

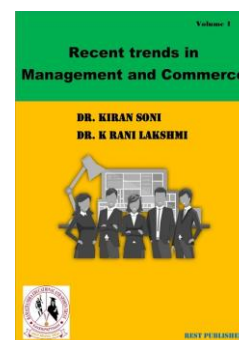


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Tourism and Hospitality Management using the SPSS Method

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Abstract. The goal of the internationally, interdisciplinary, open access journal *Tourism and Hospitality Administration* is to advance and encourage research in all facets of the tourist and hospitality sector. Peer-reviewed articles are published, and it fosters communication between academics, managers, and academics working in the hospitality and tourism fields. . It has today become the most rewarding industry you can count on for rapid growth and bright future. The hospitality industry creates a demand for well-trained professionals like no other industry. Jobs in the expansive field of travel and tourism include those for travel advisors, tour guides, hotel managers, event planners, content managers, public relations managers, and corporate tour guides. Event Coordinator. Manager of guest relations, hotel manager, tour operator, hotel marketing manager, manager of a tourist information centre, and manager of a travel agency. Professionals in hotel management are in high demand as the business is expanding quickly. Working in this sector offers a variety of fascinating tasks, the opportunity to travel and engage with new people. In South Africa, the average hourly wage for the hotel industry is R 141, or R 274 000 annually. For entry-level professions, the beginning compensation is R 180 000, whereas the average yearly wage for experienced workers is R 720 002. **Research significance:** Since 1978, China's tourism sector has expanded quickly, and by 2020, it is predicted to be the largest global tourism market. There isn't a thorough evaluation of the literature in this situation, though. Completed, and foreign scholars know little about Chinese tourist studies. The goal of this study is to provide a review of 119 articles chosen from six top journals for English language instruction and published between 1978 and 2008. Content analysis reveals a growing pattern of journalistic contributions in Asian institutions. The study of consumer behaviour has gained popularity as a research subject and will continue to do so in the future. The goal of tourist science is to give people a theoretical grasp of the industry. The goal of urban studies (as the applicable study of tourism) is to increase our capacity for efficient destination management and, in doing so, enhance the quality of life for locals living in tourist destinations. The development of students' professional and practical abilities necessary for the tourist business is greatly aided by tourism education. Since the tourism sector requires a lot of work, there is no denying the value of practical training in addition to academic study. A significant tertiary industry is tourism. This line of work introduces a region's natural, social, and cultural milieu to the outside world. Along with domestic visitors, overseas tourists also visit a variety of tourist destinations, boosting the quantity of foreign currency in national economy. **Method:** Ratio studies are statistical analyses of data from appraisals and property valuations. Nearly all states utilize them to produce quantitative measure of the proportion of current market price about which individually estimated taxable property is appraised as well as to offer assessment performance indicators. **Evaluation parameters:** *Tourism Management (TM)*, *Annals of Tourism Research (ATR)*, *Journal of Travel Research (JTR)*, *Cornell Hotel and Restaurant Administration Quarterly (CHRAQ)*, *International Journal of Hospitality Management (IJHM)*, and *Journal of Hospitality and Tourism Research (JHTR)*. **Result:** The Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .658 which indicates 66% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis. **Conclusion:** Characteristics of sisal fiber the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .658 which indicates 66% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

Keywords: *Tourism Management (TM)*, *Annals of Tourism Research (ATR)*, *Journal of Travel Research (JTR)*, *Cornell Hotel and Restaurant Administration Quarterly (CHRAQ)*, *International Journal of Hospitality Management (IJHM)*, and *Journal of Hospitality and Tourism Research (JHTR)*.

1. INTRODUCTION

Since 1978, China's tourism sector has expanded quickly, and by 2020, it is predicted to be the biggest tourist market. Unfortunately, no thorough literature assessment has been done in this area, and foreign academics are not very familiar provides research on tourism in China. This study's objective is to provide an overview of 119 articles that were published throughout 1978 and 2008 in six of the best magazines for English language teaching. Content evaluation reveals a growing pattern of journalistic contributions in Asian institutions. Consumer behavior is currently a hot study issue and will continue

to be so in the future. More complex methodological approaches and a trend towards number of co rather than single-authorship are also noted. In order to get the whole picture of Chinese tourism, future studies might concentrate on including additional publications including Chinese-language journals [1]. researchers in hospitality management in a very hazy and inadequate way. Rarely are definitions or explanations of what various academics intend when they use the term hospitality obvious or acceptable. Its widespread use for this science community is actually a relatively new phenomenon that appears to have escaped past observation in US or UK hotels and catering or lodging and food services [2]. Application of one set of conceptual frameworks and managerial techniques (hospitality) to another (hospitality). It's interesting to note that they avoided a mutual application. It represents a relatively constrained experience of higher education within a constrained body of management and business literature. A broader perspective on hospitality research has developed over time, reflecting both the location of the entrepreneurial sector and how hospitality interacts with society as a whole [3]. Education, education, and training in hotel management must be distinguished from one another. John Dewey, an American philosopher, stated in 1916 that education involves: "reconstructing or restructuring experience that gives experience meaning and strengthens the ability to govern the course of following experience." 11. The major distinction amongst schooling and instruction is that the former is typically supplied by organizations like colleges, whereas the latter is typically done by employers (firms) [4]. management of hospitality at the practice level. This demonstrates the value of experience education. But if you have a degree in hospitality from college, you'll have a better chance of getting hired for a management position at the entry level. Moreover, management positions are more likely to become available for hospitality graduates [5]. Throughout the past ten years, there have been substantial changes in higher education's approach to management consulting school, particularly in the UK. This study expands upon and adds to the body of knowledge by delving deeper into the viewpoints of academics from UK universities on the state of and issues facing the field of hotel management education, as well as, critically, how people and organisations choose to perceive it. Respond to a few of those questions [6]. As all professional education, hospitality management education ought to guide rather than imitate the sector. Of course, we've come along way. Our personnel is strong, our research is excellent, and our interactions with business are excellent; Yet in regards to MBA programmes, Lester Durrow of MIT's Marshall Management School asked, "If we're doing such a terrific job, why is this industry in such trouble?" Will we be in good form when the economy picks up? None at all. With few exemptions, we continue to do the same things we always have, despite the fact that the times have changed [7]. Although there are many different definitions of the word "hospitality management career," most of them centre on an individual's series of work-related activities. A career, according to Arnold (1997), is a person's progression via different jobs, roles, activities, and accomplishments. Equally, Tyman and Stump (2003, p. 17) define a lifetime as a sequence, except that they go beyond that and argue that sequence is related with activity that are 'meaningful to the individual and contribute value to the organisation in which the individual participates'. According to Baruch (2004), a career is a distinct sequence that incorporates a person's growth and development at work [8]. Education in Hotel Management Not all techniques to hospitality management education were being based on the same model; some emphasise apprenticeship-based vocational training (Rutter, 1993), others develop an academic approach to hospitality and tourism management (Brotherton, 1993), and the remaining attempt to combine both academic and professional components (Ford and Lebruto, 1995). In every case, the basic goal of these models is the same: to keep the hospitality industry competitive in the domestic and global business sphere (Zacharatos, Kritikos and Tsartas, 1994). Achieving service quality is one of the essential critical outcomes identified by Baum (1995, pp. 184-5) as required from hospitality education [9]. The ability of employees and management at hospitality businesses to interact and collaborate effectively alongside people from various cultural settings is put to the test by the industry's growing international operations. Several problems may result from poor ethnic communication throughout the organization as well as between staff members and guests from different cultural backgrounds. Intercultural communication has consequently developed into a more pressing issue in the hospitality sector recently. For a firm to succeed, cultural sensitivity, knowledge, and understanding of variations between cultures must be prioritised. As a result, the following issues still require answers from both academia and business: What types of challenges must the hotel industry face given the diversity of its clientele? Any type of manager's skills and competencies, especially for entry-level managers [10]. The Journal of Modern Hotel Management's inaugural edition included essays on inexpensive hotels, the difficulty of confined spaces, managerial choice in the sector, and flexible working methods in sous-vide cuisine. Similar to its predecessor, the Published In journal of Hotel Management offered articles on management personality, budgeting techniques, and customer support theory in its initial issue of the same year. Many works from this era stand out for two reasons: they are observational and use limited statistical analysis. There is no way to call the remnants of that era speculative. Role theory, for instance, was applied by Dev and Olson in their examination of consumer relationships in 1989 [11]. The literature on hospitality management that has been produced in the last ten years uses various degrees of analysis as well as theoretical justification to illustrate findings, point out gaps in the literature, and address the expanding interest in organisational behaviour. Second, to give a more thorough understanding of how CSR affects the attitudes and actions of customers and staff in the hospitality sector [12]. They have also been asked to explain why they chose to study hospitality and what they learned from it. The respondents' top picks for institutions were thought to have extended and high-quality practical and job experience components. The comments from the respondents paint a largely uniform image, summarising this section. According to the majority of responders, practical skills are more important than analytical skills. Additionally, they stated that a supervisory position requires prior experience yet a degree in hospitality is not required for a management role in the hotel sector. These conclusions are supported by a study by

Guerrier (2001) carried out by the Council for Management Consulting Education in the UK, which discovered that the hotel industry historically did not place a lot of emphasis on academic ability and that advancement was possible with little to no formal education [13]. At first appearance, any text also with title organisational behaviour for hospitality and tourism management would seem to favour this point of view. On the reverse hand, Roy Wood, who wrote it, made numerous persuasive arguments for the ghetto character of hotel management as a topic for study and for its close resemblance to it. Social science principles, concepts, and issues. Wood does, in fact, rapidly allay any doubts raised mostly by book's title. It is clear from the first chapter that this is a text that, despite its intended audience and its own modest goals, isn't afraid to address the major themes and issues in the social sciences because, as in any other area of social life, these are important for comprehending behaviour in hospitality institutions [14]. A hospitality management programme must satisfy organisational requirements for academic rigour, Provide the skill sets necessary for the field, meet industry expectations, and meet student needs. The research's findings are presented in this article compared students' opinions of the managerial competencies recognised by the hospitality industry with the expectation of graduate competencies held by hospitality managers. Unlike earlier studies on the subject, this study used a broad competency framework, and managers evaluated competencies linked to the importance of self-management, problem-solving, and interpersonal skill areas. Although managers tend to place a higher priority on conceptual and analytical abilities than do students, students' judgements when selecting graduates, hospitality management pay attention to a variety of skills. The results of this research and others like it can help educators who teach hospitality management programmes with their interpersonal and interpersonal techniques [15]. The management of hotels was requested to evaluate related items. To find out if there were any notable variations in between samples of men and women, demographic data was also gathered. Although progression frequently takes place over time and people may advance along multiple paths as they go through the organisational structure, the shelter sector provides an exceptionally rich context for one to examine career development. A trustworthy study sample is also provided by the proportion of women who work in general management roles in the hospitality sector [16]. Many industry directories provided information about hospitality properties. To personalise each survey, initial phone Calls were made to each property's human resources department. The research team attempted to follow contact among each participant by phone one month after the mailing. In order to assess student impressions among a group of 211 undergraduates enrolled in a study in hotel management, a new variant of the item was employed [17].

2. MATERIAL AND METHOD

Tourism Management (TM): A tourism manager usually works in an office environment. Many companies offer remote work and home placement options. Depending on the role and organization, the tour manager may be required to travel to check the facilities such as accommodation and other services provided to tourists by the agency. Skilled, reliable and motivated workers are in high demand across the nation. Businesses are looking for qualified, devoted, and passionate individuals to join their tourist enterprises. If you tick these boxes, you have a better chance of landing a job once you graduate.

Annals of Tourism Research (ATR): A bimonthly academic publication with peer review that covers research on academic facets of tourism is called Annals of Tourism Research. Journal citation data indicate that the journal's impact factor for 2020 is 9.011. Although there is no fixed minimum word limit, the absolute maximum word count for published articles (inc tables etc.) is 10,000 words. Research should be from a social science perspective based on any paradigm, be it qualitative, quantitative, conceptual or economic.

Journal of Travel Research (JTR): The top peer-reviewed research publication concentrating on tourism The Journal covers tourist behaviour, management, and development. of Studies Published (JDR), which is published eight times year. The proportion of citations to the most current published citation items is known as the yearly JCR impact factor. As peer review is flawless, despite the fact that everything is done correctly, The number of genuine papers published in a journal during the previous two years is multiplied by the number of references in the current year to get the journal's impact factor. It could be challenging to figure out if authors cleverly misrepresent their data, for instance. However, deliberate falsification of data is relatively rare. Not because scientists are saints, but because of falsified data is stupid.

Cornell Hotel and Restaurant Administration Quarterly (CHRAQ): The area of hospitality and tourism studies is covered by the peer-reviewed academic magazine Cornell Hospitality Quarterly. Editor-in-chief J. Bruce Tracy (Cornell University School of Hotel Administration). It was founded in 1960 as the Cornell Hotel and Restaurant Management Quarters, and in February 2008 it adopted its present name. Now, SAGE Publications and the Berkeley School of Hotel Business collaborate in its publication. compiled and included in the Scopus as well as Social Sciences Citation Index for the Cornell Hospitality Quarterly. With a 2017 impact factor of 2.06, it is ranked 25 out of 50 journals in the area of hospitality, leisure, sports, and tourism, 98 out of 209 journals in the category of management, and 31 out of 146 journals in the category of sociology, according to journal citation statistics.

International Journal of Hospitality Management (IJHM): All papers submitted to the Edition Of the journal of Hotel Management are peer-reviewed to ensure the highest quality. It delivers excellent, original contributions. Scholarly publication is another name for peer-reviewed publications. To ensure the calibre of academic science, The peer review process entails having other subject matter experts (peers) evaluate a scholarly paper, study, or ideas created by the author. Tourism and Hospitality Management Journal examines significant advances and trends in numerous areas that are relevant

to the hospitality sector. A few of the subjects covered in the journal include administration of human resources, purchasing behaviors and marketing, corporation projections and applied economics, planning and design, strategic planning, financial management, information and technology but rather tion, education and training, technological advancements, and both international and national law.

Journal of Hospitality and Tourism Research (JHTR):

Economic, social, and environmental repercussions from tourism can be either favourable or harmful. Using information gathered by enterprises, governments, and industry, these consequences are examined. Hotel general manager's responsibilities. During the covid epidemic, talk about hotel management. several forms of lodging within the hotel sector. Journal of Hotels and Tourism Research 2021–2022 The Hotel Sector's Drinks and Food Industry Impact Score. Annals of Accommodation and Tourism's Impact, peer-reviewed Score (IS) 2021 is 5.11, calculated in 2022 as per its definition.

Method: SPSS Statistics is a statistical control Advanced Analytics, Multivariate Analytics, Business enterprise Intelligence and IBM a statistic created by a software program is a package crook research. A set of generated statistics is Crook Research is for a long time SPSS Inc. Produced by, it was acquired by IBM in 2009. Current versions (after 2015) icon Named: IBM SPSS Statistics. The name of the software program is to start with social Became the Statistical Package for Science (SPSS) [3] Reflects the real marketplace, then information SPSS is converted into product and service solutions Widely used for statistical evaluation within the social sciences is an application used. pasted into a syntax statement. Programs are interactive Directed or unsupervised production Through the workflow facility. SPSS Statistics is an internal log Organization, types of information, information processing and on applicable documents imposes regulations, these jointly programming make it easier. SPSS datasets are two-dimensional Have a tabular structure, in which Queues usually form Events (with individuals or families) and Columns (age, gender or family income with) to form measurements. of records Only categories are described: Miscellaneous and Text content (or "string"). All statistics Processing is also sequential through the statement (dataset) going on Files are one-to-one and one-to-one Many can be matched, although many are not in addition to those case-variables form and By processing, there may be a separate matrix session, There you have matrix and linear algebra on matrices using functions Information may be processed.

3. RESULT AND DISCUSSION

TABLE 1. Descriptive Statistics

| | N | Range | Minimum | Maximum | Mean | Std. Deviation |
|---|----------|--------------|----------------|----------------|-------------|-----------------------|
| Tourism Management | 25 | 4 | 1 | 5 | 2.88 | 1.236 |
| Annals of Tourism Research | 25 | 4 | 1 | 5 | 3.08 | 1.525 |
| Journal of Travel Research | 25 | 4 | 1 | 5 | 2.72 | 1.458 |
| Cornell Hotel and Restaurant Administration Quarterly | 25 | 4 | 1 | 5 | 3.00 | 1.528 |
| International Journal of Hospitality Management | 25 | 4 | 1 | 5 | 3.04 | 1.428 |
| Journal of Hospitality and Tourism Research | 25 | 4 | 1 | 5 | 2.84 | 1.491 |
| Valid N (listwise) | 25 | | | | | |

Table 1 shows the descriptive statistics values for analysis N, range, minimum, maximum, mean, standard deviation Tourism Management (TM), Annals of Tourism Research (ATR), Journal of Travel Research (JTR), Cornell Hotel and Restaurant Administration Quarterly (CHRAQ), International Journal of Hospitality Management (IJHM), and Journal of Hospitality and Tourism Research (JHTR) this also using.

TABLE 2. Frequencies Statistics

| | | Tourism Management | Annals of Tourism Research | Journal of Travel Research | Cornell Hotel and Restaurant Administration Quarterly | International Journal of Hospitality Management | Journal of Hospitality and Tourism Research |
|--|---------|---------------------------|-----------------------------------|-----------------------------------|--|--|--|
| N | Valid | 25 | 25 | 25 | 25 | 25 | 25 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 2.88 | 3.08 | 2.72 | 3.00 | 3.04 | 2.84 |
| Median | | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 |
| Mode | | 3 | 5 | 1 | 5 | 3 | 1 ^a |
| Std. Deviation | | 1.236 | 1.525 | 1.458 | 1.528 | 1.428 | 1.491 |
| Sum | | 72 | 77 | 68 | 75 | 76 | 71 |
| Percentiles | 25 | 2.00 | 2.00 | 1.00 | 2.00 | 2.00 | 1.00 |
| | 50 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 |
| | 75 | 3.50 | 5.00 | 4.00 | 5.00 | 5.00 | 4.00 |
| a. Multiple modes exist. The smallest value is shown | | | | | | | |

Table 2 Show the Frequency Statistics in Tourism and Hospitality Management. Tourism Management (TM), Annals of Tourism Research (ATR), Journal of Travel Research (JTR), Cornell Hotel and Restaurant Administration Quarterly(CHRAQ), International Journal of Hospitality Management (IJHM), and Journal of Hospitality and Tourism Research (JHTR) curve values are given.

TABLE 3. Reliability Statistics

| Cronbach's Alpha Based on Standardized Items | N of Items |
|--|------------|
| .861 | 6 |

Table 3 shows the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .865 which indicates 86% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

TABLE 4. Reliability Statistic individual

| | Cronbach's Alpha if Item Deleted |
|---|----------------------------------|
| Tourism Management | .881 |
| Annals of Tourism Research | .840 |
| Journal of Travel Research | .817 |
| Cornell Hotel and Restaurant Administration Quarterly | .822 |

Table 4 Shows the Reliability Statistic individual parameter Cronbach's Alpha Reliability results. The Cronbach's Alpha value for Tourism Management - .881, Annals of Tourism Research - .840, Journal of Travel Research - .817, Cornell Hotel and Restaurant Administration Quarterly- .822, International Journal of Hospitality Management - .831, Journal of Hospitality and Tourism Research - .851 This indicates all the parameter can be considered for analysis.

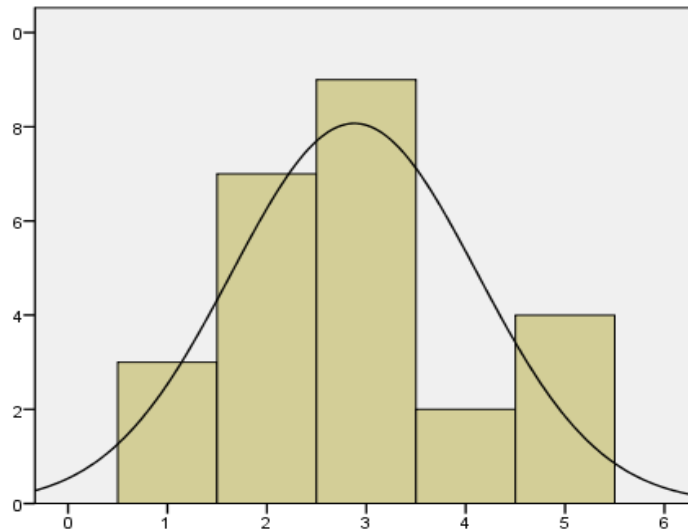


FIGURE 1. Tourism Management

Figure 1 shows the histogram plot for Tourism Management from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 3 for Tourism Management except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

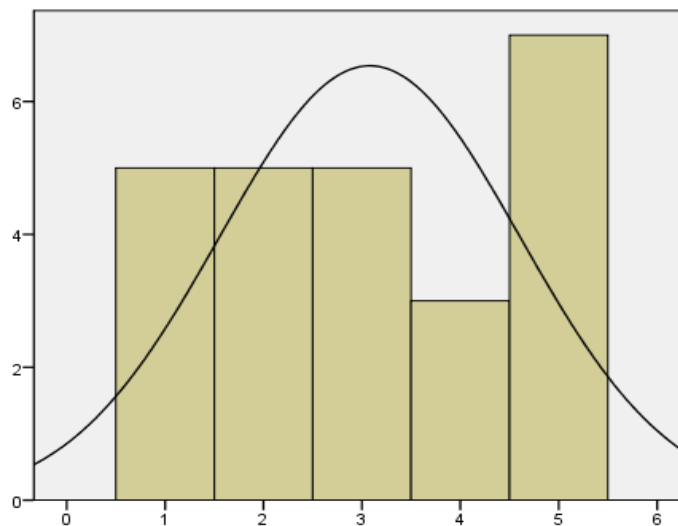


FIGURE 2. Annals of Tourism Research

Figure 2 shows the histogram plot for Annals of Tourism Research from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 5 for Annals of Tourism Research except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

Figure 3 shows the histogram plot for Journal of Travel Research from the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 1 for Journal of Travel Research except the 3 value all other values are under the normal curve shows model is significantly following normal distribution.

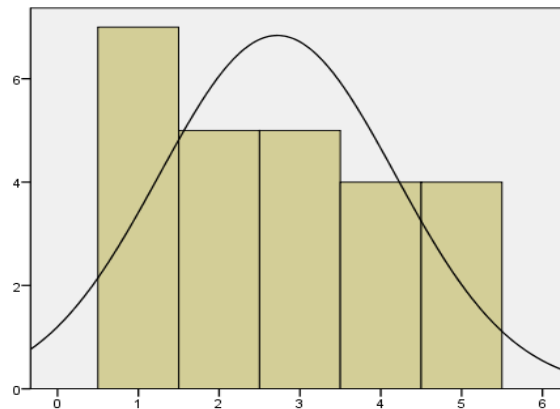


FIGURE 3. Journal of Travel Research

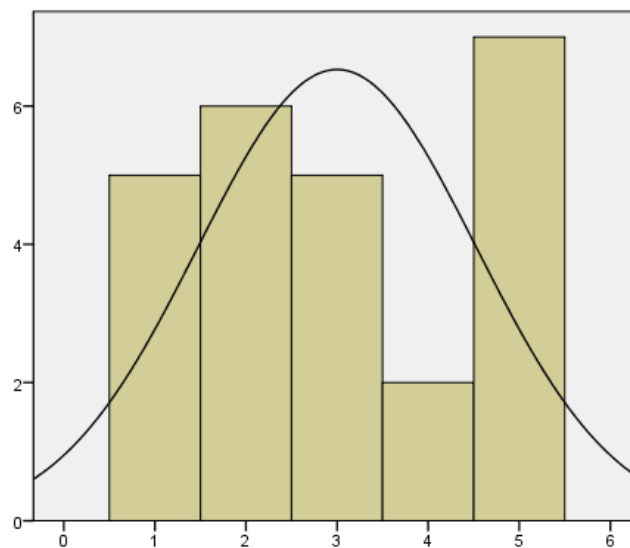


FIGURE 4. Cornell Hotel and Restaurant Administration Quarterly

Figure 4 shows the histogram plot for Cornell Hotel and Restaurant Administration Quarterly from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 5 for Cornell Hotel and Restaurant Administration Quarterly except the 4 value all other values are under the normal curve shows model is significantly following normal distribution.

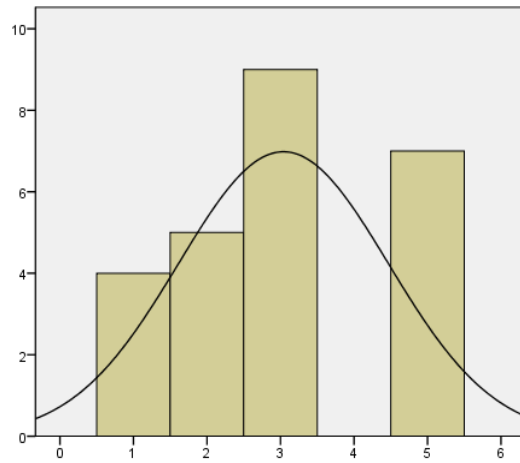


FIGURE 5. International Journal of Hospitality Management

Figure 5 shows the histogram plot for International Journal of Hospitality Management from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 3 for International Journal of Hospitality Management except the 3 value all other values are under the normal curve shows model is significantly following normal distribution.

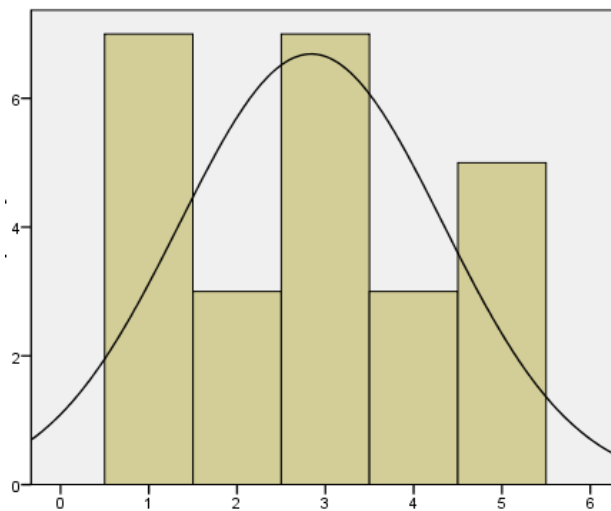


FIGURE 6. Journal of Hospitality and Tourism Research

Figure 6 shows the histogram plot for Journal of Hospitality and Tourism Research from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 1,3 for Journal of Hospitality and Tourism Research except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

TABLE 5. Correlations

| | Tourism Management | Annals of Tourism Research | Journal of Travel Research | Cornell Hotel and Restaurant Administration Quarterly | International Journal of Hospitality Management | Journal of Hospitality and Tourism Research |
|---|--------------------|----------------------------|----------------------------|---|---|---|
| Tourism Management | 1 | .271 | .351 | .353 | .263 | .419* |
| Annals of Tourism Research | .271 | 1 | .629** | .662** | .553** | .464* |
| Journal of Travel Research | .351 | .629** | 1 | .729** | .726** | .553** |
| Cornell Hotel and Restaurant Administration Quarterly | .353 | .662** | .729** | 1 | .688** | .457* |
| International Journal of Hospitality Management | .263 | .553** | .726** | .688** | 1 | .512** |
| Journal of Hospitality and Tourism Research | .419* | .464* | .553** | .457* | .512** | 1 |

Table 5 shows the correlation between motivation parameters for Tourism Management for Journal of Hospitality and Tourism Research is having highest correlation with Annals of Tourism Research and having lowest correlation. Next correlation between motivation parameters for Annals of Tourism Research for Cornell Hotel and Restaurant Administration Quarterly is having highest correlation with Tourism Management and having lowest correlation. Next correlation between motivation parameters for Journal of Travel Research for Cornell Hotel and Restaurant Administration Quarterly is having highest correlation with Tourism Management and having lowest correlation. Next correlation between motivation parameters for Cornell Hotel and Restaurant Administration Quarterly for Journal of Travel Research is having highest correlation with Tourism Management and having lowest correlation. Next correlation between motivation parameters for International Journal of Hospitality Management for Journal of Travel Research is having highest correlation with Tourism Management and having lowest correlation. Next correlation between motivation parameters for Journal of Hospitality and Tourism Research for Journal of Travel Research for is having highest correlation with Tourism Management and having lowest correlation.

4. CONCLUSION

The goal of the internationally, interdisciplinary, open access journal Tourism and Hospitality Administration is to advance and encourage research in all facets of the tourist and hospitality sector. Peer-reviewed articles are published, and it fosters communication between academics, managers, and academics working in the hospitality and tourism fields. It has today become the most rewarding industry you can count on for rapid growth and bright future. The hospitality industry creates a demand for well-trained professionals like no other industry. Since 1978, China's tourism sector has expanded quickly, and by 2020, it is predicted to be the largest global tourism market. There isn't a thorough evaluation of the literature in this situation, though. Completed, and foreign scholars know little about Chinese tourist studies. Since 1978, China's tourism sector has expanded quickly, and by 2020, it is predicted to be the biggest tourist market. Unfortunately, no thorough literature assessment has been done in this area, and foreign academics are not very familiar provides research on tourism in China. This study's objective is to provide an overview of 119 articles that were published throughout 1978 and 2008 in six of the best magazines for English language teaching. Content evaluation reveals a growing pattern of journalistic contributions in Asian institutions. Consumer behavior is currently a hot study issue and will continue to be so in the future. A tourism manager usually works in an office environment. Many companies offer remote work and home placement options. Depending on the role and organization, the tour manager may be required to travel to check the facilities such as accommodation and other services provided to tourists by the agency. A bimonthly academic publication with peer review that covers research on academic facets of tourism is called Annals of Tourism Research. Journal citation data indicate that the journal's impact factor for 2020 is 9.011. All papers submitted to the Edition Of the journal of Hotel Management are peer-reviewed to ensure the highest quality. It delivers excellent, original contributions. Scholarly publication is another name for peer-reviewed publications. To ensure the calibre of academic science, the peer review process entails having other subject matter experts (peers) evaluate a scholarly paper, study, or ideas created by the author. Tourism and Hospitality Management Journal examines significant advances and trends in numerous areas that are relevant to the hospitality sector. Ratio studies are statistical analyses of data from appraisals and property valuations. Nearly all states utilize them to produce quantitative measure of the proportion of current market price about which individually estimated taxable property is appraised as well as to offer assessment performance indicators. Tourism Management (TM), Annals of Tourism Research (ATR), Journal of Travel Research (JTR), Cornell Hotel and Restaurant Administration Quarterly(CHRAQ), International Journal of Hospitality Management (IJHM), and Journal of

Hospitality and Tourism Research (JHTR), The Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .658 which indicates 66% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

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