

# **Learning Cultures among Employees and Tourism Sectors: A Comparative Analysis**

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**ASEM RN2\_RESEARCH**

**PROFILE OF RESPONDENT**

Sex	Group			Total
	Education	Hotel	Travel Agency	
Female	117	40	43	200
	65.0%	40.0%	42.6%	52.5%
Male	63	60	58	181
	35.0%	60.0%	57.4%	47.5%
Total	180	100	101	381
	100.0%	100.0%	100.0%	100.0%

Age	Group			Total
	Education	Hotel	Travel Agency	
18-28	88	23	29	140
	48.9%	23.0%	28.7%	36.7%
23-39	71	49	48	168
	39.4%	49.0%	47.5%	44.1%
39-50	21	28	24	73
	11.7%	28.0%	23.8%	19.2%
Total	180	100	101	381
	100.0%	100.0%	100.0%	100.0%

Experience	Group			Total
	Education	Hotel	Travel Agency	
Newcomer	79	43	44	166
	43.9%	43.0%	43.6%	43.6%
Experienced	101	57	57	215
	56.1%	57.0%	56.4%	56.4%
Total	180	100	101	381
	100.0%	100.0%	100.0%	100.0%

Married	Group			Total
	Education	Hotel	Travel Agency	
Single	64	28	32	124
	35.6%	28.0%	31.7%	32.5%
Married	114	65	68	247
	63.3%	65.0%	67.3%	64.8%
Widowed/ divorced	2	7	1	10
	1.1%	7.0%	1.0%	2.6%
Total	180	100	101	381
	100.0%	100.0%	100.0%	100.0%

Formal education	Group			Total
	Education	Hotel	Travel Agency	
High school	1	22	14	37
	.6%	22.0%	13.9%	9.7%
Diploma	1	26	31	58
	.6%	26.0%	30.7%	15.2%
Bachelor degree	<b>149</b>	<b>43</b>	<b>47</b>	239
	<b>82.8%</b>	<b>43.0%</b>	<b>46.5%</b>	62.7%
Master degree	25	8	8	41
	13.9%	8.0%	7.9%	10.8%
PhD	4	1	1	6
	2.2%	1.0%	1.0%	1.6%
Total	180	100	101	381
	100.0%	100.0%	100.0%	100.0%

Father & Mother education	Group			Total
	Education	Hotel	Travel Agency	
I do not know	10	8	9	27
	5.6%	8.0%	8.9%	7.1%
More education	14	7	9	30
	7.8%	7.0%	8.9%	7.9%
Less education	<b>142</b>	<b>67</b>	<b>73</b>	282
	<b>78.9%</b>	<b>67.0%</b>	<b>72.3%</b>	74.0%
The same level	14	18	10	42
	7.8%	18.0%	9.9%	11.0%
Total	180	100	101	381
	100.0%	100.0%	100.0%	100.0%

Place growth up...	Group			Total
	Education	Hotel	Travel Agency	
An isolated	6	3	2	11
	3.3%	3.0%	2.0%	2.9%
A village or small town	<b>104</b>	<b>41</b>	<b>54</b>	199
	<b>57.8%</b>	<b>41.0%</b>	<b>53.5%</b>	52.2%
A regional town	52	34	34	120
	28.9%	34.0%	33.7%	31.5%
A big city	18	22	11	51
	10.0%	22.0%	10.9%	13.4%
Total	180	100	101	381
	100.0%	100.0%	100.0%	100.0%

Income (RM)	Group			Total
	Education	Hotel	Travel Agency	
0-500	5	2	1	8
	2.8%	2.0%	1.0%	2.1%
501-1000	8	9	10	27
	4.4%	9.0%	9.9%	7.1%
1001-2000	16	18	22	56
	8.9%	18.0%	21.8%	14.7%
2001-3000	<b>80</b>	<b>25</b>	<b>32</b>	<b>137</b>
	<b>44.4%</b>	<b>25.0%</b>	<b>31.7%</b>	<b>36.0%</b>
3001-4000	53	25	14	92
	29.4%	25.0%	13.9%	24.1%
4001-5000	12	7	8	27
	6.7%	7.0%	7.9%	7.1%
Total	6	14	14	34
	3.3%	14.0%	13.9%	8.9%

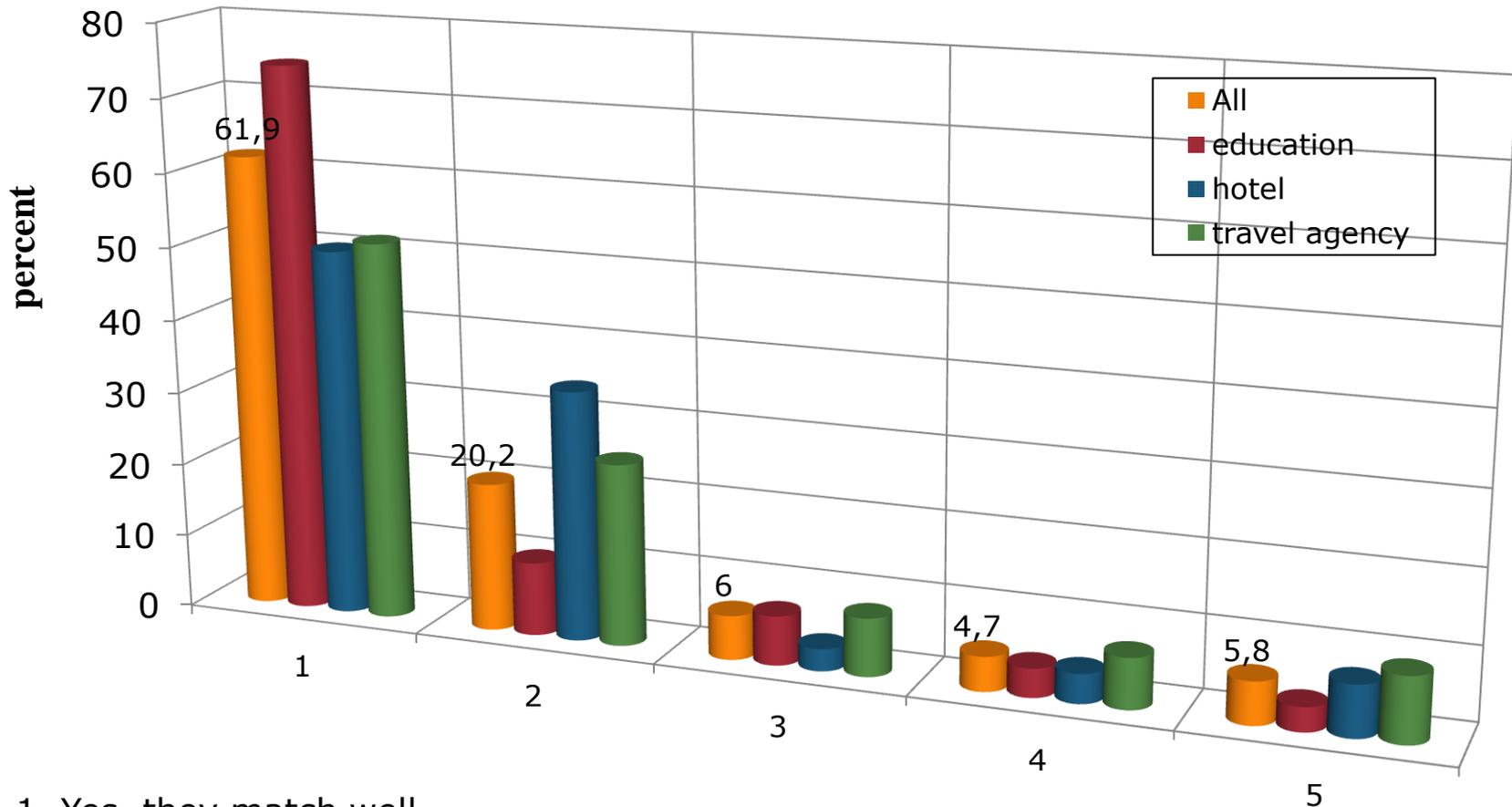
Sector	Group			Total
	Education	Hotel	Travel Agency	
A private sector company	19	97	99	215
	10.6%	97.0%	98.0%	56.4%
Part of the public sector	<b>157</b>	<b>1</b>	<b>1</b>	<b>159</b>
	<b>87.2%</b>	<b>1.0%</b>	<b>1.0%</b>	<b>41.7%</b>
A non profit making employer	3	0	0	3
	1.7%	.0%	.0%	.8%
A joint venture enterprise (MNC)	0	2	1	3
	.0%	2.0%	1.0%	.8%
Other	1	0	0	1
	.6%	.0%	.0%	.3%
Total	180	100	101	381
	100.0%	100.0%	100.0%	100.0%

Time	Group			Total
	Education	Hotel	Travel Agency	
Full time	161	93	91	345
	89.4%	93.0%	90.1%	90.6%
Part time	15	6	10	31
	8.3%	6.0%	9.9%	8.1%
Fewer than 20 hours per week	1	0	0	1
	.6%	.0%	.0%	.3%
Self employed contract basis	3	1	0	4
	1.7%	1.0%	.0%	1.0%
Total	180	100	101	381
	100.0%	100.0%	100.0%	100.0%



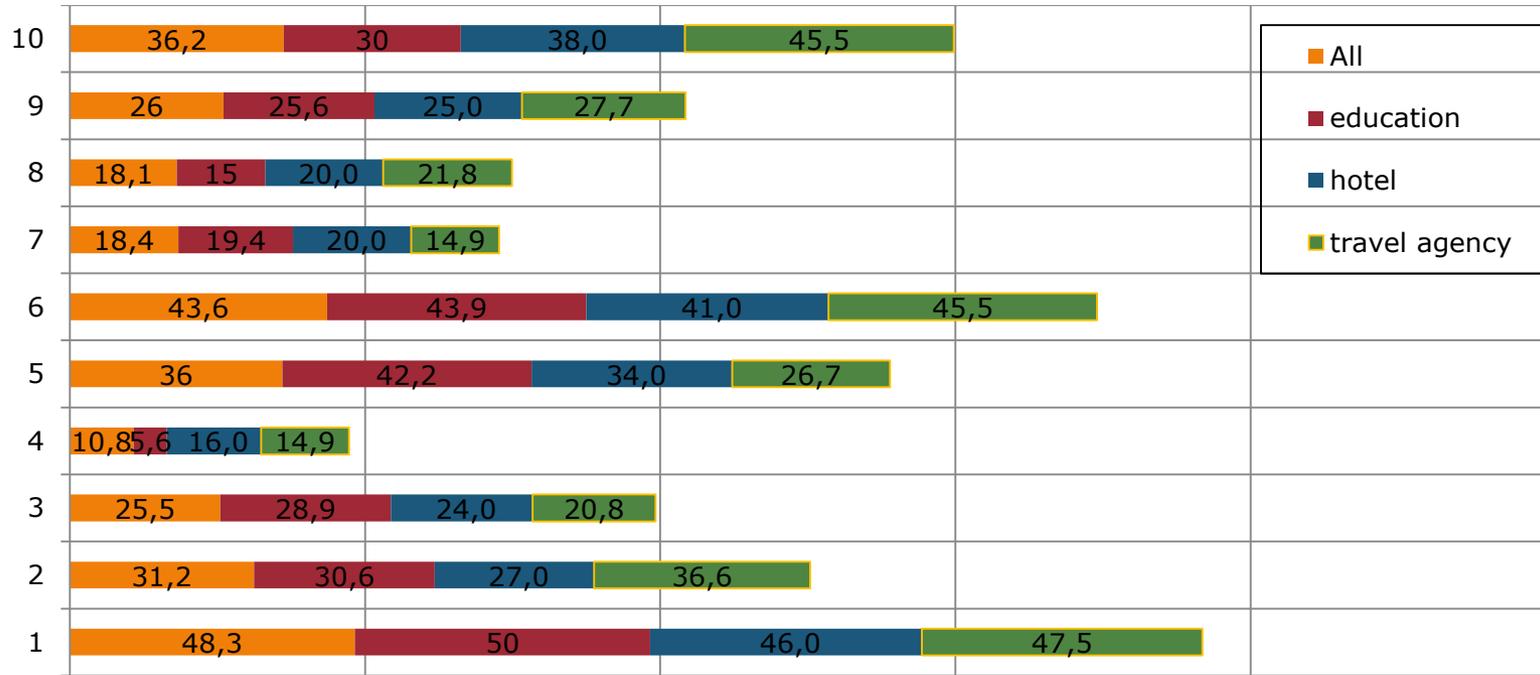
# **RESULTS BY GROUP**

## 7. How does your current job correspondent to your education and qualification ?



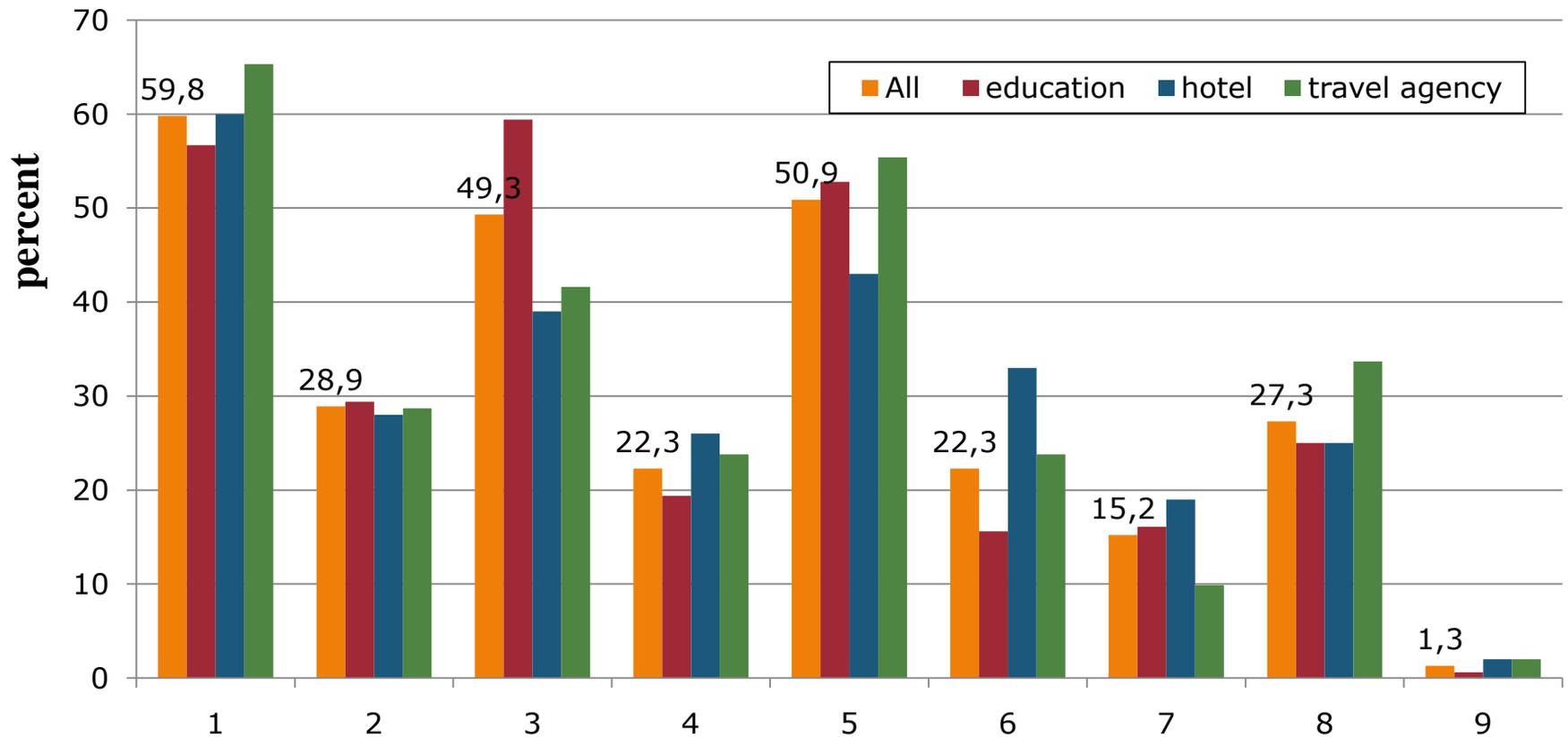
1. Yes, they match well
2. Not really, I am educated and qualified for different occupation
3. I have a job that usually demands better education and qualification than I have
4. I am better educated and qualified than most people in the kind of job than I have
5. In my job, it doesn't matter what education and qualification you have

**10.** People can learn new things in different situations. From the following list, which do you think offer the best opportunity to learn new things at work?



1. When something unexpected is happening and you try to manage by trying things out
2. When observing and analysing situations (e.g. in meetings at work)
3. When doing things you are not familiar with (e.g. using new machines or equipment)
4. Just by looking at how people do things and imitating them
5. When you hear something that draws your interest and you start looking for more information about it
6. When coming in contact with people who have different skills or backgrounds or experiences
7. When doing things together with colleagues (e.g. organising a celebration)
8. When leading other people and telling/teaching them what to do
9. When you are given a goal to achieve at work
10. When you remember mistakes you have made in the past and you try not to repeat them

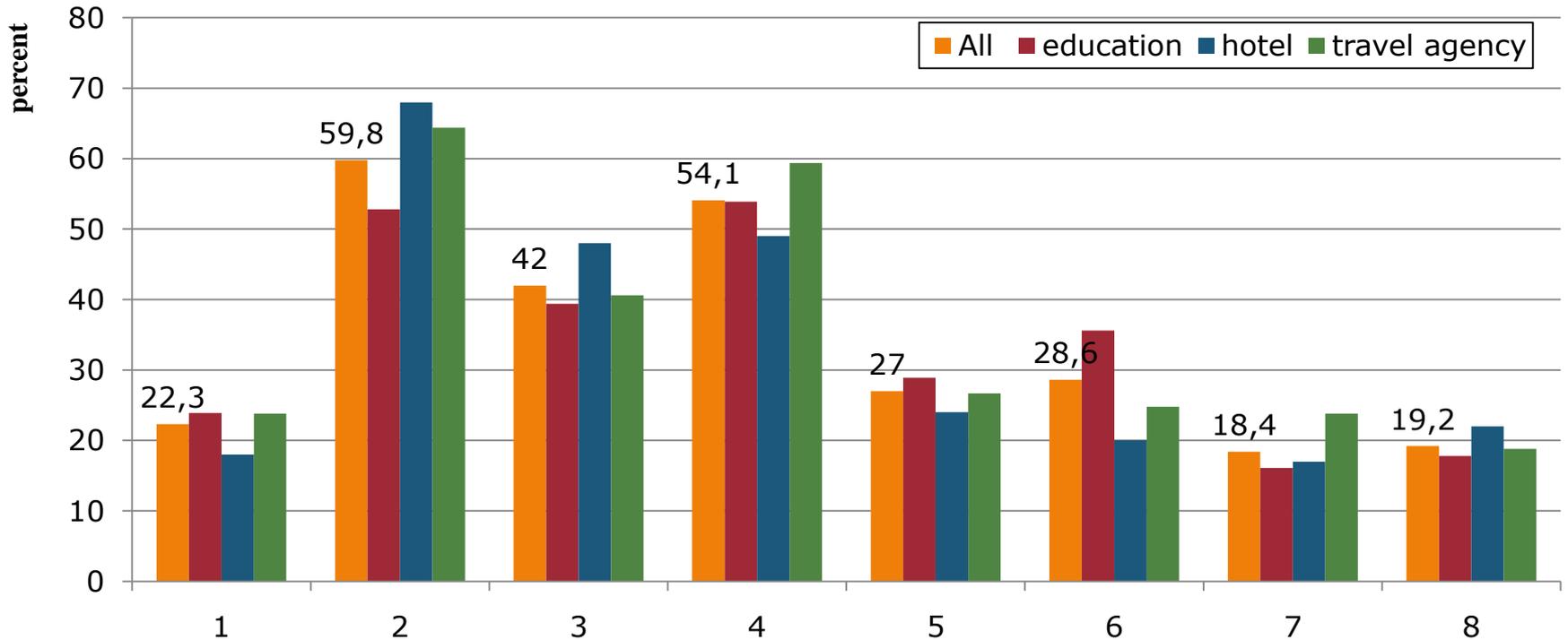
## 11. I feel encouraged to learn at work ...



1. Because I know it will bring me concrete benefits (e.g. Promotion, higher salary, recognition)
2. When my colleagues give me ideas and advice
3. Simply because I enjoy learning
4. When my boss gives me ideas and advice
5. Because this is the best place to improve job-related knowledge and skills

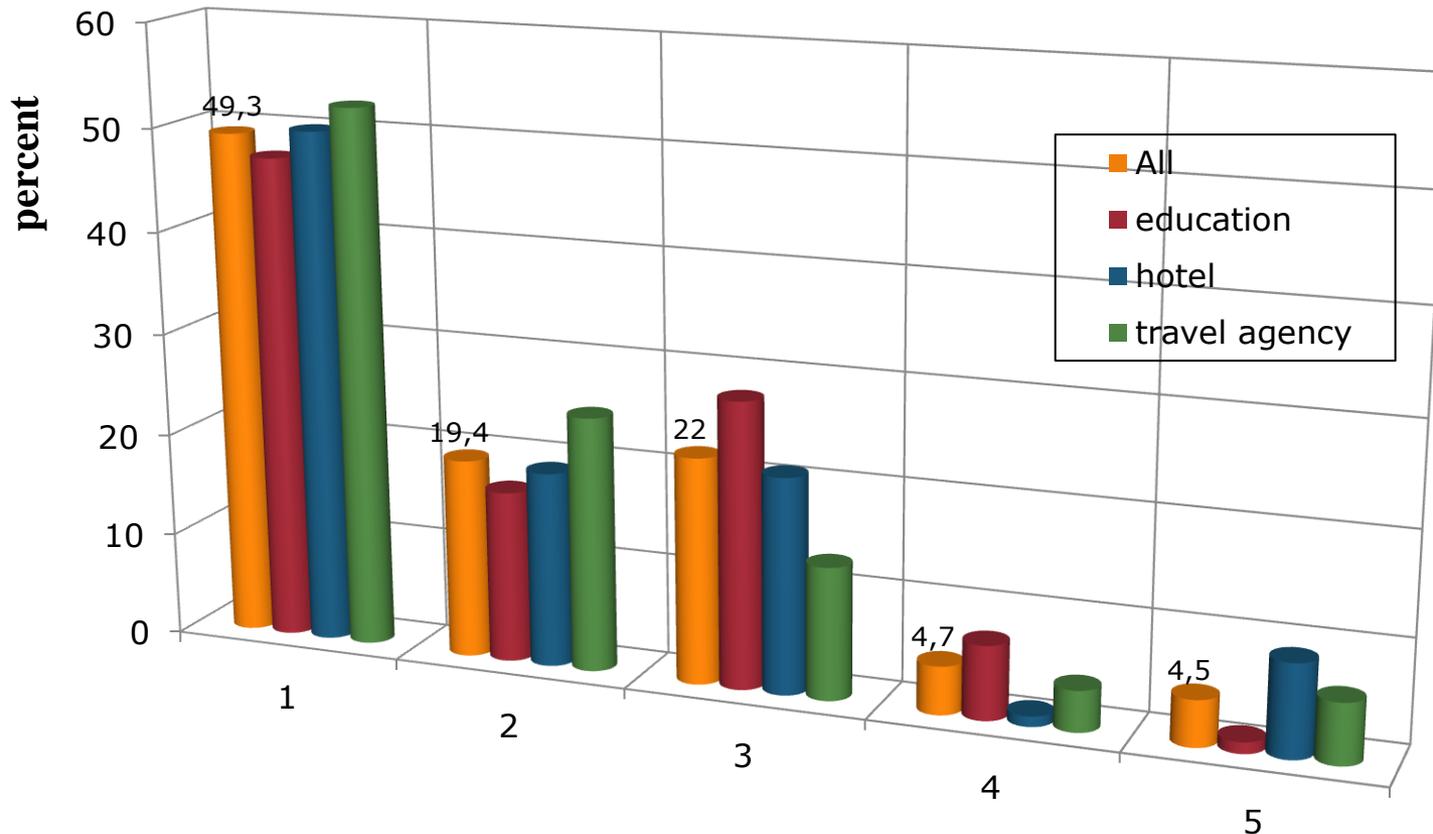
6. Because it is easy to learn at the same time as working
7. When the teachers/trainers on the courses are good
8. When the courses my employer provides are really useful for my work
9. To be honest, I don't feel encouraged to learn at work

13. Employers may offer their employees opportunities for work-related education and training that takes place *at the workplace*. What kinds of opportunities does your employer offer to you?



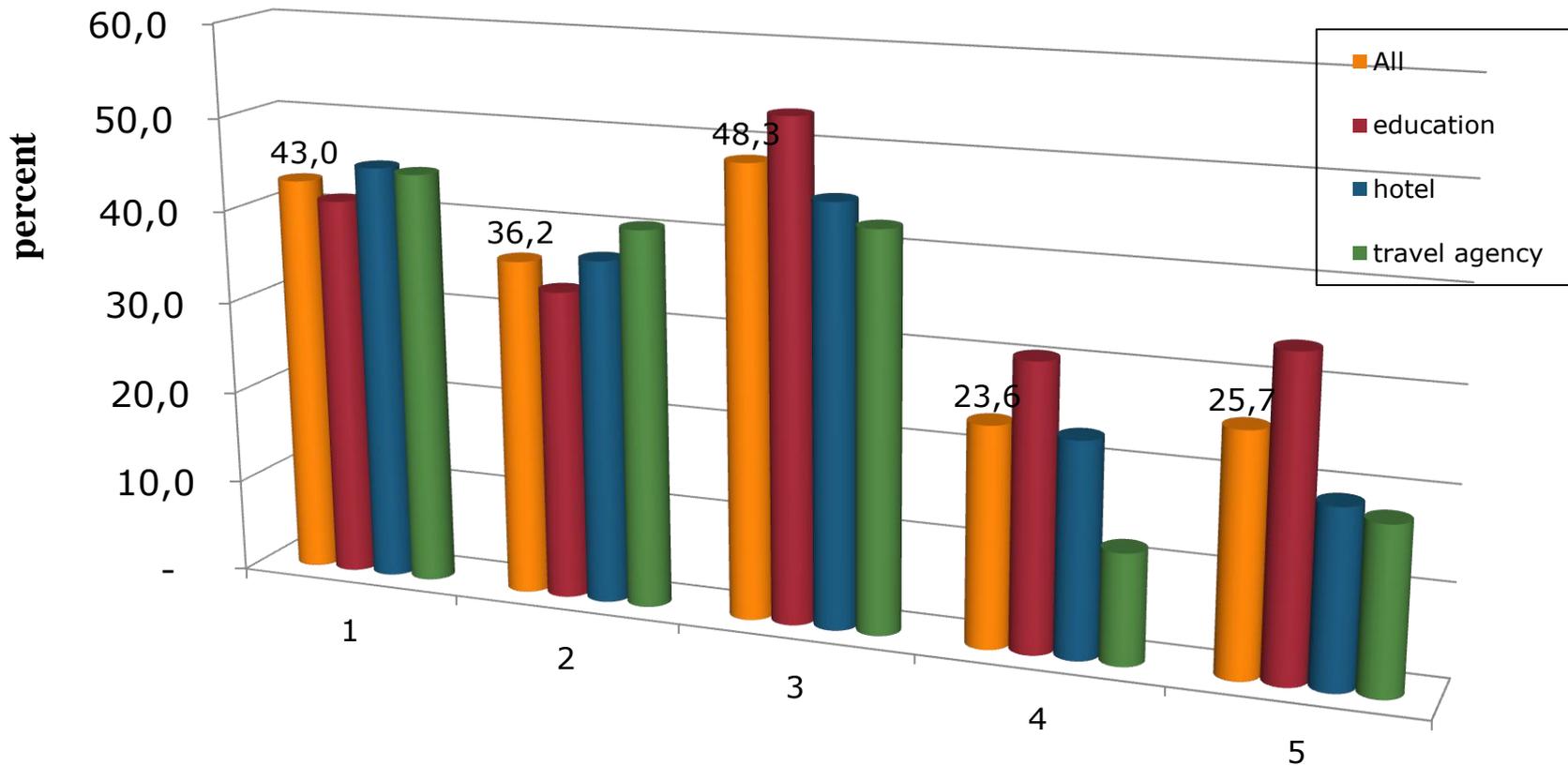
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|---|---|
| <p>1 My employer offers no opportunities at all for learning at the workplace</p> <p>2 Courses that are held in special places on the company premises to improve job related knowledge and skills</p> <p>3 Courses offered by trade unions or staff associations to improve knowledge about employees' rights (e.g. wage bargaining, health and safety, employee participation)</p> <p>4 Courses to make sure that all employees have basic skills (literacy and numeracy)</p> | <p>5. E-Learning courses that employees can follow at their desk</p> <p>6. Short workshops/seminars now and again that last for one day or less</p> <p>7. Spontaneous meetings with your colleagues to resolve new and special issues and problems</p> <p>8. Manuals and materials that you can use to learn about new equipment, software and procedures</p> |
|---|---|

14. When you take part in work-related courses, do they take place in working time?



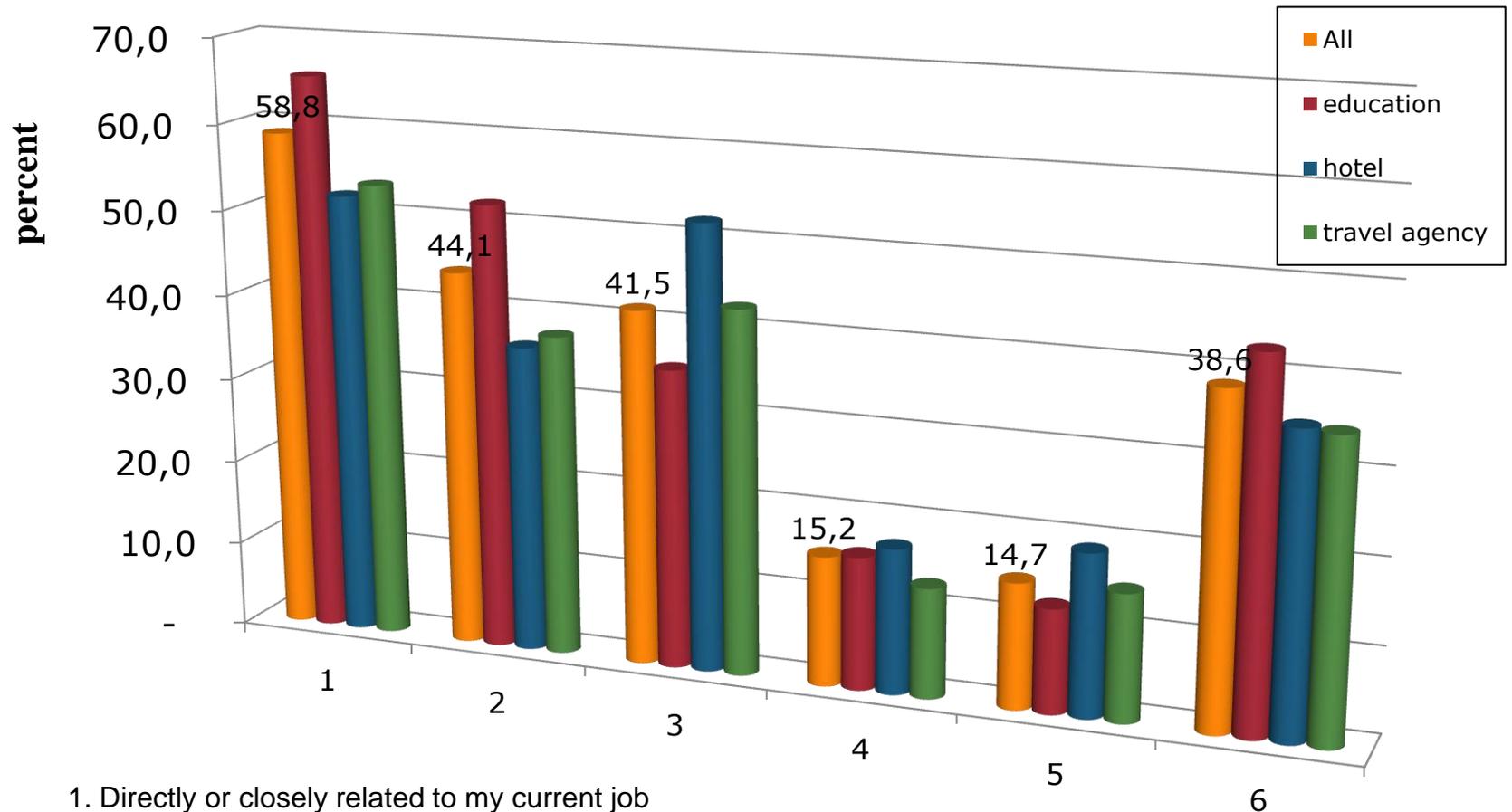
1. Yes, I always in working time
2. More often
3. Usually outside
4. Always outside
5. I have not taken part in any work

# 14. In the past 12 months, I have taken part in education & training course that



1. my employer required of me
2. my employer advised to me
3. I chose and my employer supported in some way
4. I chose to follow in my own time and which were not supported by my employer
5. I chose to follow for purely personal reasons

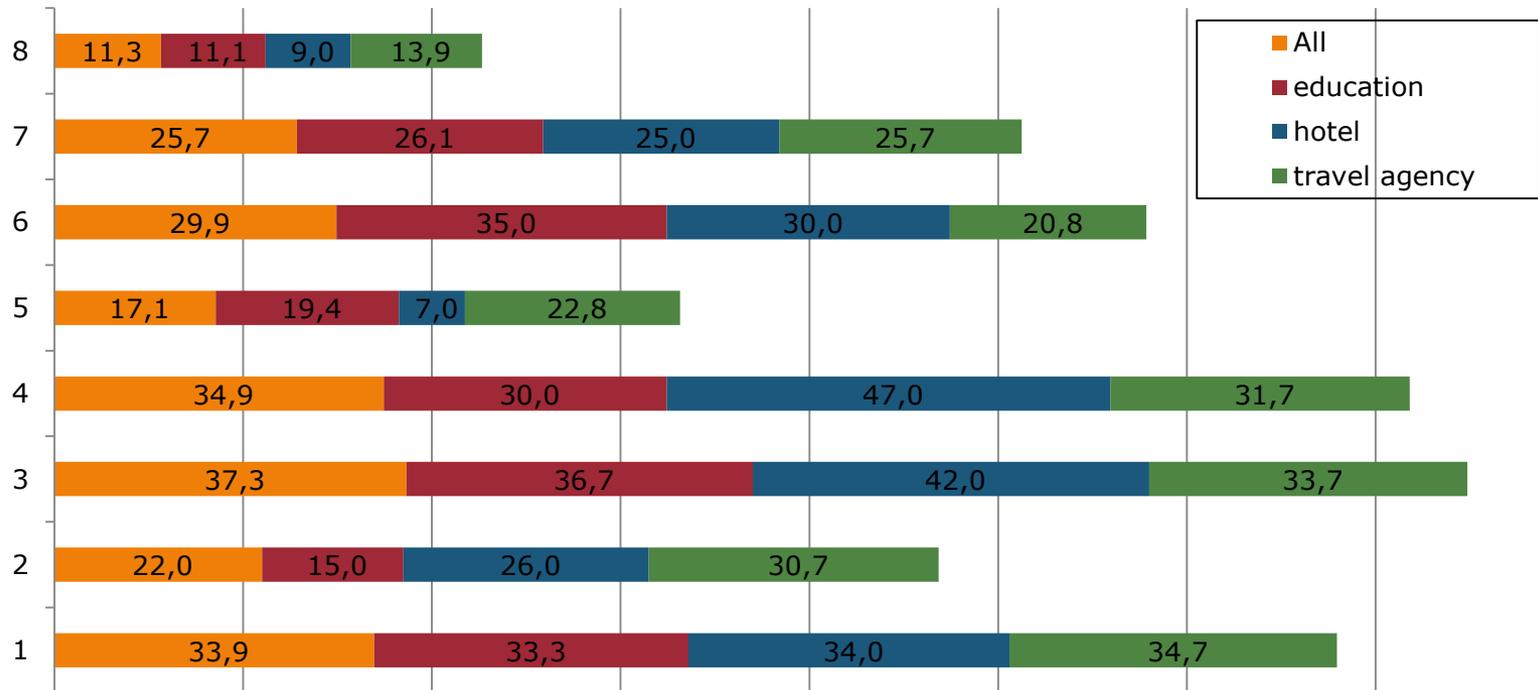
## 18. The courses I have taken in the past twelve months are



1. Directly or closely related to my current job
2. Related to a job I would like to have in the future (e.g. A promotion or a different kind of work)
3. Related to more general employment and work conditions issues affecting all people in paid work (e.g. Courses and seminars offered by trades unions or staff associations) useful for my work, but not really essential
4. Not really work-related, more for my general education
5. Just for personal pleasure (e.g. Related to leisure, hobbies and travel)
6. Related to my job as well as to my personal development.

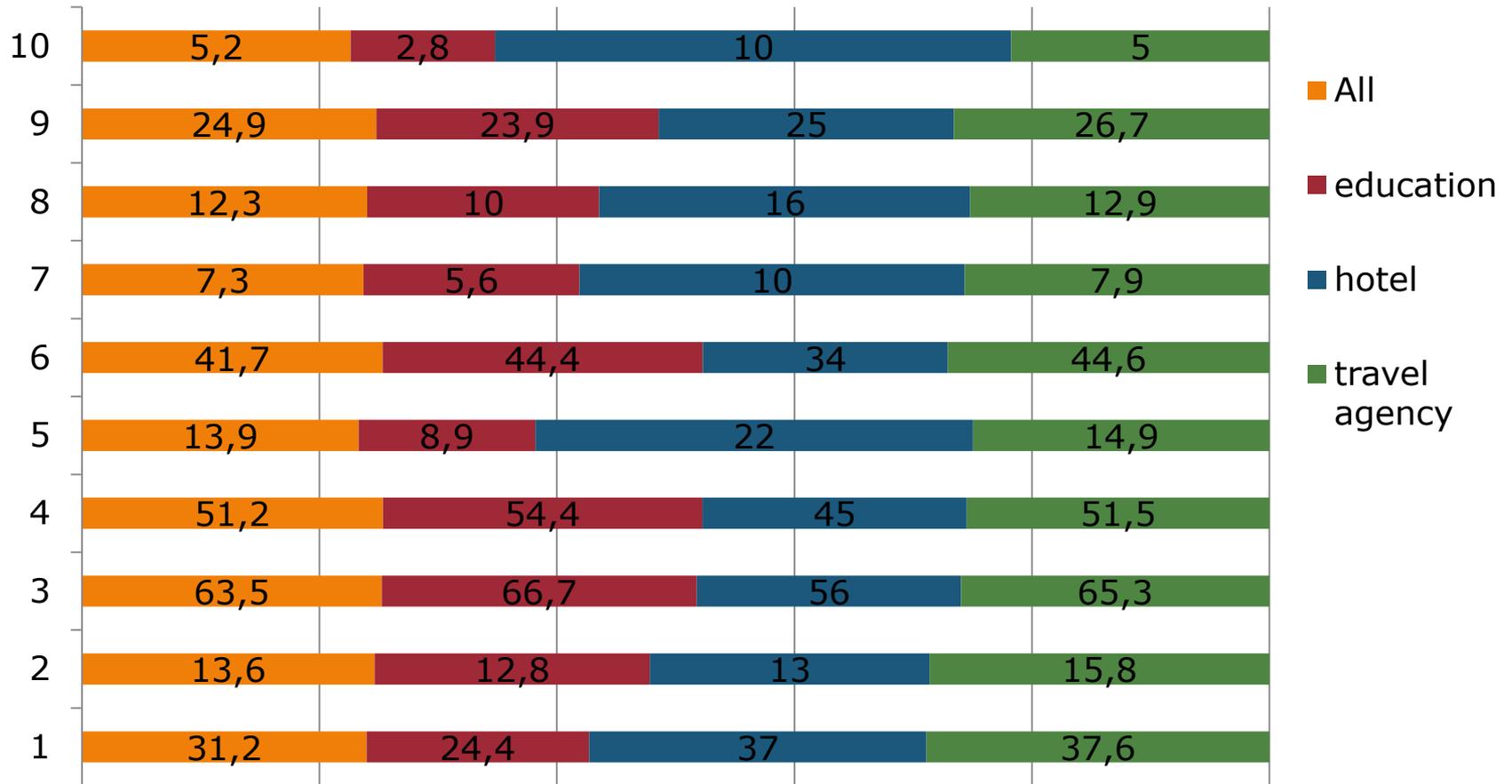
## 19. Sometimes employees are required to take work-related courses.

Which of the following kinds of learning have you been *required* to pursue since you have been with your current employer?



1. Induction course for new employees
2. Preparation course for a promotion or a new post in the organisation
3. Training related to technological or organisational change (e.g. new equipment, new procedures, restructuring of departments)
4. Regular training courses provided by my employer at the workplace
5. E-learning modules that employees can follow at their desk or at home
6. Short workshops/seminars lasting one day or less in my department/section
7. General courses to improve my basic skills
8. Courses leading to a formal qualification (e.g. apprenticeship, master craftsperson, higher education degree) provided by colleges, polytechnics, universities or private training companies.

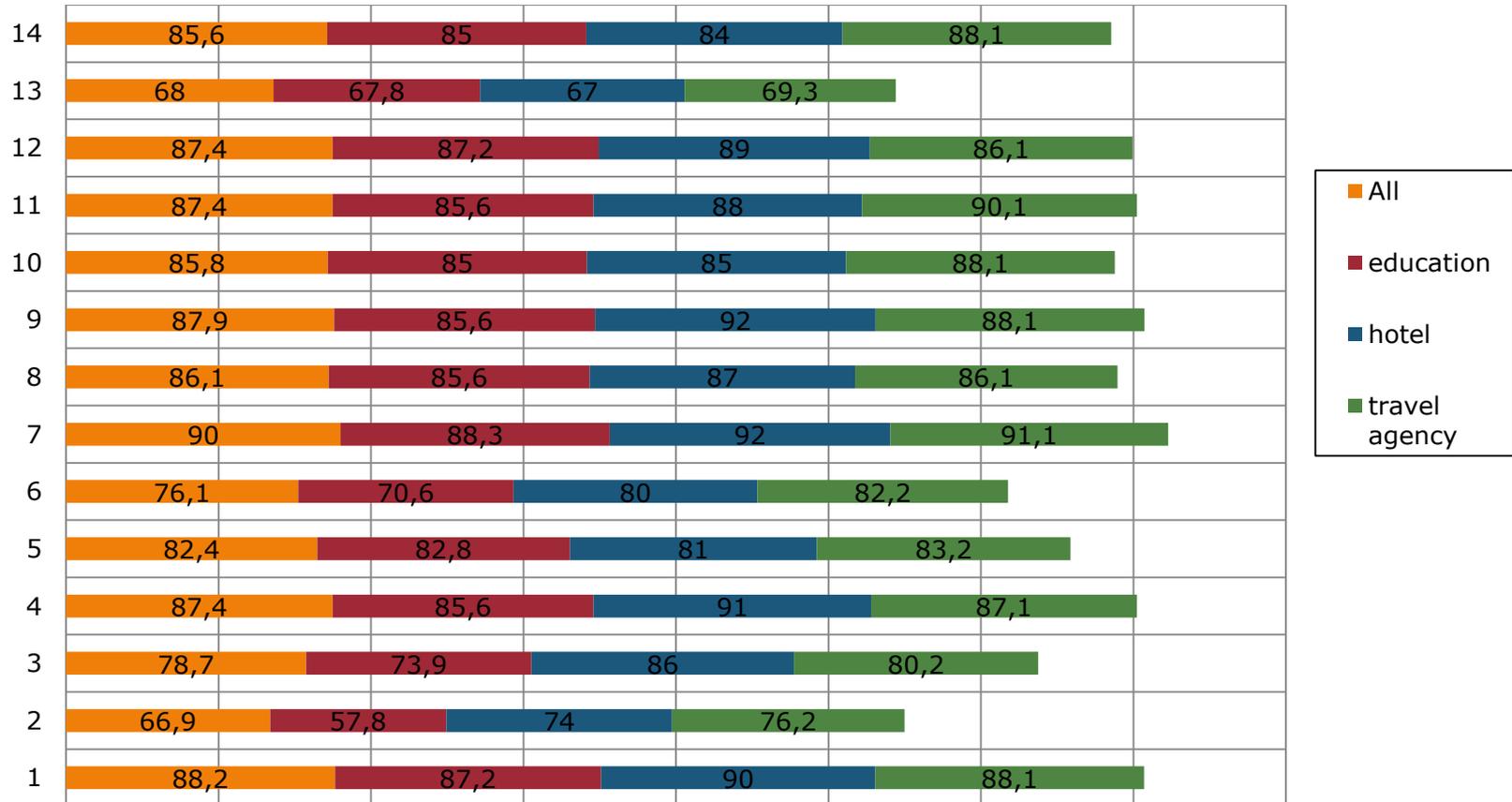
## 28. I have benefited from learning at work in the following ways:



1. Salary rise
2. Sense of autonomy and judgement
3. Doing my job better
4. Work and career motivation
5. Job security

6. Confidence and self-respect
7. Appreciation and recognition from colleagues
8. Sense of belonging to the organisation
9. Personal growth and self-identity
10. Promotion

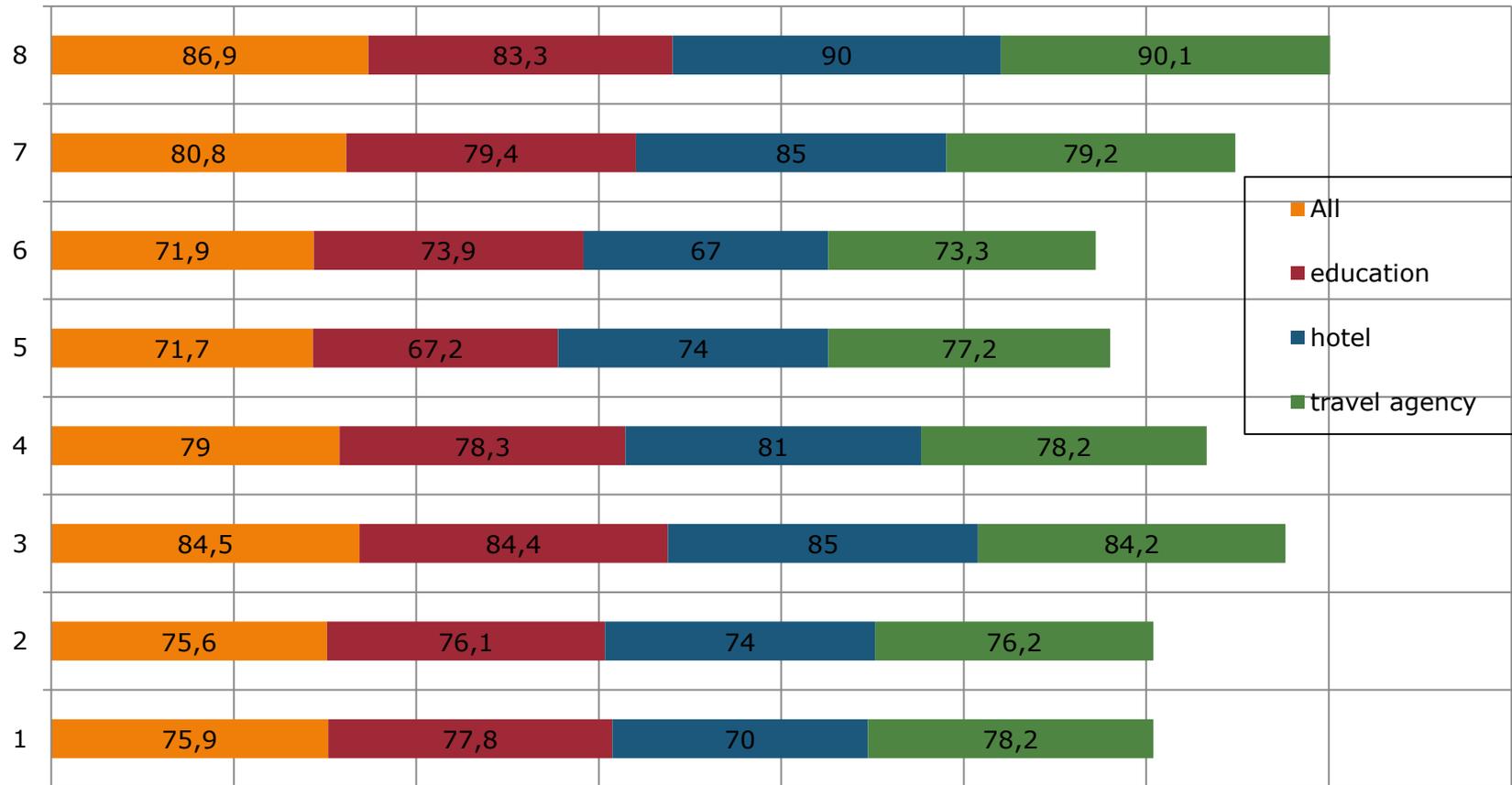
29. Has learning at the workplace had a positive effect on your knowledge & skills in the following areas? Through in organised courses and everyday work, I ,,,,,,



1. Getting on well with colleagues
2. Using foreign languages
3. Health and safety issues at work
4. Making decisions
5. Appreciating other cultures and values
6. Doing calculations, including budgets
7. Communication skills

8. Preparing reports, documents etc.
9. Confidence in public situations
10. Using IT (software, computers, www)
11. Solving problems
12. Working in a team
13. Using machines and technology
14. Expressing myself well

30. Has learning in the workplace had a positive effect on your quality of life in the following areas? Through in organised courses or everyday work, I .....



1. Connection with the natural environment
2. Health and lifestyle (e. g. diet, sports)
3. Living in a multicultural society
4. Work-life balance

5. Leisure and recreation
6. Community life and voluntary activities
7. Family and personal life
8. Positive working environment

- WPL seems to be the accepted way of job related personal development among employers of education and tourism industries.
- The culture/system of governance is almost the same (induction, promotion, self choice) and highly supported by the organization.
- Suggestion: To “formalized” or having a mechanism to gauge their learning (Transfer of Learning)

## Conclusion

**THANK YOU FOR YOUR  
ATTENTION**