



International Journal of Sciences: Basic and Applied Research (IJSBAR)

ISSN 2307-4531
(Print & Online)

<http://gssrr.org/index.php?journal=JournalOfBasicAndApplied>



ROLE OF VOCATIONAL EDUCATION ON MANAGERIAL CAREER DEVELOPMENT IN THREE TO FIVE STAR HOTELS IN KENYA

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Abstract

The research study sought to discover the role of vocational education on managerial career development with specific reference to three to five star hotels in Kenya in order to provide conceptual clarity on the educational issues affecting the hospitality industry. A cross-sectional survey was conducted. Stratified random sampling was used to obtain a representative sample of hotels and purposive sampling was used to select managers. Data was collected using a semi structured questionnaire and based on five and two level Likert Scale. Data was analyzed through SPSS. The regression analysis indicates that vocational education explains 52% of changes in managerial career development. 50.5% of the respondents had a Diploma as their highest level of education with 20% having a degree. The study recommends changes in Education Policy on Hospitality to ensure vocational educational curriculum conforms to industry needs, averting the education-industry gaps in the hospitality industry.

Keywords: Vocational Education; Career Development; Managers; Hotel.