

Students Career Perceptions Toward Hospitality Industry - A Comparative Study In The Region Of Punjab

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Abstract:

The hospitality industry one of the broad category fields within the service industry that includes lodging, food and drink service. After 2nd world war hotel industry created new job opportunities and it is often criticized that the hotel industry provides highly dominant and less paid jobs. If today's students want to make their career in hospitality industry it is important to understand their perception towards hotel industry. The data collected for the various institute, colleges and universities in the region of Punjab. Students are study the various courses of hotel management like Bsc HM, BHMCT and Msc, The questionnaire prepared where 25 different variables were included. Therefore, the study conducted between final year students from different courses on the basis of completion of their industrial training or about to complete. Further, descriptive test was applied on the basis of different courses. Further, t-test was applied to know the significance difference between students either have completed their industrial training or not. 24 variable were found that there is no significance difference between students. So the null hypothesis is accepted. This study shows that students have strong positive perception towards hospitality industry.

Key Note:-Hospitality Industry, perception, graduate students, career prospect.

Introduction

The Hospitality and Tourism industry meets the needs of people with kindness and goodwill while they are away from their homes. Hospitality industry broken into four different sectors: food and beverage, lodging, recreation, travel and tourism. According to the World Travel and Tourism Council, Hospitality & Tourism is the world's largest industry, and has a current

annual growth rate of 4.2% worldwide. In USA dollars, the world Hospitality & Tourism industry is expected to generate over \$6.4 trillion in 2007. By 2016 it is projected to generate \$12.1 trillion. Hospitality creates jobs, allows economies to grow, and helps people explore the world for personal satisfaction or business. The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. In 2018 foreign tourist arrivals in India around 0.56 million, achieving growth rate of 5.20% year-on-year. Foreign tourist arrival in January 2019 stood at 1.10 million, up 5.30 per cent compared to 1.05 million year-on-year. During May 2019, arrivals through e-tourist visa increased by 21.70 per cent year-on-year to 1.23 million. The travel & tourism sector in India accounted for 8% of the total employment opportunities generated in the country in 2017, providing employment to around 41.6 million people during the same year. The number is expected to rise by 2 % annum to 52.3 million jobs by 2028. International hotel chains are increasing their presence in the country, as it will account for around 47 per cent share in the Tourism & Hospitality sector of India by 2020 & 50 % by 2022 During the period April 2000-March 2019, the hotel and tourism sector attracted around US\$ 12.35 billion of foreign direct investment, according to the data released by Department for Promotion of Industry and Internal Trade.

During 2018-19, a total of seven projects worth Rs 384.67 crore (US\$ 54.81 million) were sanctioned under the Swadesh Darshan scheme. As of July 2018, 14 states had deployed tourist police. In November 2018, Nagaland also deployed a separate tourist police in the state. Due to the latest policies of Government and large expansion of hospitality industry throughout the word instigated me to investigate the perception of final year students to know their perception towards hospitality industry.

Review of Literature

Casado (1992) conducted research on final year students and revealed that students have completed their training has a negative perception towards hospitality industry. **Barron and Maxwell (1993)** found that new students have a great interest in comparison to the students who have completed their training. **Laslie and Richardson (2000)** surveyed of pre-internship

perception and post-internship experiences influence students to make their career in hospitality industry. **Jenkins (2001)** stated that to work as trainee in the industry affected student's perception towards industry. **Yafang and Gongyong (2008)** revealed in his research that students who have exposed then in real work condition during their training in hotels developed negative perception towards industry lack of coordination. Opportunities for self development, wages, work pressure, interesting and challenging work and autonomy involved in the work. **Van Rheed and Tromp (2009)** found differences between pre-and post entry expectation of hospitality management is hospitality industry. **Sibson (2011)** revealed that interesting fun job and a pleasant working environment had appositve effect on a career choice. **Korkmez st al (2012)** indicated that student's perceived working condition in the sector as negative. However, most of the students would like to work in this sector. **Datta et al. (2013)** explained the difference in expectation between students who have completed their industrial training or yet to complete. Students those have completed industrial training has more negative perception towards hospitality industry.

Objective of the study:

To study out the perception of final year students towards hospitality industry.

To find out the relationship between who completed the industrial training or in completed.

To study the positive and negative intention of students towards the hospitality industry.

Research Methodology:

Total 175 students of final year from different courses studying in hotel management were surveyed through questionnaire. With due consideration to the fact that study is based on final year students who have completed their industrial training or about to complete. Apart from this other secondary data was collected from various journal books and internet web sites.

Questionnaire

A set questionnaire consists of two categories, Part A to collect the demographic data of respondent. Part B to know their actual perception towards working in hospitality industry or

not. The perception of respondents was recorded on a Likert five- point scale method in which 5 was scored as 5 strongly agree, 4 agree, 3 neutral, 2 disagree and 1 strongly disagree.

Observation and Analysis

The demographic data is elaborated in Table No 1 shows that 63% respondents were male and 37% were female, maximum number of respondents 64.30% were in the age group of 19-21 years, 29.20% were in the age group of 22-24 years followed by 4.10% more than 24 years and 2.30% in the age group of 16-18 years. Students from different courses like B.Sc HM were found (70.09%), BHM (15.40%) followed by M.Sc HM (2.30%) and others (12.30%). Among all the respondents 70.30% were found those have completed their industrial training and 29.70% students yet to complete their training. Out of 175 respondents highest students were found from LPU (39.42) followed by GNA University (38.80%) and CT Group of Institutions (21.71%)

Table No 1

Demographic Profile of All Students		Frequency	Actual percentage
Gender			
	Male		63%
	Female		37%
Age(years)			
	16-18	4	2.30%
	19-21	111	64.30%
	22-24	53	29.20%
	More than 24	7	4.10%
Course(final year students)			
	Msc HM	3	2.30%
	BHM	27	15.40%
	Bsc HM	124	70.09%

	Others	21	12.30%
Industrial training completed			
	Yes	123	70.30%
	No	52	29.70%
University/Institute			
	GNA	68	38.80%
	LPU	69	39.42%
	Ct Group of Institute	38	21.71%

To find out the significant difference between difference courses students on basis of their industrial training to know their perception to work with hospitality industry descriptive and independent sample t-test was applied and the result of the same is expressed in the table.

Table No 2 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Course Name	175	1	4	2.92	.601	.361
Course name	175	1	5	3.97	.979	.959
Good Salary Package	175	1	5	3.95	.966	.934
Dream Job	175	1	5	4.05	.915	.837
Job Security	175	1	5	4.27	.805	.648
Chance to meet Celebrities	175	1	5	4.40	.809	.655
Opportunities to go abroad	175	3	5	4.55	.603	.363
Opportunity to interact with new people	175	1	5	3.94	.828	.686

Hotels job fascinates me	175	2	5	4.45	.640	.409
Opportunity to interact with foreigners	175	1	5	3.89	.993	.987
Society will feel proud on me	175	1	5	2.33	1.361	1.853
Parents will feel shame on me	175	1	5	4.38	.716	.512
Opportunities to work with different brands	175	1	5	3.62	1.070	1.144
Life would be easy and better	175	1	5	3.48	1.144	1.309
Can find good life partner	175	1	5	3.90	.995	.989
Highly respectable job	175	1	5	4.23	.793	.629
Globally well organized industry	175	1	5	4.04	.847	.717
Carrier growth rate is very high	175	1	5	4.01	.773	.598
Managerial posts can be achievable	175	1	5	3.59	.923	.852
No recession in the job	175	1	5	4.26	.709	.502
Team management job	175	1	5	4.33	.706	.499
Love to face new challenges	175	1	5	4.18	.902	.813

Working hours are more	175	1	5	3.82	.959	.920
Good financial growth rate	175	1	5	3.35	1.317	1.734
Indian hotels are not good for work	175	1	5	3.61	.915	.838
Exploitation rate is high	175	1	5	4.28	.755	.571
Provides duty meals						

The perception of students on basis of courses in which 1 was scored as M.Sc HM, followed by 2 as BHM, 3 as B.Sc HM AND 4 as OTHERS. Table no 2 describe that “parents will feel shame on me “has a significance difference and rest of the variables has no significance difference. This clearly shows that students who are studying in different courses in hospitality management have a positive attitude towards working in hospitality industry.

TABLE NO 3

	Have you completed your industrial training?	N	Mean	Std. Deviation	Std. Error Mean
Good Salary Package	1	123	3.90	1.051	.095
	2	52	4.13	.768	.106
Dream Job	1	123	3.95	.999	.090
	2	52	3.94	.895	.124
Job Security	1	123	4.10	.979	.088
	2	52	3.92	.737	.102
Chance To Meet Celebrities	1	123	4.28	.852	.077
	2	52	4.27	.689	.096

Opportunities To Go Abroad	1	123	4.41	.868	.078
	2	52	4.37	.658	.091
Opportunity To Interact With New People	1	123	4.50	.632	.057
	2	52	4.69	.506	.070
Hotels Job Fascinates Me	1	123	3.97	.905	.082
	2	52	3.88	.615	.085
Opportunity To Interact With Foreigners	1	123	4.43	.678	.061
	2	52	4.48	.542	.075
Society Will Feel Proud On Me	1	123	3.78	1.083	.098
	2	52	4.13	.687	.095
Parents Will Feel Shame On Me	1	123	2.48	1.393	.126
	2	52	1.96	1.220	.169
Opportunities To Work With Different Brands	1	123	4.39	.775	.070
	2	52	4.35	.556	.077
Life Would Be Easy And Better	1	123	3.51	1.119	.101
	2	52	3.88	.900	.125
Can Find Good Life Partner	1	123	3.46	1.189	.107
	2	52	3.54	1.038	.144

Highly Respectable Job	1	123	3.85	1.079	.097
	2	52	4.02	.754	.105
Globally Well Organized Industry	1	123	4.24	.862	.078
	2	52	4.21	.605	.084
Carrier Growth Rate Is Very High	1	123	4.02	.910	.082
	2	52	4.08	.682	.095
Managerial Posts Can Be Achievable	1	123	4.03	.799	.072
	2	52	3.96	.713	.099
No Recession In The Job	1	123	3.61	.938	.085
	2	52	3.56	.895	.124
Team Management Job	1	123	4.29	.733	.066
	2	52	4.17	.648	.090
Love To Face New Challenges	1	123	4.36	.726	.065
	2	52	4.27	.660	.092
Working Hours Are More	1	123	4.21	.952	.086
	2	52	4.10	.774	.107
Good Financial Growth Rate	1	123	3.75	1.013	.091
	2	52	3.98	.804	.112
Indian Hotels Are Not Good For Work	1	123	3.46	1.314	.118
	2	52	3.10	1.302	.181

Exploitation Rate Is High	1	123	3.64	.942	.085
	2	52	3.52	.852	.118
Provides Duty Meals	1	123	4.33	.805	.073
	2	52	4.17	.617	.086

The perception of students on the basis of industrial training, t-test was applied to know whether there is any significance difference between those have already completed their industrial training or not. 1 was score as “YES” AND 2 as “NO”. There is no significant difference found except “Society will feel proud on me”, “Parents will feel shame on me”, “No recession in the job”.

Hypothesis:

H₁: Overall after applying both the descriptive and t-test on different variables there is no significant difference found except 2 or 3 variables in students perception from different courses and on basis of their industrial training completion or not. The proposed hypothesis is given above is not rejected.

Conclusion:

After applying descriptive and t-test some interesting facts revealed by research work conducting through different university/institutions students of hotel management from different courses and on the basis of their industrial training. They have a positive attitude towards work in hospitality industry. It is been observed that industry is lacking with professional due to wrong perception towards hotel industry. But now-a-days changing behavior in education standards in private universities and institutions leads to change in working interest of students with this industry. One of the great reasons of changing perception of students is that they are treating well by industry people during their training session, and the private institutions making education more interesting with more job opportunities oriented. Moreover education and training session should be planned in such a way so that students should enjoy it and not take it as a burden. The changing trend already has started and it should continue for the betterment of hospitality industry and those who wants to work with this industry.

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