

An Analytical Study On Perception Of Students Towards Hospitality Industry After Their Industrial Training

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Abstract

Background: Hospitality industry is marked as one of the fastest growing industry in India and is a big hub of source of employment. The ever changing and progressing hotel industry is enormously contributing to the economic development of the country but the irony of the situation is that it is often criticized as industry with low skilled and less paid jobs. And therefore it is imperative to get the picture of understanding about the interest of the third year students to continue their career in the field of hospitality.

Objective: The aim is to analyse the Perception Hotel Management Students who have completed their industrial trainings are interested to work in the Hotel Industry or not.

Methods: The methodology adopted includes collection of data from the students pursuing their final year of hotel management course in different hotel management colleges. Semi-structured questionnaire and personal in depth interview from 100 students was a tool to gather information.

Result: The findings suggest that there is less number of students who has the desire to work immediately in hotel related jobs due to less salary structure offered in their campus placement. Student's expectation about the industry being it an attractive profession is not realised during the industrial training period and are also exposed to difficult working conditions of the industry.

Conclusion: The results would be beneficial to both the hotel management institutes and the Industry in terms of creating a balance between the demand and supply. The hotels can improvise on providing a healthy working atmosphere where in the employees are loyal to the organisation. The institutes can strive to bridge the gap between the students' expectations and reality which eventually would lead to a harmonious merger of the two parties.

Keywords: Students' Perception, Hospitality Industry, Healthy Environment, Glamorous Profession.

I. INTRODUCTION

The tourism and hospitality industry has materialized as one of the key facet of growth and development of the economy of the country. Tourism in India has generated immense employment opportunities and is a vital source of foreign exchange for the country. According to the World Travel and Tourism Council, The travel and tourism industry contributed Rs 2.21 trillion (US\$ 36.21 billion) or 2.3 per cent to the country's gross domestic product (GDP) in 2013. The figures are expected to rise to Rs 4.44 trillion (US\$ 72.19 billion) by 2024. It is capable of providing employment to a wide spectrum of job seekers, from the unskilled to the specialized, even in the remote parts of the country. The sector's employment-generation potential has also been highlighted by the World Travel & Tourism Council (WTTC), which says India's travel and tourism sector is expected to be the second-largest employer in the world, employing approximately

52 lakh people, directly or indirectly by 2019. It is proven by the facts that hospitality industry is now recognized as one the major employment creator industry therefore to fulfil the increasing demand at an alarming rate there is a need for the supply which is then provided by the hospitality management institutes. For this there are number of hotel management courses running across country. But the irony of the situation is that hospitality industry being the massive employment provider industry; it is indeed facing tough challenges and human resource crisis eventually leading to an image of high staff turnover and waste of trained personnel in the hotel industry. This study focuses on the various that had lead to the decline in the number of graduates joining the industry after completion of their formal course. There is an increase in the number of hotel management colleges across country to overcome the problems of the high staff over in the industry offering industrial training for one semester wherein the students get a practical glimpse of

hotel industry and related jobs and helps them further to take a correct decision about their future careers, analysis their own capabilities and comparing with the industry needs and requirements. The hotel industry will progress with skilled, motivated staff. It is of great requirement to break the glass of false image among students mind related to the work life in hospitality industry and to create and maintain an affirmative outlook of students towards hotel industry.

With no doubt it is a vast, dynamic and nurturing industry, providing tremendous opportunity for ambitious and enthusiastic students who enjoy working with people. The hospitality and tourism industry operates in a highly combative environment and therefore it is important for them to develop a strong business foundation and customer service skills. Graduates of hospitality and tourism management for a successful career ahead. Apart from the traditional courses like bachelor degree in the hotel management institutes (run under both public and private sector) are now coming with variety of other courses as well with a motive to cater to all the different economic segments of the society and to spread awareness about the hospitality industry among them. Like short-term skills-oriented certificates related to bakery, flower arrangements, mixology, fruits and vegetable carving, flaring, origami, foreign languages etc. to post-graduate degree programs in hospitality management. The concept of vocational education has also now entered the market in form of Vocational training provided by hotels generally offering a more hands-on training to prepare students for specific entry-level positions. The hospitality industry offers abundant opportunity for students seeking careers in a dynamic industry, possessing strong communication skills and a desire to serve people with passion. Considering all the developments taking place in the hospitality education sector there are certain unavoidable factors which are existing in the system that need to be addressed in order to ensure positive perception about hospitality industry among students, as it is noticed that Students after undergoing their industrial training program do change their perception towards hotel industry jobs and as a result of which it leads to switch over to some other field even after investing good number of years and money in the hospitality education.

There is always a discrepancy among what is provided to the students by the hospitality institutes and what is required by the practical hospitality industry which leads to the change in their

perception of the hotel industry, and thereby decrease in the likelihood.

2. LITERATURE REVIEW

Many researchers have been conducted studies on students willing to pursue their career in hospitality industry and problem of high staff turnover in the industry which clearly indicates the dissatisfaction of employees with the working environment of hospitality industry.

Intention to stay within the hospitality organization amongst, unacceptable working conditions, poor training and low salaries could lead to a higher employee turnover. It can be understood from the study that the working conditions of the hospitality industry lead to high dissatisfaction and staff turnover which can clearly be linked to final year students' willingness to join the industry at first, AlBattat (2014)

Students with theoretical knowledge also get practical experience. With this students would begin to better interpret knowledge being shared with them. This is because what they experience in hotel industry, is what is being taught by lecturers who already have actual hotel industry experience. The teaching & learning will be more effective if hotel school students are exposed to real working conditions by practically applying their knowledge, Pinto (2013)

There was a significant difference in disposition of senior students after industrial training and first year students before undergoing training programme. Students who had completed their training had a more negative perspective towards the hotel industry, Datta et al (2013)

Perceptions after training generally have lower mean values than pre-internship disposition for most variables. Final year students become negative regarding their career in the industry, Park and Kim (2011)

Students have concern over included respondent's relationship with their managers, promotion opportunities, career decisions, and the salary packages and conditions offered by hotel industry. Possibly the most alarming findings to come out of this study is that more than 50% of respondents are already contemplating careers outside the industry of those with work experience in the industry, 43.6% claim that they will not work in the tourism and hospitality industry after graduation, with 96.3% of these respondents citing working

experience in the industry as the main reason for this decision, Scott Richardson, 2009

Retaining well qualified staff of education field is becoming difficult day by day because of high staff turnover, determining the difference between importance and experiences of hospitality graduates is become more important so educators and industry professionals should make an attempt to reduce the gap, Walsh & Taylor (2007)

Students' negative internship experiences resulted in development of a less favourable perception of hospitality and tourism. Even when the students are having quite realistic expectations before and during their studies, still their turnover rate is high when they join industry, Roney and Öztin (2007)

Most of the students enrol for the course without doing their informal research and thus when they come to know about the facts which do not meet their self-made expectation, they get negative attitude and this contributes to the high turnover rate in hospitality Industry. It is important for students to pursue hospitality courses with a positive approach. Many times the low salary structure of hospitality jobs are said to be responsible for the negative attitude of students, Kusluvan and Kusluvan (2000)

A majority of final year students were satisfied with their industrial training which enhanced their knowledge and skills hence they have a positive approach towards the industry, Emenheiser et al. (1997)

Students of first year have very positive disposition towards the hospitality industry, but the final year students who were exposed to the industry were not having equally positive attitude, Casado (1992)

3. RESEARCH OBJECTIVES

- a) To identify the students' initial perception about hospitality industry while taking admission in any hotel management institutes.
- b) To understand the perception of the final year students' perception about hospitality industry post -industrial training.
- c) To understand the commitment level of students to join the hotel industry after completion of the formal course or not.

4. METHODOLOGY

This study utilized both primary and secondary data for information collection.

4.1 Primary data:

In order to understand the vision about the perceptions of final year students towards hospitality industry at the time of joining the hotel management college and after undergoing industrial training **qualitative research methodology** through number of primary research techniques have been used to gather and hypothesize responses and data.

4.1.1 Personal Interview:

Personal in depth interviews were conducted by the researcher with the final year students studying in various Hotel Management colleges about their understanding and their perception towards joining hospitality industry after completion of formal course. This study is limited to the city Jaipur.

Also, the interview was organised to evaluate the different reasons examined by the students for not joining the hotel industry after the completion of the formal degree course. Semi structured interviews are more flexible and allows the interviewer to get a better vision about the issues and their reasoning's.

4.1.2 Questionnaire:

A questionnaire carrying 25 questions was drafted and handed over to the final year students studying in various Hotel Management colleges via email to obtain their responses.

4.1.3 Population and Sampling Procedure

The population of the study included members from both private and government hotel management colleges. It included final year students of hotel management undergone industrial training to provide information about their understanding about joining hotel industry as a career option and their relative interpretation about the same Sample size used is 100.

Questionnaire consists of three parts:

- **Section A** gathered background information of the participants i.e (name of the respondent, age, gender, qualification, place of education). Section A has given an outlook about the respondents' demographic factors which enable us to draw easy comparative statements.
- **Section B** introduced the various questions that helped to analyse information about students' perception and knowledge about hotel industry at the time of taking admission in the hotel

management colleges and in final year after undergoing industrial training in the hotels. It also provided information that helped us to draw the comparison about the students' initial perception about hospitality industry while entering into the hospitality education i.e. first year with their perception during final year after doing their industrial training from hotels.

- **Section C** introduced the questions that enabled us to identify the various reasons that are accountable by the students for not joining the hotel industry after completion of their formal course of hotel management.

4.2. Secondary data

Was collected from journals, newspapers, internet to compare previous year's research regarding the perception of the students about hospitality industry after undergoing industrial training with our research work. The data selected by secondary data collected in a longitudinal manner. The studies were similar but maintained little difference in supporting questions.

5. SCOPE OF STUDY

- The research can be used as a base for further advanced studies on the discrepancies on skills imparted by the hospitality institutes and what is required and demanded by the hotel industry.
- It will be of help to identify the type of dynamic competencies required by the hospitality industry.
- It will be of help to recognize their gender based issues in by the hospitality industry.
- It will be of help to the Government and the involved parties to study how it helps in increasing employability skills among graduates.
- It will help in understanding behaviour of the stake holders. (Students pursuing hotel managements at any level, faculty member of the institutes/colleges and the industry people.)
- It has a wider scope in further to identify how the hospitality educators play a role in creating and maintaining the source of supply of employees to the industry.

6. LIMITATIONS OF STUDY

- The study is dependent on having access to people & organizations at times with some reason access was denied or limited in some way.

- The time available to investigate a research problem and to measure change or stability over time further added to the limitations of the survey.
- The incomplete filling of questionnaire did not lead to concrete result.
- Had money not been a constraint, the research could have been made more comprehensive.

7. DATA ANALYSIS

The survey instrument (questionnaire) was handed to all the 100 final year students of hotel management colleges done with industrial training programme. The colleges were from various cities like Jaipur that include Institute of Hotel Management and catering technology, Jaipur, Jaipur National University, International Institute of Hotel Management Jaipur, Ananta Institute Of Hotel Management and allied studies & IHMCS. The questionnaires took about 20 minutes to answer and were collected immediately on completion, which resulted in 84% response rate.

The demographic analysis of the research is as follows:

- Age
- Gender
- Education
- Place(Name of Institute/College)
- Occupation (of family)
- Annual Income (of family)

Table: 1 GENDER OF RESPONDENTS

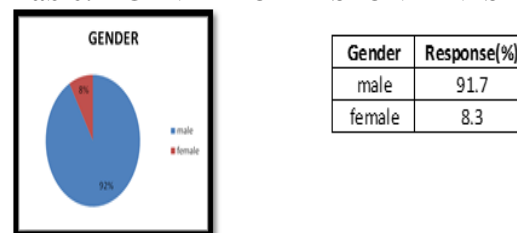


Table: 2 AGE OF RESPONDENTS

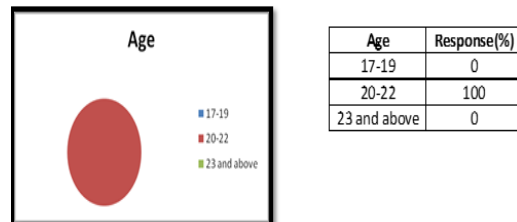
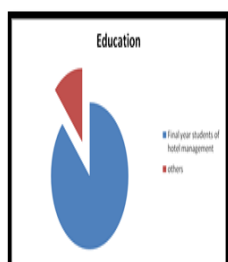


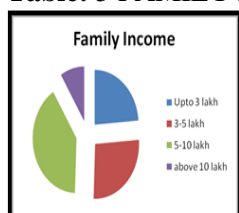
Table: 3 QUALIFICATIONS OF RESPONDENTS



Education	Response(%)
Final year students of hotel management	87.5
others	12.5

Table: 4 FAMILY OCCUPATIONS

OCCUPATION	RESPONSE S(%)
Service	66.6
Business	33.3

Table: 5 FAMILY INCOME

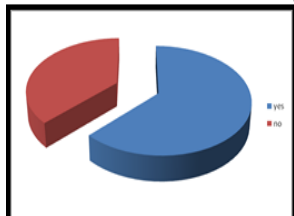
FAMILY INCOME	RESPONSE (%)
upto 3 lakh	33.3
3-5 lakh	37.5
5-10 lakh	16.7
above 10 lakh	12.5

Table: 6 NAME OF INSTITUTES

Institute of Hotel Management Jaipur	Amity University
International Institute of Hotel Management Jaipur	Jaipur National University
Institute of Hotel Management Panipat	Maharishi Arvind Institute of Hotel Management
Dr. Ambedkar Institute of Hotel Management Chandigarh	Manipal University
Lovely professional university	Ananta Institute Of Hotel Management
Ravat and Bahra Institute of Hotel Management, Kharar	Institute of Hotel Management & culinary studies
University Institute of Hotel Management, Chandigarh	

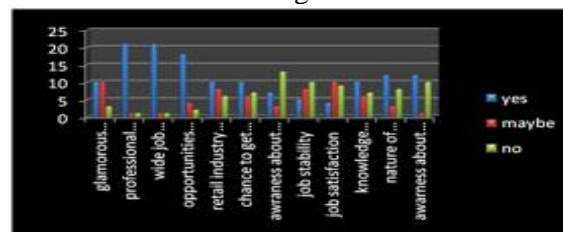
8. RESULTS AND FINDINGS:

The findings of the survey through the questionnaires are as under:

Table: 7 Do you had any knowledge about hospitality education as a career before taking admission in hotel management course.

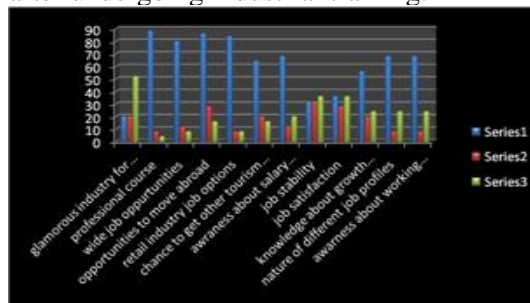
ANSWER	RESPONSE
Yes	62.50%
No	37.50%

It is observed that majority of students have awareness about hospitality management as a career before joining any institution for higher studies. This study option also shows that they have decided their career path well in advance and majorly is chosen through their own interest.

Table: 8 what was your initial perception about various factors of hospitality industry while taking admission in hotel management.

Variables	Responses(%)		
	yes	maybe	no
glamorous industry for employees	40	40	12
professional course	84	4	4
wide job opportunities	84	4	4
opportunities to move abroad	72	16	8
retail industry job options	40	32	24
chance to get other tourism related jobs	40	24	28
awareness about salary structure offered at initial level	28	12	52
job stability	20	32	40
job satisfaction	16	40	36
knowledge about growth and promotional factors	40	24	28
nature of different job profiles	48	12	32
awareness about working environment	48	4	40

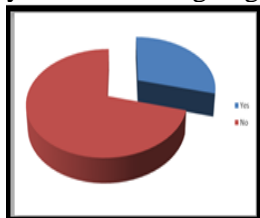
The study of the perception of hospitality industry as a career option among students before taking admission in the hospitality education reveals that majority of students considers hotel management as a professional course with wide job opportunities across world. However it also shows that they are not aware about the all the realities of the industries like knowledge about salary structure, growth and promotional factors etc Which further to certain extent had lead to student disappointment and high employee turnover in the industry.

Table: 9 what is your perception now in final year towards various aspects of hospitality industry after undergoing industrial training.

Variables	Responses(%)		
	yes	maybe	no
glamorous industry for employees	20	20	52
professional course	88	8	4
wide job opportunities	80	12	8
opportunities to move abroad	86	28	16
retail industry job options	84	8	8
chance to get other tourism related jobs	64	20	16
awareness about salary structure offered at initial level	68	12	20
job stability	32	32	36
job satisfaction	36	28	36
knowledge about growth and promotional factors	56	20	24
nature of different job profiles	68	8	24
awareness about working environment	68	8	24

The study highlights a noticeable difference among the perception of final year students of hotel management undergone industrial training towards hospitality industry as a career in comparison with the first year students. This variance is shown towards certain realities of the industry which students come across during their industrial training exposure i.e. earlier only 28% of the respondents were aware about the salary component of the industry however till the time they reach to final year 68% of them are now aware about the salary structure provided to students at initial level. Major variances are also shown in other parameters as well like awareness about the working environment of industry, nature of job profiles, growth and promotional factors etc.

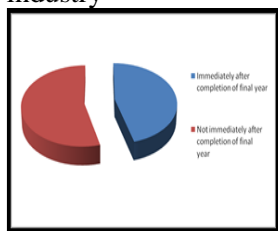
Table: 10 Does your overall perception about hospitality industry during first year match with your perception of hospitality industry during final year after undergoing industrial training.



ANSWER	RESPONSE(%)
Yes	29.2
No	70.8

The table indicates that majority of the students' overall perception towards hospitality industry during first year does not matches with their perception of hospitality industry during final year after undergoing industrial training. The result is due to various unavoidable factors existing in the depth of the industry about which initial awareness is not created among students at the time of stepping into hospitality education, as a result of which it there is no enthusiasm left among most of the final year students to sustain their career in hospitality industry.

Table: 11 When would you like to join the hotel industry

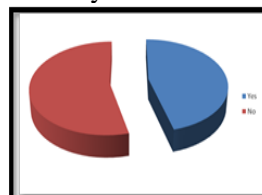


ANSWER	RESPONSE(%)
Immediately after completion of final year	45.8
Not immediately after completion of final year	54.2

It is seen that there is no major difference between the number of study who want to join immediately and those who does not want to join immediately hospitality industry after completion of formal course. The reason for the negative result as highlighted under the study is mainly because

students undergo into higher studies which could be either into the hospitality or other management courses as education is considered an important factor by them to lead a sustainable life.

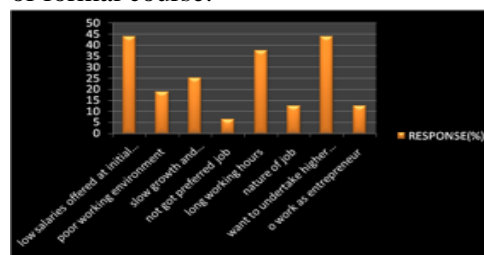
Table: 12 After completion of formal course, are you willing to continue your career in the hotel industry.



ANSWER	RESPONSE(%)
Yes	46
No	54

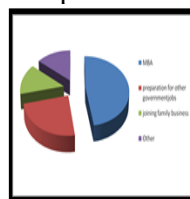
It has been observed that there is almost equal percentage of responses by the students slightly more towards negative scale. i.e the students are not willing to join the hotel industry after completion of their formal course of hotel management.

Table: 13 Different reasons considered by students for not joining the hotel industry after completion of formal course.



VARIABLES	RESPONSES (%)
low salaries offered at initial level	43.8
poor working environment	18.8
slow growth and promotional factors	25
not got preferred job	6.3
long working hours	37.5
nature of job	12.5
want to undertake higher studies	43.8
to work as entrepreneur	12.5

Table: 14 what is your alternate career option if you have decided not to join hotel industry, after completion of the course.



FACTORS	RESPONSES(%)
MBA	47.6
preparation for other government jobs	23.8
joining family business	14.3
Other	14.3

9. CONCLUSION

- This Research study is based on the perceptions of final year hotel management students who have undergone industrial training in a hotel. After the analysis of the responses received from students about hotel industry this study concluded that
- Most hotel management students are unsatisfied with the culture of the hotel industry. The major result for this dissatisfaction among them is due to the lack of realistic initial awareness spread among the students at time of taking admission into hotel management colleges. This leads to the huge gap between their expectations and desires from the industry with what industry demands from the students. However some students are satisfied with the working of the hotel industry works and many after hotel training are unassertive about their decision of continuing their career in the hospitality industry particularly hotels.
- There is also a change in the choice of department selected by the students before and after undergoing industrial training where they would like to work in future.
- As per students observation it is analyzed that there major reasoning for not joining the hotel industry after completion of formal course is low salaries offered at initial level particularly if compared with the total amount invested in obtaining the hotel management degree, poor work environment, slow growth and promotion opportunities, long working hours, different job profiles.
- Some students also feel that there is ordinarily respect level for hotel jobs as compared to other jobs, which to some extent becomes the barrier for the student's entry into the hotel industry.
- There are some students who wish to pursue alternative career option due the non-conformity of their perceptions about the industry.
- Majority of the students do not wish to get employed in the industry immediately after completion of their formal course of hotel management due to various reasons highlighting one is to pursue higher education in spite of knowing the fact that it would not help them get a better positions in terms of salary and designation in the industry.

10. SUGGESTIONS AND RECOMENDATIONS

Based on the study results the following recommendations are provided to all the stakeholders involved in the growth and the

development of the hospitality industry i.e. industry professionals, academicians & the students

- **Career counselling sessions:** It is observed that hospitality industry is in the way of settling down its booming position in the world market in comparison with other well know grown fields, simultaneously the hospitality education is also into the entering phase in the market therefore there is a substantial need to give additional focus on spreading more and more knowledge and awareness about the realities of the hotel industry among students at the initial level i.e. at the time of taking admission in the hotel management institutes or even at intermediate level so that students are very well known about the pros and cons of the industry and can prepare themselves as per the needs and demands of the industry well in advance. This would eventually lead to the lower employee attrition ratio and increased effective and efficient productivity
- **Collaboration between the industry and institutes:** merger of both the parties former being the demand creator and secondary is the supplier of the demand created. Hence both the corporations should join hands and work side by side for the betterment of the society.

This collaboration can be done in various aspects

- a. Hotel industry is the dynamic industry and not the static as it deals with human element and every human is different from other. Therefore the course curriculum adopted by the institutes for the students should also be dynamic in nature i.e. the syllabus designed should be in consideration by both the industrial experts as they are ones who actually work on the grounds and majorly aware about the latest trends happening in the industry and the academicians as they can very well understand the nerves of students and most importantly ensuring the students overall development.
- b. Students should the period of industrial training as an learning experience and should try to gain maximum knowledge about the working style and operational tactics of the industry. This is the only time where students get opportunities to work and learn without being assessed on their mistakes. The involvement of work integrated study pattern at regular interval of time in form of more and more industrial visits, industrial training period in the hotels, industrial expertise sessions for all departments to be provided to Students. In this way they learn more effectively by practically applying

their theoretical knowledge at actual work place. It gives them valuable experience and a chance to develop and modify their skills accordingly.

- c. Apart from students the faculties should also be given regular exposure enabling them to upgrade themselves with the latest trends and technology of the hospitality industry and same could be forwarded to the students developing a better human resource for the industry.
- As hospitality industry is known for their tedious challenging work environment in terms of working hours, salaries provided, nature of job, job stability etc. for the employees and are expected to get adapted to such situations without no if and buts. Now the industry should look into these matters and develop more employee oriented environment favourable for both industry and the employees.
- All the institutes should be operated under umbrella organisation to set benchmarks for SOP'S.

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