A Comparison Study on the Motivation of Choosing Hospitality and Tourism Field between Mainland Chinese and Taiwanese Undergraduate Students

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The number of universities with a HTM programs in both Mainland China and Taiwan

The number of universities with HTM in Mainland Chinese and Taiwan was respectively 1113 and 49 with 1.68 and 2.50 times compared to those in 1995.
The number of undergraduate students with a HTM programs in both Mainland China and Taiwan was respectively 417 thousand and 15.62 thousand in 2002 with over 1.99 times and 2.03 times compared to those in 1995.
Motivations of students who desire to study HTM have been discussed in limited literature.

Barclay (1990)
Clark & Arbel (1993)
Chon (1990)
Stroehbehn (1994)
Formica (1996)
O’Mahony, McWilliams, & Whielaw (1998)
Schmidt (2002)
Kinman (2001)
Kidd (1987)
O’Mahony, McWilliams and Whitelaw (2001)
Research Objectives

- Why Mainland Chinese and Taiwanese undergraduate students would like to study hospitality and tourism management
- What subjects they want to study in THM
- Why they want to study abroad after their graduation from HTM
- What kinds of preferred subjects after they study abroad