of the ETP as one of the effective methods in teaching and learning of tourism study. It is to provide the student with experience and technical training about tourism activities and process. ETP also hopes to strengthens the student understanding toward the subject learn in the tourism study. In order to assess the student’s needs on the Educational Tour Planning guide, the study had produced a similar ETP guide in the form of booklets to be tested during the study. The project study involved several steps in order to be completed. It is such as the formulation of the problem, the review of the literature, the formulation of the study methodology, the production of the ETP Guidebook, field survey and finally the analyses and discussion made on the data gathered during the study. The survey involves 100 respondents among the students of Diploma in Tourism Management in the Polytechnic. Through the findings, the study indicates that the current tested product is acceptable among the students of Diploma in Tourism Management in the Polytechnic as a guide to plan for the tour. The findings also shows a slight different between the respondents who are using the ETP Guidebook and those who are not in the basis of their ETP results. Due to the important of the study, the researcher hopes to be having a fair discussion and excellence recommendation for the development of the product regarding to the current study. This report writing also important to provide a written reference for the future related study.

ABSTRAK

Penyelidikan ini bertajuk “ Satu Tinjauan Terhadap Perancangan Program Lawatan Sambil Belajar di Kalangan Pelajar-Pelajar Diploma Pengurusan Pelancongan di Politeknik”. Tujuan penyelidikan ini adalah untuk meninjau keperluan pelajar di dalam melaksanakan program lawatan sambil belajar terutamanya dari segi perancangan. Kajian ini dibangunkan berdasarkan kepada aplikasi program lawatan sambil belajar dalam aktiviti pengajaran dan pembelajaran yang lebih efektif di dalam pembelajaran pelancongan. Program ini diharapkan dapat memberi pengalaman yang berguna kepada para peserta supaya lebih memahami dan dapat mengetahui keadaan sebenar aktiviti pelancongan di Malaysia. Satu produk berbentuk panduan untuk merancang Perjalanan Program Lawatan Sambil Belajar telah diuji untuk menghasilkan dapatan kajian mengenai keperluan pelajar terhadap panduan tersebut selain daripada menentukan keberkesanan produk itu sendiri. Produk yang dinamakan ETP Guidebook merupakan suatu garis panduan dalam melaksanakan perancangan program lawatan sambil belajar. Kajian melibatkan beberapa langkah di dalam melengkapkan projek ini. Diantaranya adalah permasalahan kajian, Literature review, pembangunan methodology kajian, pembangunan produk, tinjauan dan akhirnya analisa dan perbincangan yang dibuat berkenaan dengan dapatan kajian. Dapatan kajian menunjukkan penerimaan positif dikalangan pelajar-pelajar terhadap produk kajian. Penyediaan ETP Guidebook sebagai satu panduan ringkas dalam merencanakan program lawatan sambil belajar telah mendapat tempat pada pandangan pelajar-pelajar Politeknik Johor Bahru.

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LIST OF SYMBOLS

DTM	Diploma in Tourism Management
ETP	Educational Tour Program



CHAPTER I:

THE PROBLEM

1.1 Preface

Tourism is a major force in global trade. It plays a vital role in the social, cultural and economic development of most nations, and has the potential both to preserve heritage and to destroy it. Despite the importance of the industry, reliable, verifiable and objective information can be frustratingly difficult to obtain (Inskeep, 1991).

Tourism is an activity that individual enjoy. To understand much of the tourism phenomenon, we thus must understand individual behaviour- the psychology of tourist and potential tourist. Knowledge about how individual make decisions about alternative product, what sources of information they require at various stages of their decisions-making, how they evaluate that information, and how they structure and interpret their experiences can offer important benefits to business as well as to our general understanding of tourism experience (Inskeep, 1991).

Explaining travel behaviour is not easy. There are just too many factors that influence an individual's behaviour. Travel behaviour is a special form of consumption behaviour, and the factors noted here are recognized as major sources of influences on this type of behaviour. Each of these factors – perception, learning, personality, motivation, attitudes, and group influences (McIntosh, et. al. 1995).

As mentioned by Davidson (1993), the general assembly of the World Tourism Organisation (WTO) held in Madrid, Spain, in 1987, identified education and training as one of the four pillars on which the future development of tourism should be based (the three other pillars were security and protection of tourist, facilitation of tourism and information). Therefore, the four pillar of the tourism development base should include;

- (i) Education and Training.
- (ii) Security and Protection of tourist.
- (iii) Facilitation of tourism.
- (iv) Information.

As tourism continues to grow, the need for training and education grows. In recent years many colleges and universities have added travel and tourism programs, existing programs has expanded, vocational schools have launched program association have introduced education and certification programs and private firms have opened travel schools. There are job opportunities for administrators, teachers, professors, researchers and support staff (Rubin, 1992).

1.2 Background Of The Study

The background of the study for “A Survey on the Educational Tour Planning Among the Student of Diploma in Tourism Management in the Polytechnic Johor Bahru” is based on the importance of the tourism study for the growth of the respective industries in Malaysia. Educational Tour Program is seen as one of the effective learning methods in the study of tourism. Thus, the discussion of this topic was circulated around all that matter.

1.2.1 The Study of Tourism

Human beings are innately curious concerning the world in which we live. We yearn to know what other places look like – what people, their culture, the animals and plant life, and landforms may be elsewhere. Today, higher levels of education and the influence of television and other communication media have combined to create in us a much greater awareness of our entire world. We are now in a global economy and our industries must be globally competitive. We must think globally. Material prosperity in many developed countries, with accompanying higher standards of living, has made travel attainable for hundreds million of us. Although travel can be undertaken for many reasons, the most common are pleasure, business and study (McIntosh, *et al.* 1995).

The subject of travel is exciting and fascinating. Humanlike beings have been moving from place to place for about a million years. Since the times of the wanderings of ancient peoples, we have been travelling in ever-widening patterns about the earth. From the days of such early explores as Marco Polo, Ibn Battuta, Christopher Columbus, Ferdinand Magellan, and James Cook to the present, there has been a steady growth in travel. In the twentieth century, the invention of the automobile and all-weather road has brought about unprecedented growth following world War II, the invention of the jet airplane, especially the wide-bodied type, and the establishment of global air routes have made possible rapid travel for many millions. Thus national and international travel by air has experienced explosive growth. Luxurious cruise ship, comfortable motor coaches, streamline passenger trains, and fine hotels, resort, and motels have provided transportation and accommodation. (McIntosh, *et al.* 1995).

1.2.2 The Trend of Tourism Study

Every human always involves in learning either intentionally or unintentionally. The learning activities come in different style; in form of written, observation or even by experience. In other words, all of the factors mentioned were consider as education. Education, is undeniable the most important aspect in our growing life (Stipek, 1998). This concept is the same as the Tourism Study. Tourism education is also an important aspect by it own means.

As Malaysia tries hard to develop the tourism industry, tourism education means to improve the knowledge and information towards the field. The importance aspect in tourism development and management study will be teach to the student to prepare them with the industry before they jump to the real work field (Nor' Ain Othman, 2000).

During the past three decades, hospitality and tourism education have growth in tandem with the rapid expanding of the industry. Due to the growing needs and popularity in tourism study today, there are more than 170 programme granting baccalaureates degrees. From time to time, the needs for the tourism study have growth to be more importance. The methods in teaching and learning also reform to more attractive and effective to prepared accurate candidate for the industries. It is such as the use of new technology, several of teaching materials and field experiences (Hergenhahn & Olson, 1993).

The Department of Tourism of the University of Zagreb's Graduate School of Economics, which has collaborated for the last 25 years with WTO and is a TedQual Certified member of the WTO Education Council, recently marked its 40th anniversary of tourism studies with a conference, from 18-20 April 2002 on Rethinking Education and Training for Tourism. WTO HRD Head, Dr. Eduardo Fayos-Solá gave a keynote presentation on "Globalization, Tourism Policy and Tourism Education" at this event which gathered world leaders in tourism education and training, business and government to share ideas and research, to reflect on innovative approaches, and to strengthen the spirit of cooperation and collaboration

on the implementation of new techniques in tourism educational systems. This area is as reported by Danese Pierson, 2002 Human Resources Department WTO.

1.2.3 Educational Tour Program.

Educational tour program (ETP) is aim to educated all the tour members about the destination visited. Apart from that, through the program they would also be having new experience that would expand their knowledge (Antil, Frederick 1988).

According to Danese Pierson, Human Resources Department WTO “World Tourism Organization (WTO) Human Resource Development programme and its WTO-Themis Foundation are launching the new WTO-Themis TedQual Practicum programme. The first session is to be held in Andorra and Madrid from 15 to 24 October 2002 in English. This programme is aimed at giving officials of NTAs, NTOs and National Tourism Promotion Offices of WTO member States specialized training and knowledge of WTO products and services in education and training.”

The programs organized by World Tourism Organization (WTO) obviously prove the importance of educational tour that would educate the participant from various countries about WTO products and services. Surely this program would include the field experience where the participant visiting some of destinations and training centre of WTO's.

Besides of that, the mission of one of the international travel agency professionally involve in organizing the Educational Tour Program is stated as to develop summer programs that facilitate cross-cultural understanding and enrichment by providing their student with unique opportunity for: intensive language study and immersion, personal growth, cultural and academic enrichment, travel, recreational and athletic activities, and building lasting ties to host families and peers from around the world (Peterson, 2002).

The report on The Educational Tour: ASIAN Children's Libraries by Rosenah Abdul Karim (2001) found that after the tour programme, the group have gains a new knowledge on the latest improvement in their field, which is about children's Literature and Librarian not only on the destination of their visits but also on other country of the group members involved. The report also mentioned that the objective of the educational tour program is to exchange views and to share information on the development of Children's Literature in Asia.

The report stressed on the importance of the educational tour that provides the group with wide knowledge and new experience. The participants can also enhance their own knowledge on their study.



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1.3 Purpose Of The Study

The purpose of this study can be stated as follows;

- (a) To comprehend the effectiveness of the ETP guideline for the planning of Educational Tour Program (ETP)
- (b) To gain sight of the influences of the ETP guideline in order to persuade the tour group to have more value for money in their educational tour program.
- (c) To provide some information and references for the future study or any education purpose. Furthermore the result gain from this research will benefit the ETP guideline user in improving their understanding about the high quality of Educational Tour Program through a proper planning.

1.4 Research Process

The overview of the proposed research process for the study is as shown in Figure 1.1. The first part of the research process is the problem formulation. It starts by defining the problems arise to be studied by the researcher. From the problem, then we can set our objective and construct research question to find a solution for the problem.

The next process of the research is to determine and the collection of the available data to support the study. Next is to determine the study sample design and to set up the data collection methods. It is such as the instruments used to measure the data collection so that the study can proceed to the next step, which is the analysis and interpretation of the primary data

The rest of the research process is to discuss and make a recommendation about the data that had been analysed and interpret through the charts or tables. Finally the final report will be written throughout all of research process, until the recommendation on how to develop the product can be made. The whole view of the research process can be seeing in the following figure 1.1.

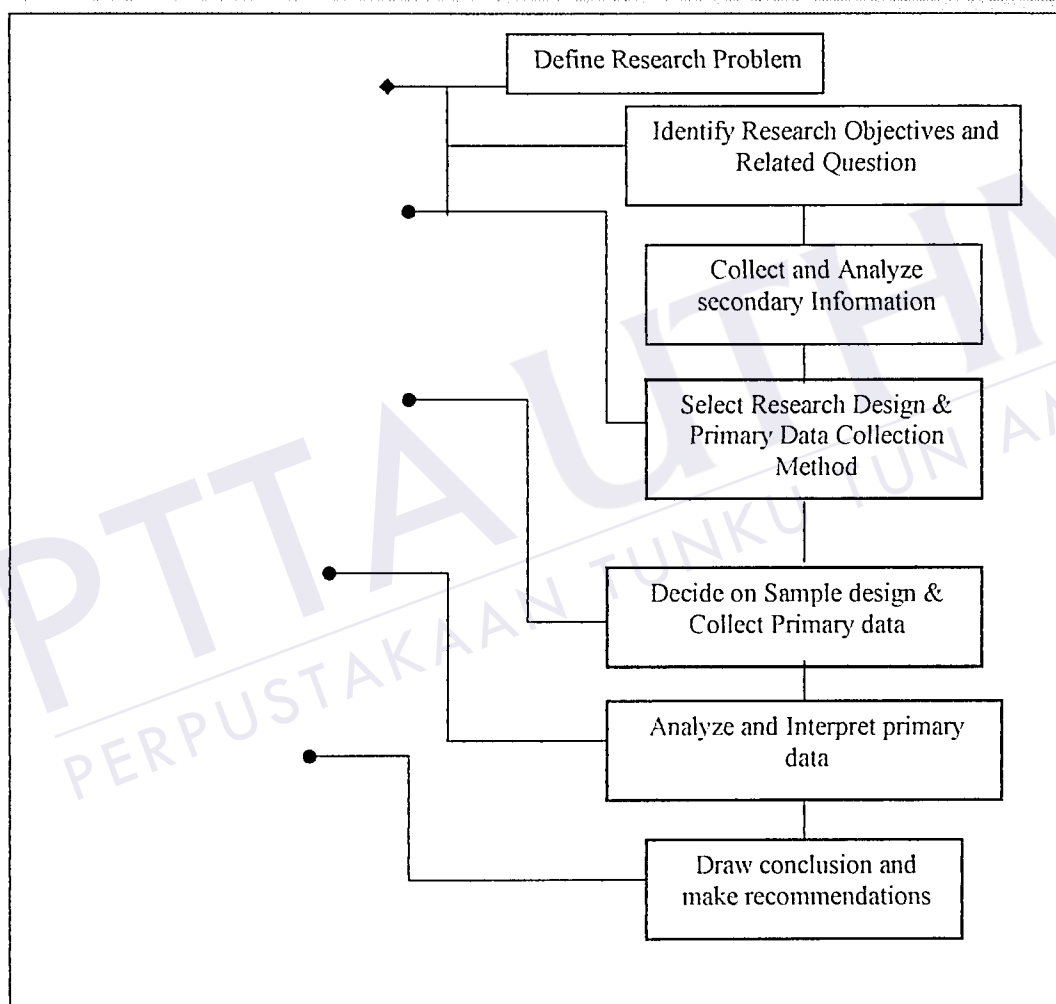


Figure 1.1 : The Research Process Framework

Sources : Bieger/Gerlach, 1996,

1.5 Statement Of The Problem

A research problem is a question concerning the relationship existing between sets of even (or variables). As mention by Einstein & Infield (1938), “The formulation of a problem is far more often essential than its solution. To rise new questions, new possibilities, or to regard old problems from a new angle required creative imagination and marks real advance in knowledge”. Therefore, carrying out research investigations requires careful planning. Central to a research investigation is a clear-end statement of the research problem.

Educational Tour Program (ETP) is one of the most interesting learning methods that can attract and motivate student to learn more about particulate subject. However, to conduct ETP we can't simply go to the chosen destination and have an educational tour there (Harssel, 1994). Without proper planning for ETP, the group may face high risk in touring such as misconduct of the ETP, unreachable objective of the ETP that should be within the course needs, funding problem and most important above all is safety problem. Thus, a guideline for a proper planning in conducting ETP might be helpful in minimizing the above risks (Rosenah Abdul Karim, 2001).

Therefore, regarding to the study, the statement of the problem is to identify what are length of the students needs for the Educational Tour planning in conducting the Educational Tour Program?

1.6 Objectives Of The Study

The objectives of the study for “A Survey on The Educational Tour planning Among The Diploma in Tourism Management Students in The Polytechnic, Johor Bahru” are stated as following:

- (a) To assess the needs of the Educational Tour planning guideline for the Educational Tour Program (ETP) among the Diploma in Tourism Management (DTM) students in the Polytechnic, Johor Bahru.
- (b) To understand at what extend that the Educational Tour planning guideline is helpful in the planning for ETP and really benefits the user.
- (c) To understand on student anxiety and fear towards the tour program such as what influences them on their travel decision-making is also important in order to completed the study.

1.7 Research Questions

The research questions are constructed within the area of the exploratory study of “A Survey on The Educational Tour planning Among The Diploma in Tourism Management Students in The Polytechnic, Johor Bahru”. There are several questions need to be answered in order to reach the objectives of this study. There are such as follows;

(a) Research question 1

What is the current tour planning guideline provided for Educational Tour Program can do to help the user to solve their difficulties and problems?

Justification of the research question 1:

This study is to identify how far the available information provided for Educational Tour Planning is able to solve the user anxiety or fear towards the Educational Tour Program.

(b) Research question 2

What are the level of influences that the information obtains from the Educational Tour planning guideline on the user travel decision-making and their choices of travel?

Justification of the research question 2:

This study hopes to identify either the Educational Tour Planning Guideline influences the group travel decision in the planning of their tour program.

(c) Research question 3:

What are the differences between the user of the ETP guideline and those who are not using the guideline in the aspect of the Educational Tour Programme?

Justification of the research question 3:

The study will indicate the contribution of Educational Tour planning guideline in persuading the educational tour group to have more value for money on their ETP.

1.8 Scope Of The Study

The scope of the current study is to evaluate the relationship between the tourism student's Educational Tour planning and the effectiveness of the Educational Tour Program (ETP). The study identified that the level of the ETP's effectiveness will be measured by identifying the objective of the tour program that match with the current subject being studying, the planning and preparation of ETP for a group of students, the estimated expenditure pattern and moreover the destination choose by the group.

The study are conducted within the Polytechnic in Johor Bahru population, to be précised the member of Diploma in Tourism Management Study in the Polytechnic, Johor Bahru.

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