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**A Qualitative Study on the Pride Notion of Tourism and Hospitality
Students in Turkey**

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Abstract

Tourism, as a sociological, psychological, economic and environmental phenomenon, has various impacts on the perceptions of both visitors and residents of a destination due to the interaction between hosts and guests. Besides, tourism industry poses a challenge of attracting and retaining quality employees for an increasing number of tourism and hospitality businesses on both international and national scales. In this research, a qualitative approach is used to analyse the feeling of pride and students' willingness to work in the tourism industry as well as their job preferences. Results revealed that among 50 interviewed respondents, 48 percent have the tendency to give up working in the tourism and hospitality industry due to late working hours, tough working conditions, low wages, lack of holidays, lack of caring employees and lack of professionalism. Pride really matters for the 37 percent of respondents who mentioned that the feeling of pride had an influence on their decision of staying in the hospitality industry.

Keywords: Tourism & Hospitality; Pride; Students' perceptions

JEL Code: J81

Introduction

Tourism is now recognized as a major player in the interaction between the local and global community, especially within economic and social processes. However, uncoordinated and fast growth of the tourism and hospitality industry typically brings about the environmental, infrastructural, super-structural and socio-cultural problems in the destination regions. Along with these destination based problems, the industry itself is negatively influenced by unbounded and lawless growth. Realistically, "human element" which is critical for tourism and hospitality organisations in terms of service quality, customer satisfaction and loyalty, competitive advantage and organisational performance (Kusluvan et al., 2010), sits at the forefront of the industrial complexities. The extraordinary aspect of the hospitality industry comes true in its role as fulfilling people's dreams that is also mentioned as generating happiness in people's life (Pizam & Shani, 2009) and undoubtedly, the tourism industry employees are the actors.

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In the case of Turkey as a tourist destination, Kusluvan & Kusluvan (2000) indicated that “the most important problem appeared to be the continued supply and retention of a well-educated, well-trained, skilled, enthusiastic and committed work-force for the tourism industry”. In fact, tourism industry -at both global and local levels- is facing with the problem of attracting and retaining quality employees that leads to a shortage of skilled personnel for an increasing number of tourism and hospitality businesses (Freeland, 2000; Richardson, 2010). Furthermore, the necessity of such qualified workforce cannot be undervalued for the hospitality industry where almost all the services are based on peoples’ performance, services are produced and consumed concurrently and either party are physically and psychologically influence each other (Kusluvan & Kusluvan, 2000). Since tourism is a sociological, psychological, economic and environmental phenomenon, it has several impacts on the perception of both visitors and the residents in a region due to the interaction between them. These perceptions related with the above phenomenon might psychologically have an influence on people’s feeling of pride about themselves and serving guests willingly or unwillingly in the shared environment.

In the first part of this research, the theoretical background about students’ perception of tourism and hospitality careers, the meanings of pride and how it is perceived in the hospitality industry will be addressed. In the second part, the methodology and the interviews with the Turkish hospitality students will be analysed clearly. In the third part, the conclusions and implications of the research depending on the participants’ responses, limitations of the study and the future research recommendations will be shared.

Literature review

Students’ perception of a career in tourism and hospitality

Even though substantial literature exists about tourism employment, limited number of studies were conducted to stress the students’ perceptions of a career in tourism (Kumar, 2013). Thus, further empirical studies on tourism students’ perceptions of the industry are needed so as to evaluate the state of tourism jobs in the planning stage of human resources for the businesses in this field (Roney & Oztin, 2007).

There are various researchers who investigated the perceptions of secondary or high school students or undergraduate tourism and hospitality management students towards tourism employment. In his study on secondary

school students in Australia, Ross (1994) revealed a high level of interest in the managerial positions in tourism industry. In his longitudinal study, Getz (1994) surveyed the high school students in the Spey Valley, Scotland. The research revealed that perceptions towards a career in tourism industry had become much more unfavourable over a period of 14 years. Barron & Maxwell (1993) analysed the perceptions of various class students at higher education institutions in Scotland. They found that new students had favourable thoughts of tourism careers, but students with supervised work experience were much less favourable in their opinions. Kozak & Kızılırmak (2001) conducted a similar survey among undergraduate tourism students in three vocational schools in Turkey. Similarly, they showed that work experience as a trainee in industry influenced their perceptions negatively. Kusluvan & Kusluvan (2000) investigated the general attitudes of undergraduate tourism students using a new measure which they developed and as an overall finding, unfavourable comments about various aspects of working in the tourism industry were reported. Using Kusluvans' scale, Aksu & Koksall (2005) investigated main expectations of tourism and hospitality students in Antalya- Turkey and they concluded that students had chosen the school willingly. With their study, Roney & Oztin (2007) concluded that "lower prestige work" image about tourism jobs is still valid and many tourism jobs are perceived as low skilled, regarded as degrading. The authors indicate that only a quarter of participants agreed that "*tourism related jobs are more respected than other jobs*". In his research Richardson (2009) revealed that despite different types of education available for tourism students, many have similar perceptions of working in tourism from which negatives are; low pay, long working hours, little respect, inessentiality to hold a degree and positives are; good working conditions, making friends with colleagues. According to Richardson (2010), there're significant differences between international and domestic students in Australia. According to Bamford's (2012) research, students think that pay is low, working hours are long and jobs are less respected than employment in other industries in New Zealand.

In light of all these studies we learn about the students' general perceptions of careers in tourism and hospitality industry, but also see that specifically the feeling of pride within this scope is not questioned and still naive.

Pride notion and feeling of pride in tourism industry

The notion of pride has various meanings and those meanings have been shifted over years (Storm, 2014). Pride is an important emotion that plays a significant role in many domains of psychological functioning. Especially, the feelings of pride reinforce prosocial behaviours such as altruism and adaptive behaviours

such as achievement (Wiener, 1985). Despite the importance of pride to everyday social life, this emotion has received little research attention, especially when it is compared with fear, joy and the other basic emotions (Tracy & Robbins, 2007, p. 263, 2008, Jeanne, 2013).

There are several definitions of pride in literature. Pride is the result of a successful evaluation of a specific action. In pride, the self and object are separated and pride focuses the organism on its action. The organism is engrossed in the specific action which gives it pride (Lewis, 2011). In another explanation, pride is a feeling of deep pleasure or satisfaction derived from one's own achievements, the achievements of one's close associates or from the qualities or possessions that are widely admired (Oxford Dictionaries, 2014). In other words, pride is associated with concepts such as achievement, fulfilment or the past (Cavanaugh et al., 2011). Moreover, some other authors used pride as a synonym of honour which is one's worth in one's own eyes and in the eyes of the others (Ozkan & Gencoz, 2006). In addition, when pride or self-confidence, often resulting in retribution, is exaggerated, it is described as hubris. It is an example of lordliness, something not likeable and to be avoided. Hubris is a result of an evaluation of success at one's standards, rules and goals. In this emotion, the person focuses on the total self as successful. In extreme cases, it is associated with narcissism (Lewis, 2011).

In terms of having a feeling of pride in tourism and hospitality industry, in the study of Pizam & Shani (2009, p. 143), out of 26, most participants in focus group sessions expressed pride at being part of hospitality industry. According to Sirota et al. (2005), four sources of employee pride are; excellence in organisation's financial performance, excellence in efficiency with which the work of the organisation gets done, excellence in the characteristics of organisation's products and moral character. Most analyses of workplace wellness programs focus on hard-dollar returns: money invested versus money saved. The potential to strengthen the organisation's culture and to build trust, commitment and employee pride is often overlooked (Berry et al., 2010).

According to Baum (as cited in Baum & Nickson, 1998), taking pride in the job and being "empowered" to deliver quality service to the customer, makes it more likely that employees will be happy in the workplace and this will reduce the turnover. The significance of pride in tourism and hospitality industry and its critical role on the way to reaching the excellent quality service by the organisation may be figured out along with these studies; nevertheless, further analyses of the overlooked pride in tourism industry should be continued.

Socio-psychological impacts of tourism in relation with pride. One of the social benefits of tourism is that attracting visitors to a region can heighten local awareness and interest, resulting in a greater feeling of pride and ownership. The community takes stock of its assets and distinctive characteristics. This increase in pride can lead to the community celebration or the revival of cultural activities. Knowing that others have travelled across the region or country can boost a community's collective ego (Tourism Excellence, 2010). As social benefits, community identity and pride can be generated through tourism. A positive sense of community identity can be reinforced and tourism can encourage local communities to maintain their traditions and identity (Tourism & Events, 2014). For instance, foreigners bring pride in many Indonesian societies. Tourists' visits are appreciated because it gives villagers an opportunity to find out about the world. Through occasional opportunities to have conversations with tourists, the villagers are able to learn about what goes on outside the area and to have friends from other countries. The possibility of entry into some form of tourism employment has been an incentive for some people to improve their language skills. Contacting with tourists and tour operators created opportunities for some people and enabled some to progress to further employment with international agencies (Stroma, 2006, p. 635).

In Goreme region of Turkey, through direct interaction with tourists and the imposing of a host-guest relationship, villagers are able to negotiate relations of equality and respect with their guests. Goreme people take pride in their "hospitable culture" and the concepts of "hospitality and guest" are central to villagers' discourses regarding themselves, their lives and tourism. The villagers are very sensitive to the issue of respect and if they perceive that the tourists are disrespectful in some ways, they won't interact with them (Tucker, 2003, p. 122). As Sari (2012) stated that "pride" is an important inherent feature of Turkish society. They are sensitive to the concept of respect and as a consequence, if they realize that particular tourists misbehave, their reply might be sharp because such attitudes would be seen as undignified. In another research conducted in Port Louis, the capital of Mauritius, Nunkoo & Ramkissoon (2009) revealed that most locals have unfavourable attitudes toward social impacts of tourism, nevertheless, many residents indicated that tourism has reduced social inequalities which may be interpreted as a positive attitude.

The existence of local pride is a unique cultural indicator in the context of sustainable tourism development. A research (Myers et al., 2011) held in Mammoth- Arizona reveals business owners' suggestions on measuring pride related to social and economic indicators in the town. A business owner related

town cleanliness with pride: “*Our community should be getting looking better. Hopefully would give people more encouragement in our self-pride.*” Another resident related economic growth with local pride: “*For it to grow and to be able to say ‘I am proud of my town’ because the economy got better, more tourism came in, more people wanted to build motel rooms*” (Myers et al., 2011). For instance, more than one-fourth of US adults and one-third of overseas visitors have visited a historic site or museum on their trips. Heritage tourists take longer trips, spend more money, and stay longer. Heritage tourism creates jobs, new markets for local and regional arts and crafts and builds community pride (Imbal, 2010).

Pride notion from hospitality organisations’ perspective. As a large chain hospitality organisation, Four Seasons has a world-renowned brand and 94 percent of its employees are proud to tell others where they work. 9 out of 10 also report that they are proud of what they are able to accomplish at the organisation. An employee of the company states that:

"Our founder is inspiring. He told me that he is proud of me and tells others my story of coming up through ranks. This company and philosophy have made me a better husband, father, friend and boss"

This pride extends to the organisation's influence in its communities and its philanthropic efforts (Four Seasons, 2014).

Depending on pride in the workplace, more than 90 percent of Hyatt’s employees say that they are proud, not only of what they accomplish in their jobs, but of the organisation’s influence in their communities. “*The community service we do in the area is meaningful and fun,*” says one employee. Employees feel they have a stake in the company and take pride in Hyatt’s reputation among travellers and their part in maintaining it (Hyatt Hotels, 2014).

In Marriot, employees take pride in their jobs, with 91 percent saying they are proud to tell others where they work and feel a feeling of pride in what they accomplish (Marriott International, 2014). For instance, as the front office manager in Renaissance Izmir, Gokbulut (2014) said that:

“I’m proud of my job. We have a system called Marriott Global Source in which there are lots of materials, presentations and articles, etc. We learn from these special sources and improve ourselves.”

From an individual perspective, a waitress at the Paper Valley Hotel in Appleton, Wisconsin says,

“Take pride in your work. I don’t think of myself as just a waitress. I chose to be a waitress. I’m doing this to my full potential. I tell anyone that no matter what you do, do it with pride” (Wirtz et al., 2012).

From a departmental stand point, professional hospitality services require staff with a feeling of pride. Especially, housekeeping staff must give attention to guests, which will make the guests return to hotel. Such pride is best measured by the housekeeping employees’ attitude meaning,

“Welcome. We are glad you chose to stay with us. We care about you, want your visit to be a memorable occasion. If anything isn’t right, please let us know so as to take care of the problem immediately.” (Jones, 2008, p. 4).

Moreover, the motto *“We are Ladies and Gentlemen serving Ladies and Gentlemen”* at the Ritz-Carlton Hotel Company exemplifies the anticipatory service provided by all the staff members (Ritz Carlton, 2014).

Purpose of study and research question

As it was mentioned above, we thought that students’ perceptions related with tourism and hospitality industry might psychologically have an influence on their feeling of pride about themselves and serving guests willingly or unwillingly in the shared environment. Accordingly, the main purpose of this research is to understand how undergraduate and graduate (master degree) Turkish hospitality students perceive the feeling of pride in the context of hospitality employment. In addition to this, it’s aimed to explore how this perception influences their choices related to pursuing a career in tourism. In other words, what is the effect of pride perception on the students’ willingness to work in the tourism and hospitality industry and their job preferences?

Methodology

A qualitative research was preferred to explore the graduate and undergraduate tourism students’ willingness to work in hospitality industry and to understand if there is a relation between their willingness/unwillingness and their feeling of pride. Structured face to face interviews which lasted approximately 20 minutes were held with 50 participants. The structured interview technique leaves the candidate feeling that they have been able to perform at their best and gives interviewers the information they need (University of Bristol, 2014). Participants were basically asked about their willingness and tendency to work in the hospitality industry, besides they’re

asked how they relate “working in the tourism industry and the feeling of pride”. Totally nine questions were asked. After getting first two questions (1. Have you worked in the tourism industry? 2. If so, how long have you worked?) answered, interviewers carried on the following questions with the participants whose experience in the industry is at least two months. Following three questions (3.How do you relate working in tourism industry and feeling of pride? 4. Have you ever thought of giving up working in tourism industry? If yes, explain your reasons. 5. Does your pride notion have an effect on your decision of working or not working in the tourism industry?) were about the relation between the pride notion and working in the tourism industry and the influence of pride in people’s decision to work in tourism, as well. Subsequently, the third part of the interview covers whether the participants have been abroad or not, their field preferences list in the university entrance examinations and some demographic questions.

Sample structure and characteristics

In this research, interviewers made face to face interviews with 50 undergraduate and graduate tourism and hospitality students of a foundation university located in Izmir. The mean age of students was 24.4 years old (Table 1) which is very suitable for the purpose of this study. Respondents’ 44 percent are female and 56 percent are male. The mean age of females is 23.9 and the mean age of males is 24.8. For the work experience in tourism, all of the respondents claimed work experience over two months in the tourism industry. The mean work experience of respondents in tourism is 17.2 month, aptly one and a half years. The mean work experience of 22 females is 14 month and the mean work experience of 28 males is 19.7 month. The mean rank of university preference of respondents is 3.3. However, for females the mean rank is 4 and for males it is 2.7. Out of 50 respondents, 33 (67.3 percent) have been abroad and 17 (34.6 percent) have never been abroad. Among 22 females, a total of 16 (72.7 percent) have been abroad and 6 females (27.3 percent) have never been outside the country. On the other hand, among 28, a total of 17 males (60.7 percent) have been abroad and 11 males (39.3 percent) have never been abroad.

Table 1. Structure of the sample

Respondents	N	Min.	Max.	Mean
Age	50	20	38	24.4
<i>Female</i>	22	20	38	23.9
<i>Male</i>	28	21	34	24.8
University preference, rank	50	1	19	3.3
<i>Female</i>	22	1 st	19 th	4.0
<i>Male</i>	28	1 st	19 th	2.7
Travelled abroad	50	1	2	1.34
<i>Female (yes=1, no=2)</i>	22	1	2	1.27
<i>Male (yes=1, no=2)</i>	28	1	2	1.39
Thought of giving up working in tourism industry	50	1	2	1.52
<i>Female (yes=1, no=2)</i>	22	1	2	1.68
<i>Male (yes=1, no=2)</i>	28	1	2	1.39
Work experience in tourism	50	2 month	120 month	17.2 month
<i>Female</i>	22	2 month	60 month	14 month
<i>Male</i>	28	2 month	120 month	19.7 month

Findings

Pride perception of participants in the context of tourism and hospitality employment

In Table 2, 16 percent of the respondents mentioned that seeing the expression of happiness, satisfaction or the pleasure on the faces of guests raise

the feeling of pride while working and 14 percent of the respondents stated that performing the job with love and doing your work with pride will lead you success. Moreover, 12 percent stated that providing the quality service to guests and communicating with guests in a good way increase the level of pride. Besides, 8 percent believed that when they have the self-confidence and get the necessary feedback from the guests while performing the job or when they know that they are well-educated and qualified to do the job, these factors increase the feeling of pride.

In addition, 6 percent of the participants think that representing their countries in a good way increase their level of pride and 4 percent of respondents stated that to get promoted, to have the status and necessary experience to serve guests, to see the smiling faces of guests and to be appreciated by the people raise their feeling of pride in their jobs. Next, 2 percent of respondents believed that unfair salary policies of many hospitality organisations affect their feeling of pride negatively. Based on the interviews, collected data analysis showed that the respondents related “working in the tourism industry and the feeling of pride” from several perspectives.

Table 2. Commonly used phrases relating “tourism jobs and feeling of pride (FP)”

Phrases	Percentage of Respondents (%), (For each phrase n= 50)
Expression of happiness, satisfaction, pleasure on faces raises the FP	16
Doing the job with love raises the FP	14
Providing quality service raises the FP	12
Good communication with people raises the FP	12
Self-confidence, self-sufficiency raises the FP	8
Positive feedback given by the guests raises the FP	8
Education (being a well-educated person in tourism raises the FP	8
Representing your country well raises the FP	6
Having a status and experience, getting promoted raises the FP	4
Smiling of guests, appreciation raises the FP	4
Unfair salary policy negatively affects the FP	2

Selected answers to interviewer's question are presented below.

Interviewer: "How do you relate 'working in tourism industry and feeling of pride?'"

22 year old male: "You can understand their satisfaction and complaints by looking at the faces of guests. It makes me proud when I do my job in a good way and see the smiling faces."

22 year old female: "When people are having a great vacation and you see the happiness in their faces and the quality services we provide make me really proud."

24 year old male: "I am proud of myself because I can communicate with people in the tourism sector and help the guests have their vacation in my country."

In agreement with the research of Sari (2012), some of the respondents mentioned that they were proud because the tourists wonder about their country and they visit it. Similarly, some of the participants think that representing their countries successfully make them proud and increase their level of satisfaction with their jobs. Miller & Madsen (2004) stated that emotionally and cognitively, the job holders who are highly satisfied with pay, benefits, supervisors, and other features of job satisfaction will also be more likely to see their jobs as dignified. Concordantly, another study showed that investing on the employees may help them overcome job difficulties and it is directly related to collective work engagement which contains vigour, dedication and absorption dimensions (Gracia et al., 2013). Authors define vigour as

"the willingness to strive in one's work, strength against difficulties, and high levels of energy and mental resilience while working", dedication as *"a sense of significance, enthusiasm, inspiration, pride and challenge"* and absorption as *"being fully concentrated and engrossed in one's work, whereby time passes quickly and one has difficulties with detaching oneself from work"*.

24 year old male: "After some time, excitement decreases in the sector. I believe it is due to supervisors. As a receptionist, just because there is vacancy in banquet, you are forced to work there, some guests not treating you well, all break pride."

25 year old male: "I am proud due to communication with foreign tourists, representing my country with a qualified manner. Bad working conditions, lack of material and emotional gain don't make me proud. Less qualified people in management, unequal pay makes me sad."

22 year old female: "After studying 4 years in a university and knowing English and German, literally, I won't work in the housekeeping. It affects my pride. Last year, I got 100 percent scholarship and I am a very hardworking and

ambitious student. I have big goals compared to those of my other ordinary friends.”

Feelings and thoughts about quitting or persisting in tourism industry

During the interviews, 15 females out of 50 respondents said that they have never thought of leaving the industry. However, 7 females said that they have thought of quitting. On the other hand, 11 males said that they have never thought of giving up working in the tourism industry while 17 claimed that they have thought of leaving this sector. For a total of 24 people (7 females + 17 males) out of 50 respondents, 48 percent of people have the tendency to give up working in the tourism industry due to several reasons. Table 3 depicts that 18 percent of the respondents complained about long working hours, 12 percent mentioned about the tough working conditions and 10 percent thought of leaving the industry due to low wages and salaries. In addition, 8 percent of respondents mentioned about the lack of holidays and 6 percent stated that there is a lack of professionalism and a lack of caring about the employees. Next, 4 percent of respondents are irritated by the debate of educated personnel vs. experienced ones are better and the ones who are being underrated. Furthermore, 2 percent of respondents believed that there is a lack of prestige, a lack of communication between management levels and it takes too long to get promoted.

Table 3. Respondent phrases who thought of quitting tourism industry

Argued reasons for quitting tourism industry	Percentage of Respondents (%), (For each phrase n= 50)
Long working hours	18
Working conditions (stressful environment, workload and physical toughness)	12
Low wages and salaries	10
Lack of holidays	8
Lack of caring employees	6
Lack of professionalism	6
Debate of education vs. experience	4
Being underrated	4
Lack of prestige	2
Taking too long to get promoted	2
Lack of communication between upper & lower management	2

Selected answers to the question referring participants' feelings and thoughts about quitting or persisting in tourism industry are presented below.

Interviewer: "Have you ever thought of giving up working in the tourism industry?"

25 year old male: "Although working in tourism industry is difficult which requires knowledge and physical strength, I love to work in the sector. You gain experience, get to know the organisational culture, develop your interpersonal relationship and yourself."

24 year old female: "Although it has difficulties, tourism sector is enjoyable. You have to work perfectly. There is a difference between personnel working inside the hotel and a person having a vacation. I love my job. I believe I will be more successful."

26 year old male: "I never thought of leaving the sector because the sustainability of the sector is on the hands of young people. That is why I'm proud."

24 year old male: "Shifts, lack of communication between the upper and lower management, working more than 8 hours, carrying heavy items but I never thought of quitting my job."

Above comments show that they take pride in their work defined as "the satisfaction and enjoyment a man feels from doing his job well" and they attach to their work role as a general attitude (Wollack et al., 1971). As Sut et al. (2007) mentioned that service personnel are expected to act in a certain way in satisfying guests and those who have obstacles in behaving in the predetermined manner to meet the expectations of guests and service managers, are exposed to the risk of burnout. Additionally, the negative aspects shown in Table 3 may result in dissatisfaction of students with the tourism and hospitality industry and may also make them feel as if they're wasting their time, money and efforts by staying in this sector (Kusluvan & Kusluvan, 2000). Such feelings can be observed in the following male and female sayings.

21 year old female: "When I say to people that I study tourism management, they ask whether it is a 2 year program. I say that it is a 4 year program. They mention that people are trained outside and do the same job with you even though you have the degree."

24 year old female: "I thought of giving up working in this sector. That is why I am in the master program. Employers ask more experience although I have the necessary education. The employers that I came across were not very professional. It is a little irritating and some people think that working in the hospitality industry is easy and anyone can do it."

26 year old female: "I chose tourism management field willingly. Sometimes I witnessed the comparison of education vs. experience debate and their relation with pride in my work place. However, for the experienced personnel, instead

of sharing their experiences with us, they rather chose to look down on us who have taken the necessary education.”

25 year old male: “I thought of giving up working in the tourism sector. I actually planned it. I am doing my masters currently. Due to the characteristics of tourism, we live a tough life. Shifts, long working hours, cancellation of our holidays due to busy times, less qualified managers treating everyone in the same manner without considering your quality of experience, wage and salary inequalities which you do not deserve etc. That is why instead of actively being in the sector, I want to transfer my experience after I finish my masters than continue with Ph.D.”

34 year old male: “I thought, in times when I worked in tough conditions, got bored of serving, obliged to report to less qualified managers, could not relate between the salary I got and the intellectual saving I have, languages I know and my computer proficiency, too much interference of the boss to my job.”

24 year old female: “I thought of leaving my job because of lack of holidays, not seeing my family very much, not having a private day, long working hours and working conditions.”

24 year old male: “I thought of not working because in most hotels the employers never care about their employees. They force staff work overtime. It is more difficult during your internship. High amount of work load was put on your shoulders. The decision of changing your department is given by your supervisor, not you. This is galling.”

22 year old male: “I thought of leaving the industry because salaries are below my expectations and most organisations not caring about their employees, work shifts.”

Looking at the female group, a total of seven people have thought of quitting tourism industry due to some of the reasons presented in Table 3. Interestingly, only females argued that they are being underrated by the managers and there is a debate of being educated or experienced personnel in this sector while no females mentioned about the low wages and salaries. From the males’ perspective, low wages and unfair salary policies in tourism industry seems to be a reason for quitting this sector. Distinctively, male respondents stated that the wages and salaries are very low in tourism industry, no matter if they thought of quitting or staying in this sector.

Relation between feeling of pride and decision of working in the tourism industry

Out of 49 appropriate responses, 31 people (63 percent) said that feeling of pride did not have an effect on their decision of working or not working in the tourism industry but 18 respondents (37 percent) mentioned that feeling of

pride had an influence on their decision of staying in the industry. Selected answers to the question referring the relation between respondent's decisions of working in tourism industry and their feeling of pride are as follows.

Interviewer: "Does your 'pride notion' have an effect on your decision of working or not working in the tourism industry?"

25 year old male: "In our field, sometimes pride matters but once you love your job, it won't affect your decision of working in the industry."

22 year old female: "The feeling of pride makes me enjoy my work and eases the feeling of tiredness. Meeting new people, having joy and pride are some of the reasons influencing my decision of working in the tourism sector."

25 year old male: "Dealing with guests depends on how much you love this sector. I am proud of representing my country, welcoming tourists. But laws should be improved."

28 year old female: "My feeling of pride has an effect on my decision of working in tourism due to development of sector, increase in tourism potential of Turkey, new job opportunities."

23 year old female: "I want to work except Food & Beverage department because I don't want to work as services staff after studying 4 years in a university. It breaks my pride. Other departments of a hotel are more acceptable."

Conclusions and Implications

Tourism, which is of rising significance every day to the national economy, has been gaining importance culturally, socially and psychologically due to the encounters of tourists and locals. Especially, tourists mostly encounter with tourism professionals such as airport personnel, tour operator and travel agency representatives, hotel employees, waiters, sales people, tour guides and others offering tourism services (Dogan, 2004, p. 88). In this regard, it's been thought that aforementioned phenomenon might psychologically influence tourism and hospitality professionals' feeling of pride, which is one of the significant characteristics of Turkish society (Sarı, 2012), in the context of serving guests willingly or unwillingly in the shared environment. From this viewpoint, "How do undergraduate and graduate Turkish hospitality students perceive the feeling of pride in the context of tourism and hospitality employment and how this perception affects their choices related to pursuing a career in hospitality?" are two questions the research has been investigating.

Research outcomes showed that the majority of participators are proud of themselves when they see the expression of happiness, satisfaction, pleasure or the smile on the faces of guests based on their successful performances. Within this scope, study results and the definition of pride as "a feeling of deep pleasure or satisfaction derived from one's own achievements" are overlapping.

As a valuable outcome of this research, 37 percent of the respondents mentioned that the feeling of pride had an influence on their decision of staying in the tourism industry. Miller & Madsen (2004) mentioned that if employees don't take pride in their jobs or find dignity in what they do, they are likely to leave the industry.

In line with the studies of Richardson (2009) and Bamford (2012), 48 percent of the respondents have thought of giving up working in the tourism industry due to late working hours, tough working conditions, low wages, lack of holidays, lack of caring employees by the organisation and lack of professionalism. This study shows that the 48% of the participants thought of quitting tourism industry due to various reasons depicted in Table 3 and only 2% of them mentioned about "lack of prestige" as a reason to leave. However, according to Kusluvan's research (2000), 51% of the students perceived that working in tourism was not a respected (prestigious) vocation. The difference between two studies (48% difference) made us think that Turkish society's look to the vocations in tourism industry might have changed in a more respected way in the last 14 years. In other respects, a greater concern occurs when employees with negative attitudes toward their jobs do not leave the industry, but stay and cause intentional or unintentional provision of poor services as a consequence of their psychology.

Unsurprisingly, current research has implications for the tourism and hospitality organisations. Due to the significance of tourism and hospitality industry in Turkey, while trying to retain the qualified employees, employers should pay attention to working hours, working conditions, wage/salary differences, paid holiday entitlements, caring of employees, professionalism, minimizing the debate of education and experience, fair promotional activities, proper communication between upper and lower management. Additionally, investing in employee well-being and valuing the feelings of staff members is suggested to the tourism industry managers and employers in line with the mental health definition of World Health Organisation (2013):

"a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community".

On the way to improve the service quality and customer loyalty, local tourism and hospitality organisations of all sizes had better benchmark and take the large chain organisations (above mentioned) as good examples for retaining skilled, committed, healthy, happy and proud work-force. The future success

and sustainability of the tourism industry may rest in part with its competence to improve the image of tourism and hospitality employment, to create a liveable work environment with a feeling of pride and to be aware of the feelings of valuable human resources. Research sheds a light for future studies about the concept of pride, perception of pride and its relation with willingness to work in the tourism and hospitality industry.

Limitations and Future Research

This research is not without limitations. First, face to face interviews were held and data was collected from 50 undergraduate and graduate tourism students from just one foundation university which is located in Izmir. A larger sample size with a quantitative approach would have strengthened the results. It was an exploratory approach trying to understand the term “pride” and its relation with working or not working in the tourism industry. For the future research, exploring the relationship between pride and the personality traits can be investigated. The reflection of hubris in employee pride or the relationship between happiness at work and the feeling of pride can also be analysed in tourism industry.

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