Identifying the Triggering Factors for Female Career Choice: The Case of Tour Guide in Sri Lanka

Tharaka Ashwini Komanda Mudalige[1*]

[1*]*International College, Panyapiwat Institute of Management, Nonthanburi, Bangkok, Thailand*

[*]Corresponding Author. E-mail address: tharakauok@gmail.com, 6071105064@stu.pim.ac.th

Abstract

The common scenario of the plight of underrepresentation of female in the industry of tourism is yet a considerable bottom line as it plays a significant mantle during the analysis of the industry as an inclusive entity. Subsequently, the paper review outlines, an identification of triggering factors that channel contemporary career choice of female in Sri Lanka, a supreme instance experiment is career of Tour Guide, which is not easily approachable in the spectrum of profession of female career pool in respective country region. A total of 350 undergraduates majoring in Tourism Management were participated to the qualitative research while the qualitative research conducted using 10 National female tourist guides and 5 female undergraduates of the same course in same National University. The data analyzed using Path Analysis and qualitative data with Narrative analysis. Moreover, the study emphasizes two ultra-important objectives (a) Identify the triggering factors for female career choice of tour guide, Sri Lanka (b) Explain how these factors affect on female career choice of tour guide. Resulted in the implication of both quantitative and qualitative methods; the indication of significant relationship of family involvement, and attitude towards women, interest and career barriers on their specific career choice. Additionally career self-efficacy is affected by attitude toward woman, family involvement and by career barriers. The collaboration of factors and figures regarding the matter may depict important managerial implications to be addressed in order to upsell the choice of being employee in non-traditional career sector in tandem with enhance the female participation in required segments.

Keywords: Attitude towards woman, Female career choice, Family involvement, Female tour guide, Self-efficacy

I. INTRODUCTION

One of the most highly prized freedoms in civilized societies is the right to decide what kind of career one will do. An action undertaken for a significant period of a person's life regarding personal and environmental factors is defined to be career choice (Lent, Brown, & Hackett, 1994). Though the verity of the careers from which any given person may choose varies from broad to narrow, people possess an element of choice concerning different triggering factors. The triggering factors affect on female career choice have found to be different than factors affect on male career choice. There are few studies (Flores & O'Brien, 2002; Tang, Fouad, & Smith, 1999) to be found researched on, theories of, female career choice and triggering factors affect on female career choice. Reviewing the literatures, it is found that most of the theories have tested with predominated white or biracial cultural contexts concerning about traditional career aspirations. And again, the topic is less discussed in developing societies due to the traditional values are maintained and expected either women to work at traditional sectors or to be at home doing household stuffs. Women engagement in non-traditional career sectors considered to be less reputed. The gap drew a lot of attention to concern the current study, hence the study will importantly admit on filling the gap considering the background formation of female career choice to become a tour guide in a typical Asian country.

The tourism industry is central to Sri Lankan economy and has been identified as major policy priority by the Sri Lankan Government. From year 2009 to 2019 tourism revenues in Sri Lanka averaged 189.96 USD Million, reaching an all-time high of 475.20 USD Million in December of 2018. In the long-term, the Sri Lanka tourism revenue is projected to trend around 500.00 USD Million in 2021. Service sector is recorded to be all time highest GDP contribution to country economy. Looking forward, they estimate GDP from Services in Sri Lanka to stand at 1519882.00 LKR Million in next 12 months time (Trading Economics, 2020). Employments generated in the tourism sector increased by 65.9 by 2018 according to the data of Sri Lanka Tourism Development Authority. It is also envisaged that by the following years the number of people directly employed will be grow in order to cater to increasing number of tourist arrivals. This clearly indicates the central importance of the sector of tourism and underlines the need for significance expansion of human resource where it found to be less involved.

Tour guide is considered to be one of the significant positions within the tourism industry in regards to provision of the high quality service and therefore satisfied the visitors. Therefore in Sri Lanka it can be identified four categories of Tourist Guides, where it has found high score of female underrepresentation. Namely, National Tourist Guide, a licensed guide who is allowed to guide group of 25-30 people at any tourist site in Sri Lanka. The second, Chauffer Tourist Guide, a licensed guide who is allowed on-board maximum number of 2 to 6 tourist in private car or coach, and only permitted to guide while driving. Regional Tourist Guide, a licensed guide who is allowed only offer his/her service in one specific region (e.g. Anuradhapura, Kandy) and as forth category is Site Tourist Guide, a licensed guide who is allowed only offer his/her service in one specific touristic site (e.g. Sigiriya).

Female labor force participation in Sri Lanka reportedly low, estimated population of Sri Lanka is 21 million; out of the total economically active population of 8.5 million persons only 33.4% are female. Thus, almost 70% of the labour force constitutes economically inactive female (Department of Census and Statistics, 2019). The lowest female participation is

reported in entertainment and recreation activities where the sector of Tourism belongs, with only 16.6% by year of 2016 (Department of Census and Statistics, 2017). Regarding the female tour guides subjected to current study found to be an empirical example for identifying female underrepresentation in tourism sector, female representation accounts only 64 amongst 1112 registered national tourist guides (SLTDA, 2018).

Mr. John Amaratunga, former member of the Parliament and the Minister of Tourism Development has spoken about this female underrepresentation in particular subject (Walpola, 2018), "Negative perception associated with the sector need to be destroyed as it is baseless, tourism industry has potential to transform Sri Lanka's economy through greater female participation". The comment is of significance as it clearly shows that woman can make significance economic contribution to specific sector and but the hospitality industry is not benefitting from female's contribution. Considering those factors female career choice of Tour Guide, Sri Lanka offers a good case study to be identified the reasons for which must be better understood and addressed. Hence, based on the literatures of female career choice and background information about sector of tourism and career choice of Tour Guide, Sri Lanka following objectives are generated

1. Identify the triggering factors for female career choice of tour guide, Sri Lanka

2. Explain how these factors affect on female career choice of tour guide.

II. LITERATURE REVIEW

How well traditional career theories apply to women's career choice has been a question of interest for some time. In early 70's theorists started to look at the female career choice in a different way after they realizing the woman's career choice is more complex than men (Blustein & Fouad, 2008; Gati, Landman, Davidovitch, Asulin-Peretz, & Gadassi 2010). Traditional theories have several problems when applied to female's career choice. Female career choice found to be uniquely bound with considerations of female regarding obstacles that can be occurred in future, such as balancing work life and family life, gender based oriented career traditionality (Koenig & Eagly, 2014; Tinklin, Croxford, Ducklin, & Frame, 2005). Hence, the traditional career theories such as Holland's hexagonal, trait-factor model was found less effective for conceptualizing female career choices (Arnold, 2004). This approach, which matches an individual's interest code with a corresponding occupation, may be inappropriate if a woman's limited freedom of career choice causes her to restrict her interests in the first place.

Traditional theory lacks necessary concepts to explain women's unique issues. Fitzgerald & Weitzman (1990, as cited in Fitzgerald, Gelfand, & Drasgow, 1995) note that traditional gender role socialization incorporated in Super's developmental approach, for example, still does not adequately address the difficulty women face in integrating work and family. Gottfredson's (2002) theory of circumscription and compromise is a developmental theory that begins to incorporate contextual factors in a useful way for women. She states that female develop a self-image and occupational aspirations or interests, they begin to narrow their choices to only those that they find acceptably meet that image. They then compromise to adjust aspirations to accommodate their external reality or immediate environment. Significant to women's career development is that her theory revolves around the idea that "public presentations of masculinity/femininity will be most carefully guarded, protecting social standing among one's fellows will be

of considerable but lesser concern, and ensuring presentation of personality and interests via occupation will be of least concern" (p. 186). Her theory suggests that occupational gender stereotyping has severely limiting effects on development of interests/aspirations for women (Connell, Spencer, & Aber, 1994). Essentially, gender stereotyping is one type of barrier to women's career development.

Theories that highlight an interaction between personal and external variables, such as Gottfredson's theory or social learning theory, have continued to gain attention in women's career development. However, these were not the first theories to highlight unique social factors facing women making career decisions. Decades ago, individuals like Super, Psathas, and Zytowski each mentioned that the role of homemaking and a woman's orientation to marriage and children deserved new study (Gati et al., 2011). Early studies on women's careers identified variables of career orientation, salience, and traditionality of career choice as important influences (Savage & Fouad, 1994). Fassinger (1994) first developed a comprehensive, testable model of women's career choice in 1985 that she later fine-tuned, where these variables were examined. Testing of her model has provided evidence that college women's career choices are predicted by their abilities and agentic characteristics, such as instrumentality or self-confidence. Career orientation is predicted by agentic characteristics in addition to gender-role attitudes and relationship/attachment to the woman's mother. This theory provides 5 evidence that social views on a woman's role in society as well as direct experience with a female role model provide a great deal of influential power in the career development of a young woman. Along the same lines, Betz & Hackett (2006) hypothesized four sets of factors that influence women's career development, including individual variables, self-esteem, background variables;

such as parental working status, educational variables, and adult lifestyle variables (timing of marriage). These were among the few theories that began to examine how inter-individual characteristics interacted with intra-individual or environmental characteristics to influence the career process. However, how these characteristics and social influences interact to operate on a woman developing interests, formulating goals, and making career choices has not been sufficiently described with these models.

Therefore, the eight variables are selected regarding its foremost toward female career choice, namely attitude toward woman, family socio-economic system, family involvement, self-efficacy, outcome expectation, career interest, perceived career barriers and career choice. These variables are derived and adapted from previous models of cognitive career model (Lent, Brown, & Hackett, 1994), Path model of Asian American career choice (Tang, Fouad & Smith, 1999), Mexican American adolescent women's career choice traditionality model (Flores & O'Brien, 2002), The Model Of Non-Traditional Career Choice (Flores, Navarro, Smith, & Ploazaj, 2006), Model Showing Scct's Predictors Of Academic Interests And Choice Goals (Lent, Lopez Jr, Lopez, & Sheu, 2008). The proposed model utility lies on how person variables (e.g., self-efficacy, outcome expectations, and interests) interact with environmental or contextual variables (supports, barriers) to impact female career choice.

Betz & Hackett (2006); O'Brien, Friedman, Tipton, & Linn (2000) investigated the comparative relationship between feminist and gender role attitudes with career choice of young woman, their findings suggested an individuals with low traditional oriented mind are more liberal than woman with traditional sensation when it time comes to matter of career. But Flore, 2002 found no relationship between these variables therefore suggested the variable to test with another population

sample as the result of no relationship found continuously in predominated sample population of white woman.

Hypothesis H1a proposes that "Attitude toward woman has positive influence on self-efficacy". The corresponding null hypothesis H1a0 states that "Attitude toward woman has no positive influence on self-efficacy"

Hypothesis H1b proposes "Attitude toward woman has positive influence on outcome expectation". The corresponding null hypothesis H1b0 states that "Attitude toward woman has no positive influence on outcome expectation"

Hypothesis H1c proposes that "Attitude toward woman influences on perceived career barriers" The corresponding null hypothesis H1c0 states that" Attitude toward woman doesn't influences on perceived career barriers"

Hypothesis H1d proposes that "Attitude toward woman significantly influence on career choice" The corresponding null hypothesis H1d0 states "Attitude toward woman doesn't significantly influence on career choice"

In addition, family socio-economic factor and family involvements were found to be influenced in career choice by Fouad, 1999 he suggested the individuals from low SES look for jobs for future betterment. Further, regarding family involvement, Flores & O'Brien (2002) claims familial feedback committed in strengthen or weaken someone's self-efficacy while Fouad, 1999 says parental influence is always associate with career choice.

Hypothesis H2a proposes that "Family socio economic system influences on self-efficacy". The corresponding null hypothesis H2a0 states "Family socio economic system doesn't influence on self-efficacy"

Hypothesis H2b proposes that "Family socio economic system influences on outcome expectation". The corresponding null hypothesis H2b0 states "Family socio economic system doesn't influence on outcome expectation"

Hypothesis H3a proposes that "Family involvement has influence on self-efficacy". The corresponding null hypothesis H3a0 state "Family involvement has no influence on self-efficacy"

Hypothesis H3b proposes that "Family involvement significantly influence on career choice". The corresponding null hypothesis H3b0 state "Family involvement significantly doesn't influence on career choice"

Regarding the SCCT these background variables were hypothesized to exhibit career self-efficacy or to figure out nontraditional career related tasks (Lent, Brown, & Hackett, 2000). In return to nontraditional career self-efficacy it pronounced significant relationship between both outcome expectations and career interest.

Hypothesis H4a proposes that "Self-efficacy has positive influence on outcome expectation". The corresponding null hypothesis H4a0 state "Self-efficacy has no positive influence on outcome expectation"

Hypothesis H4b proposes that "Self-efficacy has positive influence on career interest". The corresponding null hypothesis H4b0 state "Self-efficacy has no positive influence on career interest".

Flores & O'Brien (2002) claims interests in career-relevant activities are seen as the outgrowth outcome expectations.

Hypothesis H5a proposes that "Outcome expectation has positive influence on career interest". The corresponding null hypothesis H5a0 state "Outcome expectation has no positive influence on career interest"

Lent, Brown, & Hackett (2000) found significant relationship between career interest and career choice while Flores & O'Brien (2002) found no relationship between two variable, thus he suggested future researches must test this relationship with social context.

Hypothesis H6 proposes that "Career interest significantly influence on career choice". The corresponding null hypothesis H60 state "Career interest doesn't significantly influence on career choice"

Flores & O'Brien (2002) findings about Mexican American career choice, he has found woman who anticipated fewer barriers has high score of efficacy outcome expectation and had stronger level of perception. But McWhirter (1997) found no relationship between two variables and he recommended testing these factors further with additional samples.

Hypothesis H7a proposes that "Perceived career barriers influences on career self-efficacy". The corresponding null hypothesis H7a0 state "Perceived career barriers don't influences on career self-efficacy"

Hypothesis H7b proposes that "Perceived career barriers influences on outcome expectations". The corresponding null hypothesis H7b0 state "Perceived career barriers don't influences on outcome expectations"

Hypothesis H7c proposes that "Perceived career barriers influences on career choice". The corresponding null hypothesis H7c0 state "Perceived career barriers don't influences on career choice".

III. METHODS

The study applied both quantitative and qualitative research methods as it is commonly used research method in hospitality and tourism literature. Quantitative method used to test whether the given theory to be confirmed or disconfirmed with data profile while Qualitative research admitted in interpretive way to justify the theoretical frame work. In qualitative study, method of one-on –one interview was seen as most appropriate amongst others methods (Focus group, Ethnographic research, case study etc.)

A. Participants

The target population for this research defined to include the female undergraduates majoring Tourism Management in Sri Lankan Government universities concerning the two requirements listed under set of "Preference will be given" to enroll the National Tourist Guide training course which is conducted by Sri Lanka Tourism Development Authority. Hence, Three Government universities identified as the population (*N = 2000*) of the study. Yet the sample of the population (n = 333) narrow down to one University as they were identified to best fit with requirements. But to avoid the missing or incomplete data the study proposed 350 (n) participants instead. Robustness of the sample size was considered according to the Tang, Found, & Smith (1999). Referring to the suggestion of Malterud, Siersma, & Guassora (2016) of sample size, 10 Female National tourist guides, and 5 female undergraduates of same course of Tourism & Cultural Resources Management of same university contributed on in-depth interviews. For the purpose of this study, one-on-one interviews were selected for the reasons of 1) because we have no found any surveys have been examined to develop validate instruments on this genre of profession 2) because with the experience of surveys they have never engaged with complete survey or an interview.

B. Instruments

To generate data concerning to research objectives career choice questionnaire was developed. Respondents were given 35 constructs relevant to eight variables. Scale items of the attitude toward women

scale (Fassinger, 1994) was used to measure the attitude toward women variable. Measurements for family socio economic system and family involvement include ten items were adapted from Asian American career choice, by Tang, Fouad, & Smith, 1999; Olle & Fouad, 2014. Self-efficacy expectations with regard to nontraditional occupations were assessed using a short form of the occupational self-efficacy questionnaire used by Bores-Rangel, Church, Szendre, & Reeves (1990). Four items from Ali, McWhirter, & Chronister (2005); Fouad & Gullien (2006) self-efficacy and outcome expectation scale used to measure the outcome expectation by making a career choice. Oh, Jia, Lorentson, & LaBanca (2013)'s career interest scale items measured career interest of respective respondents. Swanson's (1996) career barrier scale items were used to assessed career barriers that can be occurred making the decision of being tour guide. Ultimately, to measure the career choice of respondents FIT- choice scale (Watt et al., 2012) was used with identical changes according to the current study. Derived scale items from the prior researches were re-worded and given identical changes according to the current study. The Cronbach's alpha level of all constructs within the range of 0.753 to 0.901 higher than the threshold of 0.7, assured internal consistency of scales (Babin, Hair, & Boles, 2008). In order to achieve the qualitative method both female tour guides and female undergraduates were given four open ended questions which are wrapped up items in the questionnaire. Creating one or two broad questions can be a fertile the specifics of the study (Agee, 2008). Female tour guides were given questions of what made them interest in career of tour guide, how they found the attitude towards woman affect on their career, how their family involved in their career last but not least how the career barriers affected on them and their career choice. Undergraduates were asked the same questions in future tense.

C. Data collection

Both, data collection and in-depth, one-on-one interviews were lasted through one working week of December 2018. Three hundred and forty nine questionnaires were successfully completed and returned. The questionnaires were distributed in class-room setting and the possibility of retrieving back all the questionnaire was as a result of the assistance of lectures who offered a helping hand. Interviewing undergraduates were done at the natural settings including study rooms and open grounded space at the university premises. The interviewing of female national tour guides occurred through the phone conversation. Each interview lasted for 30 minute to less than 30 minute time.

D. Method of data analysis

Besides descriptive statistics, the reliability and internal consistency of statements were measured by Conbach's alpha values. The confirmatory factor analysis (CFA) using AMOS (analysis of moment structures) version 22.0 was used to confirm the factor structure career choice dimensions of female. Structural equation model (SEM) was used to analysis the data for proposed model fit, using AMOS 22.0 and the factor equation analysis was conducted. Unlike the quantitative method, in qualitative data analysis there are no golden rules or techniques that can be applied to generate the data. Therefore, Narrative analysis was used to analysis the qualitative data. Coding was done manually, then major themes, patterns and the relationships were highlighted finally the findings were summarized.

IV. RESULTS

The result of the study showed that, the final model of the CFA scale items of all variables were left without omitting to meet model fit indices (see Table 1). The goodness of fit index (GFI) calculates fit between the hypothesized model and the observed covariance matrix range of 0 to 1, while the value depends on sample size and degree of freedom (Tabachnick & Fidell, 2007). From the table all GFI values exceed the recommended cutoff point of 0.90 indicates well- fitting models (Flores, 2006). Normed fit index (NFI)'s cutoff criteria of $\geq$ 0.9 is considered to be threshold (Hu & Bentler, 1999). Therefor the NFI values obtain in this study respectively exceed the required cutoff point. A value of CFI >0.9 is considered as indicative of good fit (Hu & Bentler, 1999). The CFI values obtained highlights good fit of the measurement model. The root mean square error approximation (RMSEA) explains how well the model, with unknown but optimally chosen parameter estimates would fit the population covariance matrix (Byrne, 2010) and in the range below 8 was considered an indication of fair fit and values above 0.10 indicated poor fit (MacCallum, Widaman, Preacher, & Hong, 2001). Hence the RMSEA indices of the study indicate adequacy fit of model of sample data. The model fit indices in TABLE exceeds the recommended acceptance level of the fit statistics. Therefore it is confirmed the measurement model adequately fitted regarding the data collected. In SEM, the tested model was adequately fit with empirical data, with X2/df = 2.2.0, GFI = .91, NFI = .94, CFI = .96 and RMSEA = .05, as mentioned in Table 1 below. The ratio of chi-square value related to degree of freedom is 2.20 which was below the required level of $\geq$ 3. The GFI (0.91), CFI (0.96) and NFI (0.94) exceed the recommended threshold of $\geq$0.9 indicated well-fitting model (Hooper, Coughlan, & Mullen, 2008). The RMSEA obtained is 0.05 proves that the structural model has good fit of data. The goodness of the fit measures of the structural model showed satisfactory value.

Table 1 Fit indices of CFA for all variables and SEM

| ITEM	CMIN	DF	P	X^2/DF	GFI	NFI	CFI	RMSEA
Attitude towards women	50.06	2	0.000	2.36	0.99	0.99	0.99	0.06
Family socio-economic system	18.97	5	0.000	1.75	0.97	0.95	0.90	0.08
Family involvement	52.57	5	0.000	1.05	0.94	0.97	0.97	0.05
Self-efficacy	21.39	5	0.000	1.25	0.99	0.98	0.99	0.04
Outcome expectations	4.62	5	0.000	0.92	0.99	0.99	0.00	0.00
Career interest	61.67	5	0.000	2.05	0.93	0.96	0.97	0.08
Perceived career barriers	1.10	2	0.000	0.53	0.99	0.98	0.00	0.00
Career choice	1.07	2	0.000	2.10	0.99	0.99	0.99	0.05
SEM	301.33	137	0.000	2.20	0.91	0.94	0.96	0.05
Fit criteria	-	-	-	$\leq$3	$\geq$0.9	$\geq$0.9	$\geq$0.9	$\leq$0.08
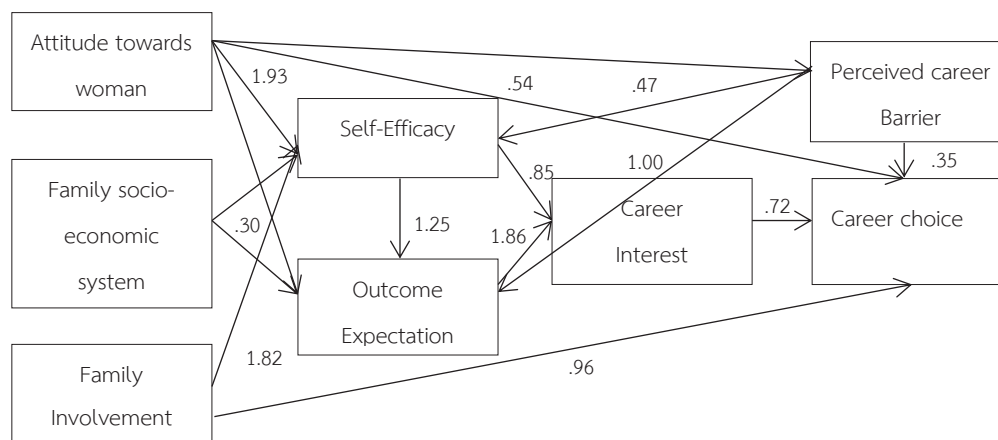
Figure 1 Final model of SEM with standardized Beta Coefficient.

Coefficient of the structural equation model (SEM) shows that the path between attitude toward woman has significant relationship with self-efficacy (ß = 1.935) and career choice (ß=.547), but neither outcome expectations (ß = -540) or perceived career barriers (ß= -357).The relationship between family socio-economic system and outcome expectation is significant (ß = .305)

but has no relationship with self-efficacy (ß = 1.545). Family involvement found to be directly influence on self-efficacy (ß = 1.825) and career choice (ß = 0.965).

Outcome expectations (ß = 1.258) and career interest (ß = 0.852) are found to influence by self-efficacy. Outcome expectations has significant

Table 2 The summury of the hypothesis test

PATH FROM ——→ TO		COEFFICIENT	P	C.R (T-VALUE)	REJECTED/FAIL TO REJECT
Attitude towards woman ——→ Self-efficacy	H1a0	1.936	0.000***	6.830	Rejected
Attitude towards woman ——→ Outcome expectation	H1b0	-0.560	0.124	-1.540	Fail to reject
Attitude towardsc woman ——→ Percived career barrier	H1c0	-0.357	0.139	-1.479	Fail to reject
Attitude towards woman ——→ Career choice	H1d0	0.547	0.000***	3.262	Rejected
Family socio economic system ——→ Self-efficay	H2a0	1.545	0.719	0.360	Fail to reject
Family socio economic system ——→ Outcome expectation	H2b0	0.305	0.005**	4.431	Rejected
Family involvement ——→ Self-efficacy	H3a0	1.825	0.032**	4.289	Rejected
Family involvement ——→ Career choice	H3b0	0.965	0.000***	9.247	Rejected
Self-efficacy ——→ Outcome expectation	H4a0	1.258	0.000***	3.703	Rejected
Self-efficacy ——→ Career interest	H4b0	0.852	0.000***	6.212	Rejected
Outcome expectation ——→ Career interest	H50	1.862	0.000***	7.918	Rejected
Career interest ——→ Career choice of being tour guide	H60	0.724	0.001**	3.254	Rejected
Perceived career barriers ——→ Self-efficacy	H7a0	0.478	0.000***	3.965	Rejected
Perceived career barriers ——→ Outcome expectation	H7b0	1.000			Rejected
Perceived career barriers ——→ Career choice	H7c0	0.358	0.000***	5.569	Rejected

relationship with interest (ß = 1.862). The relationship of career interest with career choice (ß = .724) is significant. Perceived career barriers were also found to have significant relationship with self- efficacy (ß = .478), outcome expectations (ß = 1.000) and career choice (ß = .358). The detailed results are presented in figure 1. Larger indirect effects on career choice has emerged, making the decision of choosing a non-traditional career has been increased by family socio-economic system (ß 0.439), self-efficacy (ß 0.885) and outcome expectation (ß 0.996)

A. Result of qualitative method

Along with the question what made them interest in career of tour guide, the finding came across the hypothesized result of "Outcome expectations affect on career interest" and the findings described further that people are interested in activities which they could relate with their positive outcomes.R2 (Female Tour Guide) "Freedom of the job I am enjoying is much obliged me to this job, it is unlike permanent career. I can accept the tours as well as I can refuse the tours, it's totally upon to me". Second, question about attitude toward woman revealed its impact on self-efficacy level. And someone who possesses higher level of self-efficacy has capability of overcome the social attitudes. R2 (Female Tour Guide) "I was commented directly and indirectly. I tried to make them understand, but time being I realized they don't stop commenting then I used to ignore what they say and I keep my- self up". Next and question about family involvement, could find the parental influence has commitment to strengthen or weaken the self-efficacy and always related with female career choice hence the finding aligned to "family involvement affects on self-efficacy then career choice. R10 (Female Tour Guide) "I had to fight a lot to win this game. It was too hard to being a daughter to ordinary family who has

certain level of social understanding". R2 (Female undergraduate) "My parents don't insist me to do government job, but I prefer to do. I am pretty sure they will not allow me to choose this job and I don't want to hurt them by doing something they don't like". The final question about career barriers found out female who may face fewer career barriers reflects to have high self-efficacy and those who have high self-efficacy have power of avoiding or facing career barriers in order to reach their goals which the finding aligned to hypothesized result of "Perceived career barriers affect on self-efficacy". R5 (Female tour guide) "I needed a lot of energy to avoid barriers. I was less confidence when I was entering to the job but I fought for what I needed to be and what I wanted to achieve"

V. DISCUSSION

Attitude toward woman was found to have strong direct relationship on both self-efficacy (H1a) and career choice (H1d). Woman who are more oriented with culture tend to choose less privileged traditional occupations and also, the woman with higher feminist attitude are more likely to choose traditional careers, thus this favorability strongly matched with their self-efficacy (Flores & O'Brien, 2002). R7, expressed that people "outside in the society looks at woman working in tourism sector negatively," She said this was due to traditional ideas about woman's work. R10, explained "I tried to explain what I am doing. When I felt people do the same thing over and over I stopped explaining and just focused on what I do". Yet the finding yielded attitude toward woman impacts on their self-efficacy level, although the level of self-efficacy's commitment to confirm or disconfirm the social attitudes. But the finding of the current research contradicts the prior searchers' finding of feminist attitudes were not related to career self- efficacy. Further the researchers of Flores (2002); O'Brien, Friedman, Tipton, & Linn (2000) claimed

the finding can be continuously reported in samples of predominantly white woman. Specially, the relationships of attitude toward woman were not emerged between outcome expectations and perceived career barriers. The propositions are supported by Flores & O'Brien (2002). Indeed with the exception of attitude toward woman, other contextual variables contribute more to the predictions of woman, such as parental support. McWhirter, Hackett, & Bandalos (1998); Valenzuela (1993) suggested gender role attitude positively relate to women to aware of dominated careers and not to choose them as their career path. Since the propositions were not supported with our data it can be predicted time being women movement has been developed in a better way.

Family socio economic system found to affect on outcome expectations (H2b). In typical Asian societies, mother and father are considered to be role model of their own children. Their performance and familial contribution always set examples for the children. Finding paralleled previous study of Tang, Fouad, & Smith (1999), which states individuals from families of lower level socio-economic-system, have tendency to look for certain kind a job for anticipating better future comparing to the life they have now. But socio-economic-system has found no relationship with self-efficacy; the finding aligns with result of Tang, Fouad, & Smith, 1999.

Whereas justify by the previous studies (Flores & O'Brien, 2002; Tang, Fouad, & Smith, 1999) family involvement in both self-efficacy (H3a) and career choice (H3b) was found to have relationship in the current study too. Asian society is so called collectivism, hence those who from culture characterized by collectivism are more into inclined to choose a career path that is consistent with the preferences of their family members rather than their self-efficacy beliefs. R1 explained that "My parents expect me to do government job with firm income. As they being government employees they overwhelm about pension. I think it is fair" and R9, female tour guide whose parents were happy with her career choice said "If every female can have such a support from the family it would be great".

Self-efficacy found to have an impact on both outcome expectations (H4a) and career interest (H4b) People are interested in, choose and perform the activities which they believe that they have self-efficacy as long as they have positive outcomes to pursue these activities. The finding was supported by Flores & O'Brien (2002) who stated higher self-efficacy attends on more positive outcome expectations and when career self-efficacy increases, career interest also increase simultaneously.

Outcome expectations found to have relationship on career interest (H5). Positive expectations are more likely to have high interest on certain activity. Thus favorable outcome expectations and related interest help people to make the best possible use of their ability to reach those expectations. R1 explained the income as her positive outcome "Thus the job is seasonable, if I cover two tours I can earn more than what other employee earns in 6 months time". The findings aligned to Lent, Brown, & Hackett (1994) who postulated interests in career-relevant activities to seen as the outgrowth outcome expectations.

Interest also found to have an affect on career choice (H6). People like to make choices in a certain activities which are seen as interested to them and the activity to identify as producing valued outcomes. This proportion was aligned with social cognitive career theory basic model of Lent, Lopez Jr, Lopez, F., & Sheu (2008) and Flores & O'Brien (2002) finding of that people develop interest in the areas of that they have strong sense of agency, and it proceed to select them

a career which is related to prove their abilities in task given by respective career.

Perceived career barriers affect on self-efficacy (H7a), outcome expectations (H7b) and career choice (H7c). The level of success that people attain in educational and occupational pursuits reflects the degree to which they persist in the face of obstacles. R7 explained that "Barriers, everything around me stood as barrier for me when I started. But nothing could change my path". Female undergraduate expressed her idea that she may have to face in future R1 "I may face career barriers, but I believe in myself that I can overcome them". The result was consistent previous study finding (Flores & O'Brien, 2002) that woman who anticipated fewer barriers has high score of efficacy outcome expectation and had stronger level of perception.

VI. CONCLUSION AND IMPLICATIONS

A. Managerial Implications

The result of the study delivers an advance explanation over cognitive career theory in another perspective describing the factors triggers on female career decision over non-traditional career choice of Tour guide. The contribution of the family involvement, attitude toward woman and efficacy being critically salience such information should be aimed at career interventions for female in Sri Lanka in order to maximize their participation in non-traditional careers such as tour guide. Hence, the following implications are suggested.

1. Counseling psychologists should be encouraged to develop innovative career intervention programs for Sri Lankan female that involve parents and other family members.

2. Parental involvement in vocational interventions could facilitate the lines of communication between children and their parents about career development.

3. Strategically reposition the industry must be initiated, the sector as a professional and economically vital service rather than an entertainment sector. The misnomer and popular perception that the sector is about also discourage the woman to join with it.

4. The Government must work together with relevant parties to promote dignity of the woman working in the sector. Public information campaigns that focus on changing social attitudes are especially important in this regard.

5. Undertake and initiate a mission to encourage woman who are educated to be called upon contribute the betterment of the country through seeking employment, including sector of tourism and tour guide. This is also way of challenging negative social attitudes.

6. Importance of the industry and tourism related jobs need to be introduced from level of high school as to inculcate a better understanding of its social and economic relevance amongst youth and society at large.

7. The industry needs to make better use of media to correct the misperception and career of tour guide to ensure positive and non-stereotypical portrayal of the sector, having well-known personalities endorse the importance of woman working in it.

8. Provide woman already working as tour guides significantly higher level of support, dignity, encouragement, including by providing learning opportunities, developing mechanism to address the problems and grievances they may have. It is vital that industry investing enhancing the faith and confidence of the woman it may employs so they can be effective role models for others.

B. Theoretical Contribution

Since, Lent, Brown, & Hackett (1994) to today less or more researchers have tested the model with

predominated white or biracial cultures. Tang, Fouad, & Smith (1999) tested the respective model adapting the background of formation of Asian American context then Flores & O'Brien (2002) examines the model with Mexican American adolescent women. In theory this is the first time of model test in Asian context on the basis of that model was extended and adapted according to current study. As mentioned above, the previous models being tested in biracial cultures, the models denote variable of acculturation which means the ratio of assimilation of different culture, typically to dominate one. Thus, variable of Attitude towards women was input instead of variable of Acculturation. The reason why it is being omitted as a variable is, in country like Sri Lanka we hardly find that kind of ethnicity in society, since it is not tally with the research objectives. Variable of Attitude toward woman is derived from the model of Mexican American adolescent women's career choice traditionality by Flores & O'Brien (2002). Reason for adapting this variable to current study is, the attitude to kind of career totally reflects whether they look forward to this job. Apart from the model background formation is another theoretical contribution. As the model tested in distinct perspective of tour guide as a career, it refers the non-traditional career segment as foundation. Since, previous researches test general occupation themes (Tang, Fouad, & Smith, 1999) the current study catered on non-traditional career profound to examine the factors trigger them to encourage or discourage being exceptional.

C. Recommendations for the future researches

Although the findings give empirical evidence of female career decision of career choice, several important limitations should be noted. First, the sample size tested on is relatively small, which may have impacts on observed variables. Respondents of the study have verity of class ranks (different batches) while final year students have strong persistence toward the career first year and the rest of the batches may not have strong idea about the career yet. As an example undergraduates in final semester final year they know how much pressure running through their heads about what next is, uncertainty about the career, social and family pressure, but junior undergraduates they are still enjoying their college life.

The recommendations for female career choice in this study are based on quantitative and qualitative findings. It is desirable to obtain additional data to have complete picture to how strengthen the relationship between variables in this study. And that can be used to validate and generalize the proposed recommendations. Further, researches are recommended to incorporate additional variables not include in Lent's SCCT model.

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