

PERCEPTION AND PREFERENCES OF HOSPITALITY MANAGEMENT STUDENTS TOWARDS WORKING IN HOTEL INDUSTRY

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ABSTRACT--*The hospitality industry is a service industry which includes several sectors such as hotels, food industry, tourism, retail sector, event companies, theme parks, transportation and many more. The bang in hospitality and tourism sector is not only in India but abroad also has impressed it into a most of profitable and beneficial sector of the world that also brings a considerable amount of foreign exchange. As an affect many well-known hotel chains are planning to open a huge number of hotels throughout the world. To run their organization (hotel business), educated and expert manpower is required. This has triggered the hospitality education in the India too. The hospitality industry worldwide has been stood up to with the issue of pulling in and holding quality workers. On the off chance that the present understudies are to turn into the viable experts of tomorrow, it is crucial to comprehend their impression of the travel industry work. Along these lines, this study targets exploring the view of hospitality management students at the various schools in Utrakhand towards the business as a lifelong decision. This research paper will focus on last year students who are going to join hotels in short duration. This research aimed to find the perception and preferences of hospitality management students towards working in hotel sector. This research paper is based on observation and feedback of 200 students of different colleges for which prearranged questionnaire along with the personal interview of selected students which included 20 well framed questions analyzed of likert scale statistical tools such as percentage and mean from which we conclude that perception of final year hospitality management students towards their preferences and choices to work in reputed hotel brands industry*

KEYWORDS -- *Hospitality, Hotel, Students, Perception and Preferences.*

I. INTRODUCTION

Last few years have exposed a speedy enlargement of the hospitality sector in a number of countries. According to current available statistics by the World Tourism Organization (WTO, 2005), the hotel industry is presently one of the leading employers in many countries and a huge number of communities depend upon it to offer “quality” work opportunities for their school leavers. This is the reason colleges started a special course which is known as hotel management course which give trained staff to the industry, these course are in different ways like degree, diploma and masters. There are many numbers of colleges and universities provide hospitality management program in India as well as abroad, these program are run by government, NGO’s and private institution and produce hotel professionals to exceed the expectation of people who spend time and money in

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hotel. Many hotels provide earning opportunity and career path for the hospitality management graduates through various programs like management program, Job trainees etc. to develop required skills in the specific area of hotel operation and retain and these graduates not only have opportunity in hotel but also they can make their carrier in retail, airlines, catering organization etc. However, final year graduates face challenges with their preferences and perception while looking to take up the offer by hotels and other sectors like cruise, retail, fast food etc. This research helps colleges to understand the final year student's perception and preferences and hotels to understand the trend in final year students with regard to perception and preference while seeking a hotel job. For this research we only select the students of hotel management colleges which is located in Utrakhand. Major Hotel Management colleges of Utrakhand are selected for this research are given below-

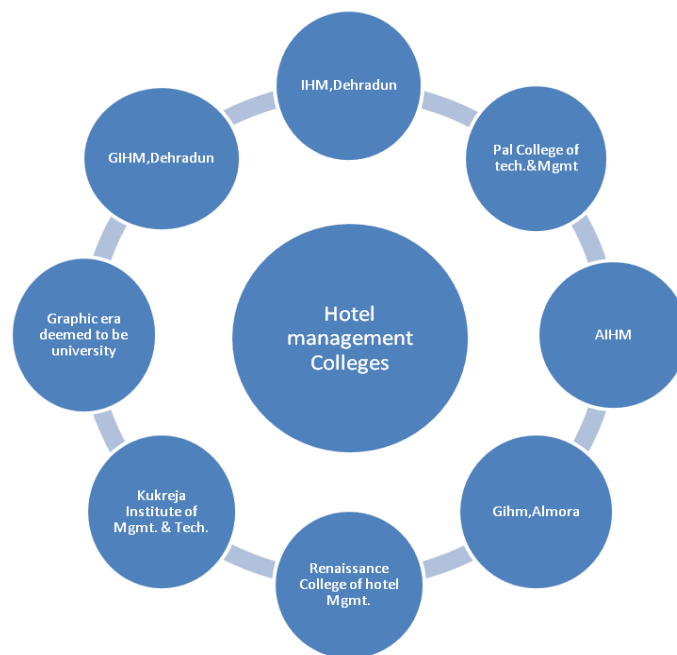


Figure 1: Major Hotel Management Colleges In Utrakhand Are Selected For This Study

II. LITRATURE REVIEW

There are limited numbers of studies conduct in this topic, so requires more studies to conduct or relate to highlight perception and preferences of hospitality management students towards working in hotel industry is required. Few important and relevant literature on this subject is reviewed in this section.

➤ **Sayed S. El-Houshy (2019)**- Finding of the study terminated that regarding five hundredth of the graduates United Nations agency entered the commercial enterprise business upon graduation quit their 1st job and located employment outside the business when two years of operating. This ends up in high worker's turnover and waste of trained and knowledgeable about personnel. Hence, business professionals and employers ought to deal fastidiously with recent recruits from students United Nations agencies have a serious result on the potential progress of the business.

➤ **T.S. Natarajan & G.P. Raman (2018)**-The study was conducted to know the current trend of perception and preference among final year graduates of hotel management institutions in Chennai city. The study with gathered evidence concluded that there is a demand for hotel management education, Internal and External

factors influence perception and preferences and there will be qualified human capital available to the hotel industry.

➤ **Anoop Patiar, Emily Ma, Sandie Kensbock, Russell Cox (2017)**- Hotel management (HM) degree programs is a sensible blend of element of technical skills, essential data and soft skills - a mixture of skills that's a necessity for hospitality graduates desire to affix the but, in recent years, several universities - notably in Australia - have substituted sensible courses with theoretical alternatives. This different possibility has meant that students are not any longer exposed to true structure surroundings wherever they will teach welcome management (hotel food and beverage) in conjunction with social skills.

➤ **Rajeshree S. Pol & Hemraj Patil (2015)**-The authors conclude that the foremost hospitality management students have an amendment in angle when actual work expertise in hotel industry that is throughout their industrial coaching. Some students post completion of the course is happy to work with the industry while some students think otherwise for alternative option to work in some other field

➤ **Eric A. Brown Susan W. Arendt, Robert Bosselman (2014)**- The notices of the analysis would indicate those still within the cordial reception trade find it additional necessary to own sensible promotion prospects, associate inessential incentive, and a career during which they'll use their cordial reception degree, associate intrinsic incentive. All respondents had a cordial reception degree and then this finding would either indicate those who left don't mind having a career during which their cordial reception degree isn't used or maybe those still within the trade are there as a result of they feel it's necessary to be within the trade that's according to their studies. Additionally, those who stayed within the cordial reception trade indicate its additional necessary to be promoted. This might indicate they believe staying within the cordial reception trade is that the best methodology of obtaining promoted, maybe because of their cordial reception degree. However, those who left found it additional necessary to contribute to society; maybe they failed to envision they might accomplish this within the cordial reception trade.

➤ **Anoop Kumar, Pankaj Kumar Singh, Amit Kumar & Shalini (2014)**-This study conclude that students do not find a congenial work environment been provided in the industry as well they do not find the job as respectable as others. Even the nature of the hospitality job lacks challenges for students. Moreover, they perceive negative towards opportunities offered by the industry for self development. The industry needs to concentrate on these above mentioned variables so as to improve the perception of males that lead to better skilled man force to serve the industry and fulfill the human resource requirement.

➤ **Conrad Lashley(2013)**- According to the author students are pulled in to work in accommodation associations since employments are copious and the work is commonly engaging. Bar and café work, specifically, permit understudies to work in settings that have covers with their public activity. The interest for work now and again when they are accessible, or when they can fit in a few moves round course work responsibilities expands the engaging quality to understudies. All things considered, the retail area is a significant contender to these accommodation business openings, and there is some proof that pay rates can be better in retailing. Businesses should know about the genuine rates being paid in the neighborhood work showcase and guarantee that they in any event coordinate rates accessible to understudies working in retail and shop occupations.

➤ *Sevgin Akış Roney & Perin Öztin (2007)*- This exploration concludes that high vocation desires, when they are not met, can make dissatisfaction and thusly, less employment fulfillment and high staff turnover. In this manner, if understudies who are solid disapproved about going to a four-year program of the travel industry are allowed to do as such, there will likely be less dissatisfaction as far as their profession possibilities.

➤ *Anastasios Zopiatis & George Kyprianou (2006)* -Findings recommend that the business is in a position to draw in a people with average or below educational qualifications United Nations agency principally attend secondary public technical faculties. The authors bestowed variety of recommendations area unit supported on a dependent and relationship amongst hospitality stakeholders, secondary students, and therefore the Government. The standard of this relationship can become the determinant think about all of our efforts to enhance the sector, its reputation, and therefore the number of people attracted by it. Tertiary education features a crucial role during this effort since it represents the bridge by that people ought to with success pass en-route to a prosperous and long-run career.

III. OBJECTIVES OF THE STUDY

- To study the perception of last year hospitality management students towards the working in hotel.
- To examine the last year hospitality management student's preferences of working in hotel industry.

IV. RESEARCH METHODOLOGY

The methodology used in this research is focused on the collection of primary data and secondary data. Primary data is composed by using survey questionnaires, Secondary data is gathered from the pertinent material using renowned journals, Eminent books, published magazines and articles, and also relevant internet sources. The present research core intention is to find out the final year hotel management students perception and preferences towards the jobs in hotels after completing degree. The sample of the study consists of final year students of hotel management programme of different colleges located in Utrakhand. The convenience sampling method was adopted. The data were collected from the period from 2018 to 2019. The questions consisted in the questionnaire regarding perceptions and preferences of job in hotels. All the statements regarding the preferences and perceptions of final year's hotel management students were based on Likert's five-point scale, from unsatisfactory to very good

V. DATA ANALYSIS AND INTERPRETATION

The prearrange questionnaires were accordingly filled by the 200 respondents. The data revealed from the questionnaire are depicted.

Table 1: Data analysis and interpretation

S.No	Particular	Rating					Mean score	Result
		1	2	3	4	5		
1	Selection of Institution	6	14	40	80	60	3.87	Good

2	Practical session in institute	4	16	50	60	70	3.88	Good
3	Placement for industrial training	2	6	40	80	72	4.87	Very Good
4	Experience of industrial training	16	24	44	54	62	3.61	Good
5	Attitude of staff during industrial training	30	32	40	56	42	3.24	Neutral
6	Satisfaction level towards hotel industry work environment	18	24	42	54	62	3.59	Good
7	Position offered	34	38	36	48	44	3.15	Good
8	Salary offered	36	46	42	44	32	2.95	Neutral
9	Process of selection for job	16	36	36	56	66	3.75	Good
10	Parents thinking to work in hotels	24	28	24	54	50	3.09	Good
11	Global opportunity	2	10	36	54	98	4.18	Very Good
12	Job option after completing hotel management	2	18	50	46	84	3.96	Good
13	Work life balance	50	40	36	38	36	2.85	Neutral
14	H.R policy	30	56	42	32	40	2.98	Neutral
15	Management attitude towards staff	34	56	46	36	28	2.84	Neutral
16	Growth Prospective in hotels	16	54	32	50	48	3.3	Neutral
17	Duty hours	54	42	38	34	32	2.9	Neutral
18	Facilities for employees	16	38	38	50	58	3.48	Good
19	Safety and security for employees	12	36	40	58	54	3.53	Good
20	Job Safety	40	56	38	36	30	2.8	Neutral

NOTE—1-Unsatisfactory, 2-Satisfactory, 3-Neutral, 4-Good, 5-Very Good

Mean interpretation: 1 - 1.80: Unsatisfactory, 1.81-2.60: Satisfactory, 2.61-3.40: Neutral, 3.41- 4.20: Good, 4.21- 5.0: Very good

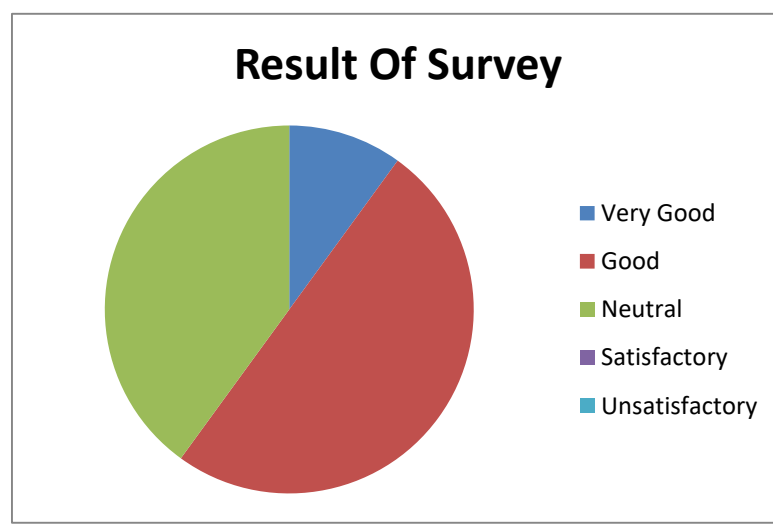


Figure 2: Result of survey

VI. FINDINGS AND CONCLUSION

The findings of the study suggested that undergraduate hospitality management general notion of hospitality employment appears to be both positive and negative. Even if new students start with a more positive view of the industry, after the internship/industrial training period and (for some students) part-time work experience, they develop a less positive perception. Various factors such as Selection of Institute, learning through practical session, Industrial exposure and final placement are the pivotal area for developing positive perception regarding final placement in reputed hotel brands. Apart from this proper job position at the initial phase in the form of Management trainees and Hotel Operational trainee offering reasonable salaries are also acting as an positive determinant for students perception of opting career in the field of hotel industry. Similarly final placement followed by the global prospect in the field of hospitality industry also act as a determinant of generating positive perception for jobs in hospitality industry

On the other hand some areas wherein hotels can work in order to enhance positive preferences for employee are attitude of the employee towards young industrial training where they should focus on learning and the outcome of learning for the trainees, hotel should also focus on quality Human resource policy focusing on work life balance which would focus on holistic growth of the employees proper working hour along with job security should be incorporated by Hotel to ensure Positive perception for the students who wants to join hotel Industry

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