A COMPARATIVE EVALUATION OF HOSPITALITY ASPIRANTS' PERCEPTIONS AND EXPECTATIONS OF HOUSEKEEPING PROFESSIONALS TOWARD AN ENTREPRENEURIAL CAREER IN THE HOSPITALITY BUSINESS

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The hospitality industry has substantiatedenormous growth extensively across the world over in the last few decades. Even though covid-19 has disrupted the pace of growth across every sector, hospitality industry is also spared from it.Covid19 also has a rigorously damaging effect on the scholastic and learning system of the education in the entire world. The several fields of the hospitality sector which include lodging conveniences, bistros, cafes, events designing and planning, voyage, theme parks, Information technology-enabled services, entrepreneurship, and other leisure sectors. The innovative concepts of entrepreneurship are emerging in the hospitality sector with variety of services, ranging from the small leveland raised till the macro setups. Such as restaurant chains, food joints, hotels, food vans, laundry services, interior designing and decorations, facility services etc. Thus, this research attempts to evaluatethe perspectives of the hotel management graduates' towards pursuing career in the technologically advanced hospitality industry – a special focus to pursuing entrepreneurial career housekeeping operations.Therefore, to achievethe objective of the study, the total number of responses received was just 485, with 47 being rejected owing to an error in the received responses. Thus, for this study, only 438 students in their last year and preparing to graduate were investigated. The study also surveyed 120 Housekeeping professionals working in the industry with managerial positions. The outcome of this examinationexplains about the perception of the respondents concerning to pursue a career in the technologically advanced hospitality industry with a special focus to housekeeping operations. The limitation of this research work is limited to the housekeeping department only, and the researcher has interviewed and surveyed only students at the hotel management institute who are pursuing their studies in hotel management in Delhi. The housekeeping professionals surveyed for this study were also considered only from the hotels in Delhi.

Keywords: Technology, Career perceptions,Entrepreneurship, Housekeeping, Expectation, Hospitality.

1. INTRODUCTION

The "Hospitality" is a significantly lively and a very impelled and driven sector. It has been a potential source of contributor to the economy across the globe. As an impact of the novel covid-19, the world travel industry has suffered huge loss of 4.5 trillion U.S. dollars in the year 2020. There was a loss of almost 62 million jobs which means drop of 18.5% across the world(WTTC, 2021).There was a decline in the spending of global tourist by 69.4 per cent, while the spending of Domestic

visitor is diminished by 45 per cent(World Travel and Tourism Council, 2021). The unprecedented novel covid-19 has severely damaged the economies across the global at massive level. The universities began an extraordinary course of hospitality administration and hotel management where the students are trained to be an aspired hospitality professional who can lead a successful career.

In the year 2019, a novel yet deadly virus was witnessed in Wuhan, China, (Gössling, Scott, & Hal, 2020)which slowly and steadily affected every sector. The educational sector was also not spared from it. Thus, the educational institutes were obliged to mend the teaching styles and methodology and opted for online mode of education to satiate the need of hour(Adedoyin & Soykan, 2020). Online education is an education where we take the optimum use of diverse technologies and internet to develop the learning material required and delivers the lectures effectively by disseminating the knowledge among the students(Fry, 2001). "Digital Transformation" is not new concept in the academics and has been prevalent from last few years. This transformation has proposed incorporation of sustainable management to effectively adapt the changes caused due to the virus (Abad-Segura, Gonzalez-Zamar, & Aand, 2020).

(Mobility Foreignsights, 2020) states that the hotel industry grew -4 per cent CAGR in the past year and the coronavirus has a significant impact on the hospitality business. (WTTC, 2021)stated that the global economy has experienced a massive monetary loss of 4.5 trillion American dollars, by dropping GDP at the rate of 49.1% in 2019. However, there is decline in GDP of 3.7 per cent in the year 2020.in the fiscal year 2020, there was a fall of 18.5 per cent in the employment rate which made is a loss of 62 million jobs.(IBEF, 2021)The Indian hospitality and travel industry funds the country by generating income and is a great contributor in developing the various sources of foreign exchange, thus, creating 39 million opportunities in 2020. Moreover, it is stated that the no. of jobs in travel industry of India will be increased to 52.3 million by 2028.(Saxena, 2020) coined that according to the published reports of world bank the small business enterprises adds almost 40% to the global GDP and 60% to the total employment

across the globe.However, (Kumar A. , 2018) stated that the hospitality and tourism sector of India has been a 2nd highest developed and grown industry in past decades, which generated 8.78 per cent of total occupation pan India.(Schoffstall, 2013) stated the importance of learning the ergonomic of the hospitality work culture to learn the practical implications.Consequently, to gather experience and knowledge, the scholastic organisations shouldorganise internship that can aide in leaning practical knowledge. (Tiwari, Séraphin, & Chowdhary, 2020)gathers the research with the other coinciding studies explores with "triangulation process" and finds that the understudies may confront forsaken proficient possibilities and absence of opportunity to growth in career. This may cause disintegration and withdrawal of a few courses. Covid influenced the movement of courses by the causing a convincing requirement for progression of showing strategies and procedures.

Industry impact on the perceptions of the hospitality aspirants

(Kusluvan & Kusluvan, 2000)stated that the industry of hospitality has always laden arduous in selecting and sustaining the best employees. The hospitality and tourism industry highly values the significance of a well-learned and well-knowledgeable person, committed, technologically skilled and enthusiastic person which is to retain for delivering the services in the hospitality and tourism industry(Kusluvan & Kusluvan, 2000). The majority of the students of hospitality believe that they are sufficiently qualified to pursue a managerial occupation in the hospitality industry rather than any below managerial post or any entry level position (El-Houshy, 2014). (Wang & Huang, 2014)emphasises the need for more accurate information and understanding about the tourism and hospitality industry, as well as the specific vocations offered, to pique the interest of these students. As the research presented here demonstratesStudents' professional perspectives and attitudes fluctuate based on their individual traits. It's critical to remember that students' decisions are their own.Concerning jobs and/or careers, this information may vary over time.External and internal motivating elements that affect students have been coined. External influences, according to the author, are

external elements that come from outside and influence pupils' perspectives, such as parental and peer influence. Internal variables, on the other hand, are those that are self-driven and realised, such as joy in studying and learning about the department and work excitement(Wen, Li, & Kwon, 2018).According to(Singh & Amandeep, 2017)students like the diversity of the hospitality business since it allows them to meet and greet people from all over the world. Students' perceptions are created based on how satisfied they are with the type of hospitality education they receive from the institution. As a result, it is critical to meet the educational needs of hospitality seekers and to provide them with efficient training.To improve the aspirants' career progress and success, (Lub, Bijvank, Bal, Blomme, & Rene´Schalk, 2012) believes that the gap between the perceptions of hotel managerial personnel and young hospitality aspirants should be bridged.(Lub, Bijvank, Bal, Blomme, & Rene´Schalk, 2012) investigated the psychological factors that influence Gen X and Gen Y commitment to the hotel sector. According to the report, Gen Y has a lower level of dedication to the sector than Gen X. The study investigates the relationship between employee commitment and turnover. Positive views are formed by the use of abilities acquired during the process. When students encounter a disparity between what they have learned and what they have experienced in real life as a result of operational challenges, negative perceptions develop. Practical training assists students in being more motivated to learn and create good attitudes(Marinakou & giousmpasoglou, 2013). The hospitality institutes should educate students about the industry's needs and expectations in order to improve their understanding and perception of the sector. Practical training assists students in being more motivated to learn and create good attitudes (Marinakou & giousmpasoglou, 2013).

Career progression& expectations of the students of hospitality

Profession expectations are a person's true goals that he or she expects to achieve during his or her career. A person's profession will flourish if he or she possesses determination, passion, the appropriate proclivity, the right surroundings, and occupational interest. Parents, friends, family, peers, and associates

all help to establish the ideal environment(Beck, Lopa, & Hu, 2003). (Ghuangpeng, 2011)used terminology like "observed-knowledge" and "self-worth" to describe their findings. Self-worth is one's belief in one's ability to acquire, unify, and implement a process to achieve anything. Observed knowledge is learned via practical experience, but self-worth is one's belief in one's ability to acquire, unify, and implement a. To summarise their findings, they utilised terms like "observed-knowledge" and "self-worth." The belief in one's ability to acquire, unify, and implement a process to achieve anything is self-worth. Self-worth is one's belief in one's ability to acquire, unite, and apply a process to accomplish the observed knowledge, whereas observed knowledge is earned through practical experience.(Mostari & Roy, 2018)conducted research on the career preferences of millennials in order to better understand the demand for career counselling. This study showed a link between millennials' decision criteria and their vocation preference for a living. This study also discovered that age and sexual traits have a significant impact on vocation preferences. The presence of a relationship between profession advising and millennial vocation orientation was studied in this study.According to (Zahari & Fraser, 2004),many students do not enter the sector after completing the degree. According to the study, self-motivated students are easily influenced by others' points of view and beliefs. Those who were once enthused about their school programme have lost interest in working in the hospitality business.Certain areas and sectors of the hospitality business appear to be more favoured than other such as Sales and Marketing, and Human Resources are well-liked.

2. RESEARCH METHODOLOGY
2.1 Study Area and Sampling
The research was carried out on hospitality students at Delhi NCR institutions and academies that provide hospitality and hotel administration education and training. These include government establishments (IHM), state government establishments, and private hotel management establishments. The targeted establishments offer education through a variety of courses that follow the curriculum of a three-year or four-year degree course, such as BHM, which stands for Bachelors in Hotel Management, B.Sc., which

stands for Bachelorsin Science in Hospitality and Hotel Administration, and BHMCT, which stands for Bachelors in Hotel Management and Catering Technology.Nevertheless, the research was never envisioned to be directed toward any one institution or course. As a result, all respondents from the various educational institutions were treated equally during the survey's administration. The questionnaire was delivered to 950 final-year students. However, the total number of responses received was just 485, with 47 being rejected owing to an error in the received responses. However, 465 students did not respond and participated in the survey. Thus, for this study, only 438 students in their last year and preparing to graduate were investigated.

2.2 Instruments for Research

A structured questionnaire was created with the help of a comprehensive literature research in order to conduct a valuable survey. The well-structured questionnaire was developed using a Likert scale ranging from one to five (Kusluvan&Kusluvan, 2000). The questionnaire was divided into two sections: section A was designed to acquire the segment profile of the members, and section B was designed to gather the subtleties of understudies' perspectives on a Likert scale ranging from 1 to 5. The Likert scale 1 represents "strongly disagree," whereas the Likert scale 5 represents "strongly agree." SPSS version 20 was used to analyse the collected data.To examine the applicability of the information, the Barletts' test of sphericity and the Kaiser-Meyer-Oklin were used. Cronbachs' alpha reliability coefficient was

employed for each component to achieve scale uniformity, where a value greater than 0.7 represents applicable consistency of all the investigated data. To collect extensive secondary data, research papers, books, periodicals, authorised published data informs reports, and articles were analysed. Descriptive and exploratory research is carried out in order to analyse the survey data.Analytical tools such as frequency analysis are used to analyze the demographic details of the respondents. Factor analysis is also used to reduce a large number of variables to a small number of variables. This programme extracts the highest common variance from all parameters and converts it to a standard score. Furthermore, the Greatly Chosen and Slightly Chosen Factors are depicted using a table.

3. ANALYSIS AND RESULTS

Table No.1 showcases the details of the demographic features of the respondents who participated in the survey by depicting the characteristics of the participants, their total numbers, and their percentage. The numbers of respondents pursuing B.Sc. are 178 with 46.5 percent, BHM is 146 with 33.3 percent and BHMCT is 114 with 26 percent. The respondents with 3-year degree courses are 70.8 percent i.e., 324 and the numbers of respondents with 4-year degree courses are 29.1 i.e.114. The number of male respondents is 336 with 73.9 percent, whereas the female respondents are 102 with 23.2 percent. The age group may vary from18-19,20-21. 22and above with 17.1 percent, 73.7 percent, and 9.1 percent respectively.

TABLE NO.1 DEMOGRAPHIC DETAILS OF THE RESPONDENTS

Participants Characteristics	N	%
Programme		
B.Sc.in Hotel & Hospitality Management	178	46.5
BHM	146	33.3
BHMCT	114	26
Time of Course Accomplishment		
3 years	324	70.8
4years	114	29.1
Sex		
Male	336	73.9
Female	102	23.2
Others	0	0
Age-group		
18-19 years	75	17.1
20-21 years	323	73.7

22 years &above	40	9.1

Source: Author

4. ANALYSIS OF DATA

4.1 Perception of Hospitality Students

Table No.2
SECTORS OF HOSPITALITY TO PURSUE

	Mean	Std. Deviation	Skewness		Kurtosis	
				Std. Error		Std. Error
Hotels, Lodging and Restaurant management	4.43	.852	-1.662	.118	2.604	.235
Cruise ship	4.17	.935	-1.021	.118	.639	.235
Retails Industry	3.71	1.055	-.615	.118	.053	.235
Aviation airline and catering services	4.21	.988	-1.375	.118	1.609	.235
Club management and Hospital management	3.77	1.122	-.671	.118	-.169	.235

Source: Author

Table No.2 demonstrate the different sectors of hospitality which are pursued by the students of hospitality after their graduation. The hotels, lodging and restaurant management has the highest mean value of 4.43 with standard deviation of .852. However, the mean value of Aviation airlines & catering services is 4.21 with standard deviation .988. and the cruise ship is 4.17 with mean deviation of .935, followed by club management and hospital management with mean value of 3.77 and standard deviation of 1.222. the least mean value is of retails industry of 3.71 with standard deviation of 1.055. Thus, the results suggests that students are more likely to opt hotels, lodging of restaurants, followed by aviation airlines and catering services.

Table No.3
CHOICE OF DEPARTMENT

	Mean	Std. Deviation	Skewness		Kurtosis	
				Std. Error		Std. Error
Food and Beverage services	4.20	.929	-1.104	.118	.859	.235
Food Production	3.78	1.150	-.562	.118	-.545	.235
Accommodation Operations	3.63	.962	-.582	.118	.230	.235
Front Office	4.04	.960	-.932	.118	.688	.235

Sales and Marketing	3.81	1.047	-.787	.118	.268	.235

Source: Author

The Table no. 3 represents the choice of departments in the hospitality industry.The highest mean value is score by the Food and beverage dept. with mean value of 4.20 and standard deviation of .929. The second highest mean value is of 4.04 scored by front office with standard deviation of .960. The third position is obtained by sales and marketing with mean value of 3.81 with standard deviation of 1.047. The second last mean value of 3.78 is scored by food production with standard deviation of 1.150. The last department with the least mean value of 3.63 is scored by the accommodation operation with standard deviation of .962. Thus, the least preferred dept. by the hospitality aspirants is accommodation operations.

Table No.4
POTENTIAL TO OFFER FINANCIAL SUSTAINIABILITY

	Mean	Std. Deviation	Skewness		Kurtosis	
				Std. Error		Std. Error
Food and Beverage services	4.23	.960	-1.453	.118	2.055	.235
Food Production	4.13	1.015	-1.172	.118	1.044	.235
Accommodation Operations	3.60	.840	-.712	.118	1.109	.235
Front Office	4.08	.937	-.918	.118	.482	.235
Sales and Marketing	4.14	.947	-1.071	.118	.886	.235

Source: Author

The Table no. 4 represents the potential of departments in the hospitality industry to offer financial sustainability. The highest mean value is score by the Food and beverage dept. with mean value of 4.23 and standard deviation of .960. The second highest mean value is of 4.14 scored by sales and marketing with standard deviation of .947. The third position is obtained by food production with mean value of 4.13 with standard deviation of 1.015. The second last mean value of 4.08 is scored by front office with standard deviation of .937. The last department with the least mean value of 3.60 is scored by the accommodation operation with standard deviation of .0840. Thus, the students consider that the accommodation operation dept. does not have the potential to provide them financial sustainability in their career.

Table No.5
HONOUR IN THE SOCIETY

	Mean	Std. Deviation	Skewness		Kurtosis	
				Std. Error		Std. Error
Food and Beverage services	4.01	1.059	-1.079	.118	.755	.235
Food Production	4.34	.880	-1.208	.118	.761	.235

Accommodation Operations	3.33	.900	-.551	.118	.450	.235
Front Office	4.37	.874	-1.503	.118	2.216	.235
Sales and Marketing	4.17	1.003	-1.246	.118	1.281	.235

Source: Author

The Table no. 5 represents the potential of departments in the hospitality industry to provide honour in the society. The highest mean value of 4.37 is scored by front office with standard deviation of .874. The second highest mean value is of the food production dept. with mean value of 4.34 and standard deviation of .880. The third position is obtained by sales and marketing with mean value of 4.17 and standard deviation of 1.003.

The second last mean value of 4.01 is scored by food and beverage with standard deviation of 1.059. The last department with the least mean value of 3.33 is scored by the accommodation operation with standard deviation of .900. Thus, the students consider that the accommodation operation dept. does not have the potential to provide them honour and respect in society.

Table No.6
Factors Influencing the Perceptions of Hospitality Aspirants

	Mean	Std. Deviation	Skewness		Kurtosis	
				Std. Error		Std. Error
Faculty with industry experience have a big impact on the department choice of aspirants	3.31	1.522	-.429	.118	-1.268	.235
Working in the housekeeping department, which requires cleaning, can be socially stigmatised.	3.03	1.128	-.201	.118	-.766	.235
Technology inspired by artificial intelligence can positively impact the perceptions of the aspirants	3.08	1.278	-.211	.118	-.966	.235
Would you desire to switch if the Housekeeping Department offered you more opportunities for advancement than the other departments of the hotel?	2.77	1.316	.114	.118	-1.063	.235
Housekeeping is regarded as a secondary department in comparison to the hotel's other functional departments.	2.35	1.338	.659	.118	-.788	.235

Source: Author

The Table no.6 demonstrates various perceptions of the hospitality aspirants on different aspects. The first statements *"faculties with industry experience have a big impact on the department choice of aspirants"* scored the mean value of 3.31 and standard value of 1.522. the second statement *"working in the housekeeping department which requires cleaning is considered as social*

stigma" with mean value of 3.03 and standard deviation of 1.128. The statement *"technology inspired by artificial intelligence can positively impact the perceptions of the aspirants"* with mean value of 3.08 and standard deviation 1.278. The statement *"would you desire to switch if the housekeeping department offered you more opportunities for advancement than the other*

departments of the hotel" with mean value of 2.77 with standard deviation 1.316. The statement "*housekeeping is regarded as a secondary department in comparison to the hotel's other functional departments*" with mean value of 2.35 with standard deviation of 1.338.

Table No.7
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.726
Bartlett's Test of Sphericity	Approx. Chi-Square	448.271
	df	10
	Sig.	.000

The Table no.7 Kaiser-Meyer-Olkin measures as .726 which is more than 0.7. and significance value of .000. Thus, the KMO test reflects that the result is reliable to conduct further evaluation of factor analysis.

Table No. 8
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	2.335	46.701	46.701	2.335	46.701	46.701	2.249
2	1.010	20.205	66.906	1.010	20.205	66.906	1.338
3	.718	14.361	81.267				
4	.582	11.642	92.909				
5	.355	7.091	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Source: Author

The above table no. 8 depicts that the total variance explained is categorized into three parts, named as initial eigenvalue, extraction, and loadings. offers information on the Eigenvalue of each variance's percentage of variance. As a result, each component accounts for a given amount of variation in the original variables. Furthermore, the second column of "percent of variance" illustrates the proportion of variance accounted for by each component in relation to the overall variance in all variables. The third column, "cumulative percent," indicates how much of the variance can be explained by the first components(IBM, 2016).Thus, as indicated above, if an eigenvalue greater than one is reached, the first two principal components are acquired, accounting for 66.906 percent of the variance of 5 basic variables associated with graduates' perceptions of departments for career opportunities in the hospitality sector.

4.2 Expectation of Housekeeping Experts

Table No. 9
GROWTH OF CAREER IN HOUSEKEEPING DEPT.

	Mean	Std. Deviation	Skewness	Kurtosis

				Std. Error		Std. Error
Do you think housekeeping department can provide sufficient career growth opportunities and wide career prospects for an individual?	4.49	.627	-.847	.203	-.292	.404

Source: Author

The table no. 9 validates that the mean value of the factor "sufficient career growth in housekeeping department" has the mean value of 4.49 and standard deviation of .627. thus, it depicts that the maximum no. of housekeeping industry experts believes that the housekeeping has the potential to pave promising career for the hospitality job seeker by providing them an adequate prospect of opportunities.

Table No. 10
EXPANSION INTO AN INDUSTRY

	Mean	Std. Deviation	Skewness		Kurtosis	
				Std. Error		Std. Error
Do you believe the Housekeeping dept. is expanding as an potential industry?	4.61	.663	-1.435	.203	.744	.404

Source: Author

The table no. 10 determines that the mean value of the factor "expansion of H.K. into an industry" has the mean value of 4.61 and standard deviation of .663. thus, it depicts that the maximum no. of housekeeping industry experts believes that the housekeeping is expanding its horizon and advancing as an industry.

Table No. 11
FINANCIAL SUSTAINABILITY

	Mean	Std. Deviation	Skewness		Kurtosis	
				Std. Error		Std. Error
Do you think housekeeping industry is capable to provide financial sustainability to an individual?	4.21	.832	-.864	.203	.145	.404

Source: Author

The table no. 11 reveals that the mean value of the factor "financial sustainability" has the mean value of 4.21 and standard deviation of .832. Thus, it depicts that the maximum no. of housekeeping industry experts believes that the housekeeping has the potential to pave promising career for the hospitality job seeker by providing them agreat monetary security.

Table No. 12
HOUSEKEEPING BEING CAREER PREFERENCE OF STUDENTS

		Mean	Std. Deviation	Skewness		Kurtosis	

					Std. Error		Std. Error
Do you think majority of students choose housekeeping as 1st preference to pursue their career?		2.61	1.098	.444	.203	-.176	.404

Source: Author

The table no. 12 explains that the mean value of the factor "Housekeeping being career preference of the students" has the mean value of 2.61 and standard deviation of 1.098. Thus, it depicts that the maximum no. of housekeeping industry experts believes that the housekeeping is not highly desired by the students to join and pursue their professional life.

Table No.13
SCOPE OF WORK IN H.K. DEPT.

	Mean	Std. Deviation	Skewness		Kurtosis	
				Std. Error		Std. Error
Do you think that students perceive housekeeping as a department curtailed to only cleaning task?	3.94	1.153	-.958	.203	.224	.404

Source: Author

The table no. 13 demonstrates that the mean value of the factor "Scope of work in H.K. Dept." has the mean value of 3.94 and standard deviation of 1.153. Thus, it depicts that a considerate no. of housekeeping industry experts believes that the housekeeping has a great scope to work apart from restricting it to just cleaning and sustenance.

Table No. 14
HONOUR IN SOCIETY

	Mean	Std. Deviation	Skewness		Kurtosis	
				Std. Error		Std. Error
Do you think working as a professional housekeeper helps you in honour and recognition from your friends and family?	4.19	.850	-.657	.203	-.578	.404

Source: Author

The table no. 14 reveals that the mean value of the factor "Honour in the society" has the mean value of 4.19 and standard deviation of .850. Thus, it depicts that the maximum no. of housekeeping industry experts believes that the housekeeping dept. gives them a sense of respect and honour in the society.

Table No. 15
OPPORTUNITY TO GROW AN ENTREPRENEUR IN TECHNICALLY ADVANCED H.K. INDUSTRY

	Mean	Std. Deviation	Skewness	Kurtosis

				Std. Error		Std. Error
Do you think housekeeping has prospects of entrepreneurship?	4.42	.728	-1.743	.203	5.312	.404

Source: Author

The table no. 15 give explanation that the mean value of the factor "opportunity to grown as an entrepreneur in technically advanced H.K. industry" has the mean value of 4.42 and standard deviation of .728 Thus, it depicts that the maximum no. of housekeeping industry experts believes that the housekeeping has a great potential to grow as an entrepreneur in the technically advanced department of housekeeping.

Practical Implications

The study is intended to help hospitality students, the hospitality industry professionals, and hospitality instructors. Graduates' perspectives have a role in defining their careers. The course provides a path for students to learn about the many areas of the housekeeping business in which they may create a career. The study identifies students' unfavourable beliefs that prevent them from entering the housekeeping sector of the hotel business. Similarly, the impact of internship has a negative impact on hospitality applicants and is likely to influence their opinions (Le, Klieve, & McDonald, 2018). It is critical to raise the prominence of the hotel business in order to motivate students to work in the industry (El-Dief & El-Dief, 2019). It is critical for graduates to understand the industry's perspective and needs (V, Fukey, & Balasubramanian, 2014).

Discussion and Findings

According to the findings of this study, there is a significant need for the housekeeping business to raise awareness and cognizance in understudies about the vocation possibilities and opportunities in the housekeeping division across the hospitality and lodging business as well as in every service-oriented sector. The housekeeping division has now evolved into an industry that is not only required in the hotel sector but is also required in every other industry in order to attract business. As a result, hospitality students have a variety of possibilities for pursuing professional employment outside of the hotel industry. Similarly, entrepreneurship in the housekeeping industry offers enormous potential for growth. Housekeeping administrations and services are proving to be a profitable business enterprise for any hopefuls who are eager to dive in and explore the vocational potential as prospective entrepreneurs. This study discusses the influence of innovation in enticing understudies to pursue a career in the housekeeping division over other hotel divisions. This examination might be used further by Housekeeping specialists and Recruiters to delve into the understudies' perceptions of the housekeeping division.

However, because this analysis was limited to Delhi understudies and the housekeeping division, more inquiry may be led by other analysts and researchers for various places and with various departments and divisions of the hotel. The most important variables are a desire to work in the hotel sector, an attraction to the profession's seductive allure, career ambitions and potential, and societal prestige. The influence of friends and family, no alternative left to pursue, retails sectors, accommodation operation, and front office department are the most subtly chosen elements. This study considers if there is a need to increase applicants' awareness of "job possibilities" in order to foster growth in the housekeeping sector. Aspirants are more eager to work in different areas of the hospitality and hotel sector. Despite the utilisation of modern techniques and processes to do day-to-day tasks, applicants feel constrained to favour the housekeeping division over other divisions. The reasons why candidates do not favour the housekeeping division is because they believe their job as a housekeeper include obligations such as cleaning the hotel's public areas such as the lobby, toilets, and restrooms, as well as cleaning and maintaining bedrooms. They consider housekeeping to be a low-level employment with poor growth and compensation scales, as well as less innovation in the work when compared to other department. This study is restricted to find the perceptions of the hospitality aspirants of towards housekeeping department. However, a

further study can be conducted on other department of hospitality to improve the recruitment of the industry.

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