



Choosing Hotel Industry As A Career Option Post Industrial Exposure Training: A Study Based On Hotel Management Graduates

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Abstract

The tremendous growth of the hospitality industry may open up new employment opportunities, it is frequently censured for offering jobs that are poorly paid and low skilled. Understanding students' opinions of hotel occupations is crucial if they are to become the hotel managers of future. The final-year students in this paper are those who have finished their industrial exposure training and are prepared for employment in hotels. According to the survey, neither positive nor negative responses were received from students on working in hotels. The results also demonstrate a willingness to engage in positions associated with hotels or pursue higher education in the hospitality sector. The effect of the student's unfavorable experience during their industrial exposure training in hotels on their perception is contested.

Keywords: hotel industry, employment opportunities, willingness, higher education, work experience.

Introduction

India's hospitality sector is expanding quickly and has a large workforce. A sizable number of hotel jobs must be generated in order to develop Indian tourism and the hospitality sector in India. These jobs must be produced both directly in the hospitality business, where tourist spending takes place, and more broadly through industry connections. There has been an increase in hotel-related jobs worldwide. The continuous expansion in the hotel business is generating a wide range of employment opportunities, but the majority of them are low skilled or poor earning, which ultimately results in job discontent. Unfortunately, the

hospitality industry in India has a bad reputation for wasting trained workers and having a high staff turnover rate. The number of hotel management schools has increased, and many of them allow the hotel management students to pursue their industrial exposure training so that students can have a fair idea of the hotel operations before deciding on their future careers. This is being done to address the scarcity of competent workers. With competent, driven employees, the hospitality sector will advance. It will be essential to guarantee that students have a favorable perception of the hotel.

Numerous hotel management courses are offered across India. This research was specifically conducted with final-year students at the hotel management institutions in Dehradun, Uttarakhand state capital. The hospitality schools are mandated to give their pupils a rigorous academic education and hands-on training. The graduates of hotel management will be prepared to adapt to the work culture of the sector through a blend of curriculum emphasizing on both the theoretical and practical aspects. Students with more expertise and aptitude will succeed more. After completing their industrial training program, students' perceptions about jobs in the hotel sector have changed. Both the professional and personal life concerns have an impact on the student's decision and preferences for a career in the hospitality industry. When the influence is not up to the mark, a hotel management graduate with negative observations throughout their industrial exposure training will have a terrible attitude toward careers in the hotel business. Academicians and leaders of the hotel sector disagree on whether freshly graduated students in hotel management should have strong practical expertise or more theoretical understanding. Modern era Human resource personnel evaluate candidates' on both theoretical and practical competence during interviews, but they also expect freshers' or newly joined employees to have a wholesome idea of working in a hotel. Throughout hotel industry training experiences, these knowledge and competence are frequently established.

Literature Review

Despite the fact that there is a wealth of literature on occupations in the hospitality sector, there have been very few studies that specifically examine how final-year hotel management students view opportunities in the sector. To assess hiring practices and human resource planning in the hospitality business, further research on students' perceptions of the hotel industry is needed. The failure of the hotel industry could be attributed to the inability to retain brilliant individuals as a result of a negative perception of jobs related to the hospitality sector. Since the hotel industry is largely reliant on human resources, it's critical to understand how hotel management students view hotels.

According to Colin Pinto (2013), "what you see is what you believe," and any teacher or hospitality institution can connect this to their teaching and learning process where students who are theoretically inclined can also pick up practical skills. As a result, students would begin to comprehend the information being given to them more clearly. This is so that

lecturers who actually work in the hotel industry may teach what their pupils have really encountered there. Teaching and learning will be more effective if hotel school students are exposed to real-world workplaces by practically updating their skills.^[1]

According to Datta et al. (2013), senior students who had finished internships and juniors who had not yet completed industrial training had different expectations. After completing their training, hotel management students had an extensive mindset towards the hospitality sector.^[2]

Park & Kim (2011), emphasized on the students' opinion towards career-related characteristics are generally lower mean values after industrial training than prior to the expectations from the industrial exposure training. This simply affirmed that, following an internship, hotel management students a bit doubtful about joining the hospitality sector as a career option.^[3]

According to Scott Richardson's explanation in 2009, students' concerns include the respondents' interactions with their managers, prospects for advancement, decisions regarding their careers, and the pay scales and working conditions provided by the hotel business. The most concerning findings of the study might be the findings that mention around half of the respondents (50%) due to their industry experience opting for other career options apart from hospitality industry; 43.6 percent say they after pursuing their graduation would not prefer to be associated with tourism and hospitality industry, and 96.3 percent cite their industrial observations as the primary justification for their choice.^[4]

When comparing the experience of the students before and after pursuing the industrial exposure training, Blomme, Van Rheede, and Tromp (2009) discovered disagreements. Many graduates from the hospitality sector, according to researchers, either never entered the field or left it with no plans to come back.

According to Walsh & Taylor (2007), educators and business professionals should work to reduce the gap between the importance of recognising this difference and the experiences of hospitality graduates. This is a result of both the difficulties in maintaining highly skilled workers in the school sector and the significant staff turnover in the hotel industry.

Wen-hwa Ko (2008) underlined that the level of supervisor satisfaction with educational programmes and industrial training sessions varied noticeably. The results of the regression analysis show that employee job happiness is positively correlated with happy training, which also increases confidence in one's capacity to continue a career in the future. However, it was not discovered that hotel staff supervision, the hotel environment, or interpersonal interactions were specific predictors of the employees' career confidence in relation to their training satisfaction.

Final-year hospitality is impacted by a lack of communication among schools and businesses, opportunities for self-development, salary and welfare, work pressure, the ability to work a rotating routine, interesting and challenging work, and the autonomy involved in employment, according to Yafang and Gong Young (2008). students' negative perceptions about the industry. [5]

Blomme (2006) found that the The Hague hotel school graduates more over 70% of them after six year from their graduation are not associated with hotel business anymore. Additionally, according to Blomme et al. (2009), 17% (n=78) of graduates dropped the idea to work in the hotels, compared to 66% (n=159) with less or no industrial experience i.e. from first-year hotel management students who wished to be a part of hospitality sector. Walsh and Taylor (2007) state that keeping highly qualified personnel on staff remains currently a significant challenge for the hospitality sector; this is similar with Blomme et al results. [6]

A group of Korean students majoring in hotel and tourist management gave Kim Hallab and Lee 126 finished surveys in 2009. They examined a range of employment facets that students want in a hospitality industry. According to the author, fascinating job, work that offers more extra benefits, and a pleasant working atmosphere are the most crucial factors. The criteria that were least useful were geography, training, and supervision. The author notes that when employees excel in their respective careers, remuneration offered rises to the top of their list of priorities.

The hotel management students have a clear preferred liking for a particular hotel department, hotel chain, and business sector, according to Andrew Kevin Jenkins in 2001. After graduating, the majority anticipate having managerial positions. The student's perspective of the industry deteriorates as their degree progresses. [8]

According to a poll conducted in 2000 by Leslie & Richardson, students' pre-internship perceptions and post-internship experiences may lead them to forego a career in the hospitality/tourism sector. [9]

The majority in both years had prior employment experience in the tourism and hospitality sectors, according to Getz (1994). The opinions about a future job in the sector had, however, changed significantly over the past 14 years due to the absence of local training, present issues in the local tourism industry, and the idea that such occupations are undesirable. [10]

550 US hotel management students from 19 different colleges ranked 20 areas that could affect a student's opinion of a possible employer in the hotel industry, and those that involved personal interaction received the highest marks. The two most important variables were (2) word of mouth from faculty members and (1) consumer experience with the company. (3) Recommendations from former students; (4) the personality of a hotel company representative; (5) feedback from other students; (6) guest lectures by industry

professionals in class; and (7) the appearance of a hotel company representative. (8) Participation of the hotel company in a career fair (9) A three-month industrial internship (10) Tours sponsored by the hotel company Scholarships and social events sponsored by hotels as well as company information on the internet had less of an impact.

Objectives of the Study

- To examine how final-year students' attitudes toward the hotel sector have changed.
- To determine how satisfied final-year students are with their jobs in the hotel business.
- To determine the proportion of students who plan to work in the hotel industry once they graduate.
- To evaluate how occupations in the hospitality sector affect students in their final year.

Research Methodology

1. Data collection

The following method was used to gather the primary data needed for this study:

Questionnaire: To get the sample's answer, a questionnaire was created with simple, pertinent questions and emailed to them.

2. Sample technique

A sample size of 200 hotel management students from various institutions was covered in the study because the research relies on final-year graduates who have finished their industrial training. In addition to the previously stated resources, secondary data was acquired from a range of journals, textbooks, as well as the web.

Observations and Discussion

- **Shift in mindset after pursuing Industrial Exposure Training:** Following their industrial training in hotels, the hotel management students continue to enhance the professionalism they learned during their training. This growth aids them in getting jobs on campus placements and increases their self-assurance and esteem for the hospitality business. The students' training program exposes them to the realities of the hotel industry, which has an impact on their decision to pursue a career in the sector.
- **Work Culture and Satisfaction:** The students are employed by various hotel divisions. They learn the fundamentals of hotel business in college, but they have the chance to expand on their practical expertise by actually working with in house hotel guests' and facing a variety of circumstances. During their industrial exposure training, students experience a fair of real-time operations of hotel sector work.

- **Keeness:** Many students' decisions about a future in the hotel sector have changed as a result of seeing real-world work situations in the industry. Some may now be in favor of working in hotels, while others may be opposed, and still others may not be so sure.
- **Choosing Area of Interest:** Students typically determine the department they wish to work in after completing their industrial training.
 - **Future prospects:** Students gain insight into the potential for advancement in the hotel sector after training and employment in various departments with varied hierarchy individuals.
 - **Respect:** The level of respect job holds in the personal and professional aspects.
 - **ROI:** Return on investment in terms of the salaries offered by the hotel management companies and the opportunities of monetary growth in future.
 - **Salaries:** In the hotel industry, skilled workers are needed, and their pay is commensurate with their level of expertise. Jobs at the management level are well paid.
 - **Job Security:** After graduation, students search for positions that will secure their future employment and advance their careers. Students who have completed industrial training examine if working in a hotel will guarantee a stable future for their careers.
 - **Nourishing Work culture:** Students who participate in the industrial training program have the chance to work in a variety of hotel areas while also getting to interact with and get to know new individuals. Their self-assurance and communication abilities are boosted by this. While working in hotels, it is enjoyable to meet new people.
 - **Better than other career options:** The students begin to consider if working at a hotel is preferable to other sorts of employment after completing the training program.
 - **Supporting Staff:** In order to develop a positive view of the hotel work environment and improve students' willingness to work in the hospitality industry, management and managers should be nice to students.
 - **Extended duty hours and remuneration structure:** Long hours and little pay are requirements of jobs in the hotel sector. This might influence students' decisions about working in the hospitality business.

Findings

Figure 1: Shift in mindset after pursuing Industrial Exposure Training

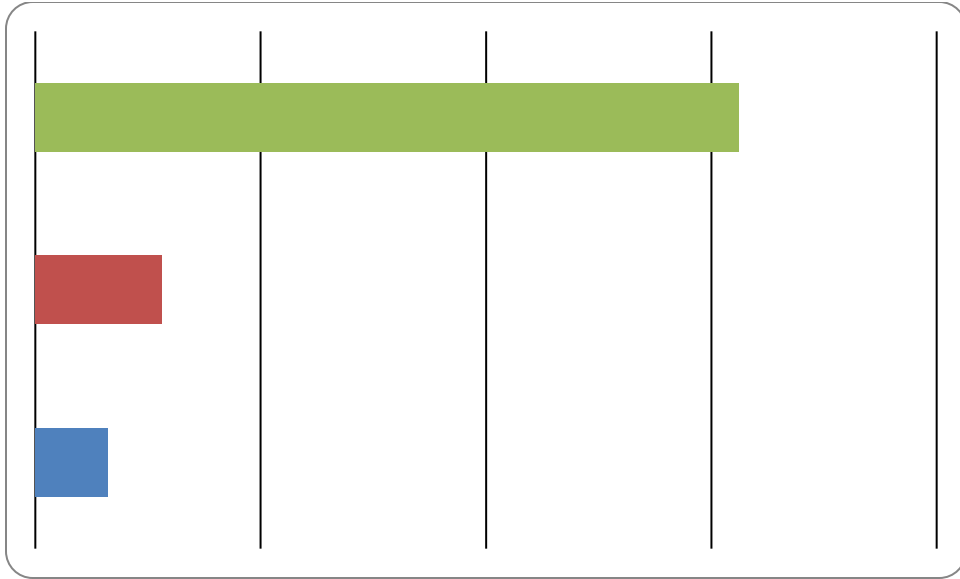


Figure 2: Work Culture and Satisfaction

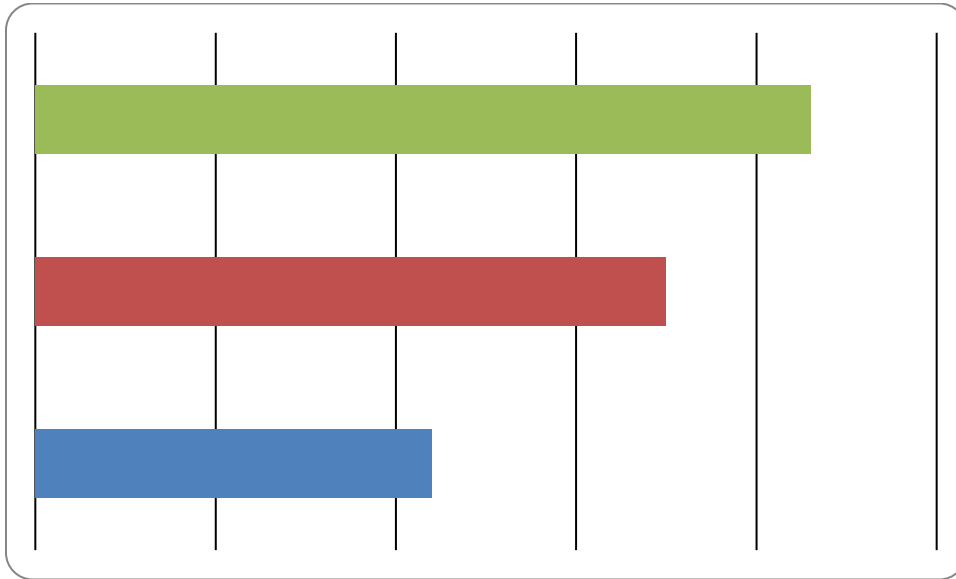


Figure 3: Keenness

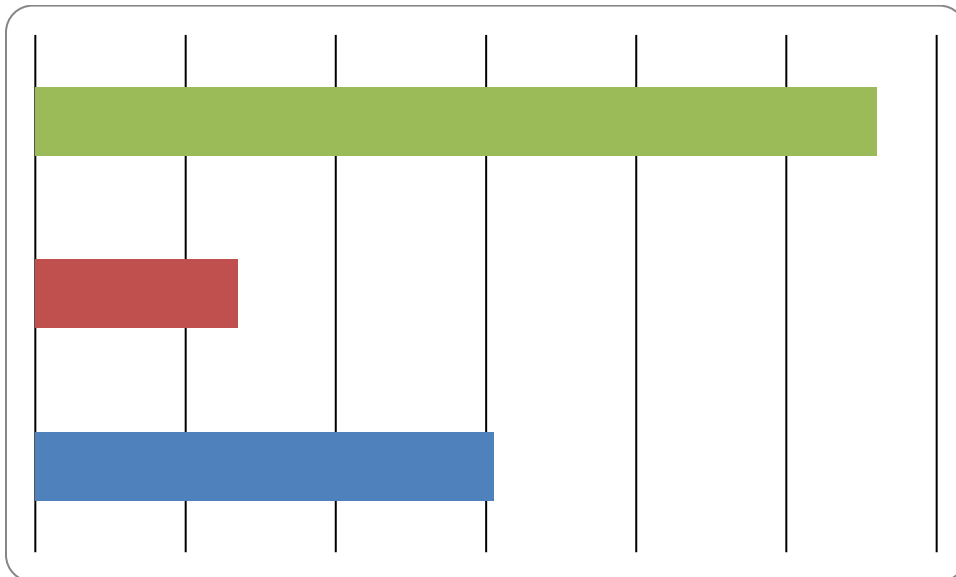
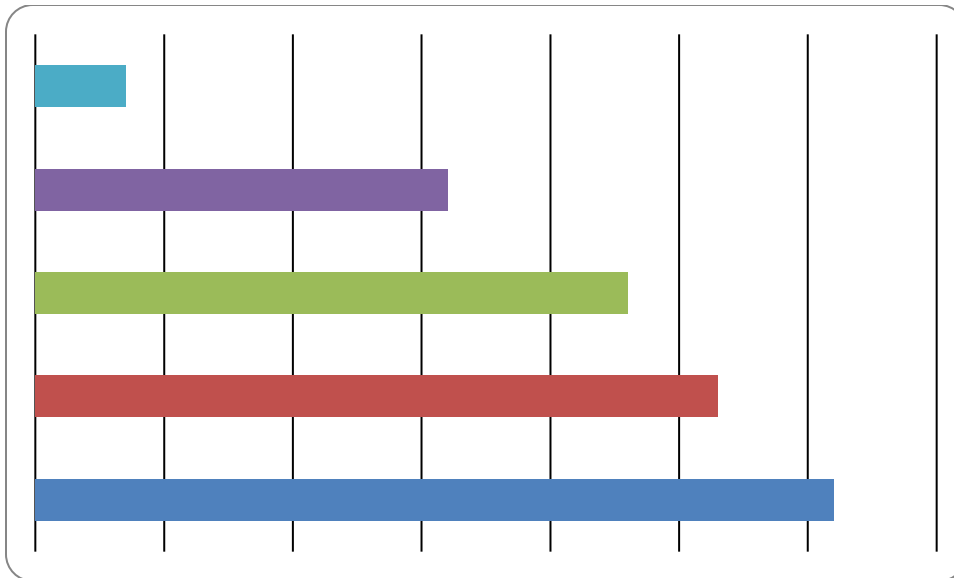


Figure 4: Choosing Area of Interest



200 hotel management students from various universities were selected as the sample size for the study because the study's focus is on graduates who have finished their industrial training.

Objective 1: To find out how college students' opinions of the hotel business have changed over time. Following the completion of their industrial training programme, the majority of the sample was asked to rate their sentiments toward the hotel sector.

Objective 2: To determine the final-year students' perceptions of the hotel industry. The amount of satisfaction with how the hotel industry runs is higher than the level of dissatisfaction by a little margin.

Objective 3: to estimate the proportion of students who intend to work in the hospitality industry after graduation. The willingness to join the hotel has received a mixed response. Nevertheless, several participants were also found to be doubtful of their job in the sector after completing their industrial training. The majority of the participants claimed they would choose to work in the hospitality industry following graduation. This shows a decline in enthusiasm for hotel work.

Objective 4: To evaluate how occupations in the hospitality sector affect students in their final year. The size taken into account to determine the impact.

The results indicate that students are more interested in fundamental operational departments. Additionally, the students' opinions of the chances for advancement in hotel jobs are unfavorable. The respect level in hotel employment, the amount of money made in hotel jobs, and whether hotel jobs offer secure futures all receive average ratings. The ranking given for job security in the hotel business, gender discrimination, the number of

benefits associated with positions in the industry, and how well pay compare to long hours worked is average. The ability to meet new individuals while working in the hotel sector has a good impact. This demonstrates that students are unsure about working in hotels and that these employments have a mediocre effect on them.

Recommendations

Students in the final year of hotel management and the hotel sector will find the following suggestions useful:

- Human resource managers and hotel management institutions must work collaboratively. This will aid in obtaining qualified candidates for hotel jobs, and students will engage more with recruiters in the hospitality sector and be better able to comprehend the requirements and requirements of hotel positions.
- Hotels should offer industrial trainees enough learning opportunities so they will want to work in hotels once they graduate.
- Students should have the opportunity to work in all hotel departments during their training and be given responsibility; this will boost their confidence and raise their appreciation for the hospitality sector.
- To become used to the work culture of the hotel industry, students need receive quality training. The hotel workers should get competitive pay, and the additional hours worked must also be taken into account.
- The hospitality business must be mindful of a few things while interacting with recent graduates in order to prevent perception shifts. The training program should be created so that the students look forward to their training sessions rather of seeing them as a chore.

Conclusions

The research project examined the attitudes of senior hotel management students toward employment in the field. The findings of this study are based on the opinions of students in their last year of hotel management who have completed training at hotels. The influence of the hotel workplace culture on future hotel managers was the main topic of this study. The study draws the following conclusions after examining the student remarks on the hotel industry:

After getting practical job experience in the hospitality sector as part of their industrial training, the majority of hotel management students report that their attitudes have changed. Despite the fact that many students believe the hotel sector is well-run, many graduates of hotel training programmes aren't sure they want to work in hotels. The students also select the department in which they want to work in the future. Students' observations indicate that hotel jobs provide average chances for progression and that the majority of

final-year students find the industry's vocations to be unappealing overall. The students think that occupations in the hotel industry are generally appreciated compared to other professions. According to the hotel management students' response, investing in a hotel management education is often a wise choice because hotel employment pays fairly well. The responder thinks that wages for hotel positions are lower despite the longer shifts; this implies that there shouldn't be any overtime for employees and, if there is, then they should be paid for it. The poor compensation packages offered by hotels are frequently to blame for the unfavourable views of students. Even industrial trainees will benefit from this tactic since they will see that staff are not putting in long hours. Working in hotels gives students the chance to engage with individuals from other cultures and nations, which is advantageous and enjoyable. The idea that working at a hotel gives employment security is strongly denied by the students. A sizable sample refutes the benefits of hotel-related careers.

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