

PERCEPTION OF HOTEL MANAGEMENT STUDENT'S TOWARDS WORKING IN HOTEL INDUSTRY

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ABSTRACT:-

In India and across the globe, the hospitality and tourism business is expanding at breakneck speed and is a major employer. In order to further grow the Indian tourism and hotel business, it is essential that a large number of employment in the hospitality sector, where tourists spend their money, as well as jobs in adjacent industries be supported. Various nations have experienced a tremendous rise in the number of jobs in the hospitality and tourist industries. Hospitality is a constantly evolving business, but many of the positions are low-skilled or low-paying, which leads to job unhappiness, as well as long hours. Unfortunately, the hotel business in India has a reputation for excessive worker turnover and a squandering of skilled labour. A spike in the number of hospitality and tourism schools that provide industrial training to students is helping to alleviate the scarcity of qualified workers in the industry. Students may use this training to help them make career decisions. A well-trained and enthusiastic workforce is essential if the hotel sector is to develop. It is important that students have a favourable view of hospitality.

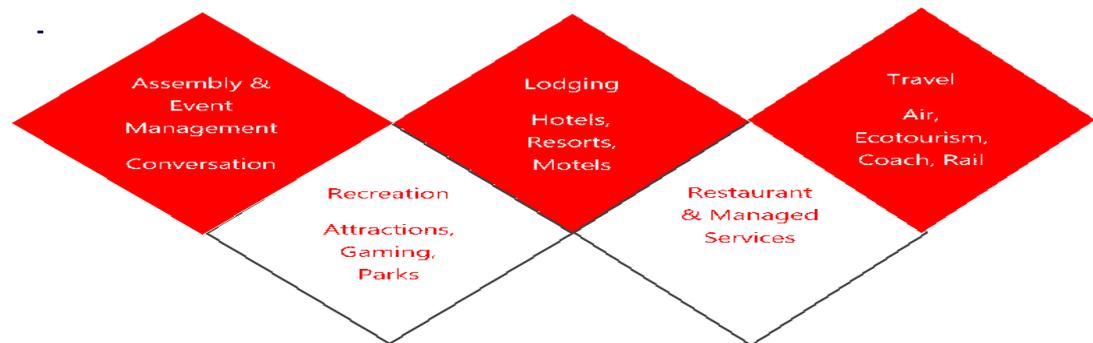
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INTRODUCTION

All around the United States, there are a variety of hotel management courses available. Students in their last year of study at hotel management colleges conducted this research expressly for this study. It is essential for hospitality schools to educate students with a rigorous academic and practical education. An extensive theoretical and practical education for pupils will help them adapt to the hotel industry's work culture. Those children who have greater knowledge and skill will do better in school. Students' attitudes on careers in the hotel business have changed as a result of their industrial training. Students' personal and professional lives impact their decision to work at a hotel. A hotel school graduate with a poor work experience throughout training will have a poor view on careers in the hotel business, even if the influence is not fully appreciated. It's still up for debate whether or not recent hotel management graduates should have a strong foundation in theory, as opposed to what hotel industry professionals feel they should. As much as hotel recruiters value a strong academic background and frequently assess candidates' knowledge during interviews, they also expect entry-level employees to have a solid working knowledge of the industry, which is often acquired through hotel student industrial experiences that focus on real-world application. The necessity for industry experience is widely proven, yet students who are exposed to such events may modify their perspective of the hotel sector and hence lower their chance of working in the industry.

Numerous research have examined how hotel management students see their future careers;

however, only a few of these studies have focused on the students' perceptions of a hotel management job. As a result, more research on how students see the hotel business is needed in order to assess employment practises and human resource planning in the hospitality sector. Having a poor view of hotel employment may be a deterrent to attracting and retaining competent and talented workers, and this might lead to the downfall of the hotel business. The hotel sector depends only on human resources, thus it's important to know how students at hotel management institutions see hotels.



Educators, such as those in the hotel industry, might use Colin Pinto's (January-May 2013) theory that you believe what you see. It's a place where students learn both theory and practise. Students would be able to better absorb the information they were receiving as a result of this. To put it another way, lecturers who have worked in the hotel sector are teaching students what they've learned on the job. Students will learn more effectively if they are able to put what they've learned into practise in a real-world setting. According to Data et al. (2013), senior students who had undergone internships had different expectations than juniors who had not yet done industrial training. Students who have completed their training at a hotel school had a more pessimistic view of the business. Furthermore, Park & Kim (2011) found that students' pre-industrial training predictions for most career-related characteristics were typically lower than their post-industrial training expectations, which suggests that final year students grow pessimistic about their future positions following internship.

In Scott Richardson's study from 2009, he found that students were concerned about a variety of issues such as how well their supervisors got along with them, their prospects for advancement, how they made career choices, and the benefits and compensation packages supplied by the hotel business. It's perhaps the most alarming finding of this study to see that more than half of those who took part are already considering careers outside the industry; 43.6% say they will not work with in tourism and hospitality industry after graduation; and 96.3% of those who say they won't are doing so because of their previous work experience. Pre- and post-entry expectations of hospitality management students vary, according to Blomme, Van Rheede, and Tromp (2009). Many findings have been made by researchers.

Graduates of hospitality programmes are either unemployed or have no plans to return.

2007 Walsh & Taylor, It's getting more difficult to retain highly skilled workers in the hospitality business, therefore educators and industry experts need to work together to narrow the gap between the importance and experiences of hospitality graduates.

According to Wenhwa ko (2008), the level of customer satisfaction of the supervisor and educational programmes was much improved by industrial training sessions. Predicting employee happiness and confidence in their future careers may be done using regression analysis findings. It was shown that the administrative and teaching & learning components were directly linked to the employee's happiness with their training, while hotel personnel, the hotel environment, and interpersonal relations were not.

Because of the lack of coordination between schools and employers and the opportunities for personal development, pay and welfare, work pressure, the opportunity to work rotations, interesting and challenging work, and autonomy involved in internships, final-year hospitality students who were exposed to real work conditions in hotels during their internship period developed a negative view of the industry as a result.

work

About 70% of The Hague hotel students graduating were no longer working in the sector six years after they graduated, according to Blomme (2006). First-year hospitality students were found to be approximately 66 percent (n= 159) inclined toward the hotel sector, whereas 17 percent (n= 78) graduated with no plans to join the profession.

Walsh and Taylor (2007) found that keeping highly skilled workers is becoming a big difficulty in the hotel sector, which is in line with Blomme et al findings. 's

One hundred and twenty-six responses were collected from a group of Korean students studying hotel and tourist management, according to Kim Hallab and Lee (2009). Various aspects of a hospitality job were studied as part of their study. According to this writer, the most important criteria were fascinating and rewarding work, a decent work environment, and additional perks. Among the variables that were considered the least valuable were the following: location, training, and the supervisor. The author points out that when graduates advance in their careers, their monthly wage becomes the most important factor in their decision-making.

As stated by Andrew Kevin Jenkins, 2001, students in the hospitality business have a strong preference for a certain hotel department, chain, and industry. Almost everyone expects to be a manager in 10 years. Students' views of the sector deteriorate as their degrees develop.

Students' pre- and post-internship perceptions and experiences influenced Leslie & Richardson, 2000 to survey that students shun a career in the hospitality/tourism business.

It was noted in Getz d, 1994 that while the majority of respondents in both years had real work experience in the tourism and hospitality industry, their attitudes toward a future career in the field had shifted dramatically over the previous 14 years. The reasons for this shift include a lack of local training, current issues in the local tourism industry, and a general belief that such jobs are unappealing to the general public.

Student impressions of a future hotel employer are affected by 20 different

aspects, including human contact, and 650 USD hospitality and tourism students from various colleges scored those factors.

The most influential factors were:-

(1) Consumer experience with the firm; (2) Recommendation from colleagues in the academic community.

(3) Recommendation from former students

(4) Personality traits of a hotel employee

(5) Recommendation from other students

(6) Industry professionals as guest speakers in the classroom

a representative of the hotel's management will be in attendance

Participation of hotel companies at job fairs

Nine months of industrial job experience, and ten hotel-sponsored trips.

Scholarships and social events sponsored by the hotel business, as well as the hotel firm's material on the internet or the global web, were less significant.

The Study's Goals

Final-year students' attitudes about hotels will be examined to see whether there has been a shift.

To determine the degree of satisfaction amongst students in their last year of college with their job in the hospitality business

Determine how many students plan to enter the hospitality business upon graduation.

To find out how internships in the hospitality sector affect final-year students.

Final-year hotel management students made up the majority of the crowd, numbering 74 in total. 74 hotel management students from different institutions made up the study's sample, which was based on final year students who had finished their industrial training. In addition to the primary sources already indicated, secondary sources such journals, books, and the internet were used to compile the data.

A Few Thoughts & Observations:

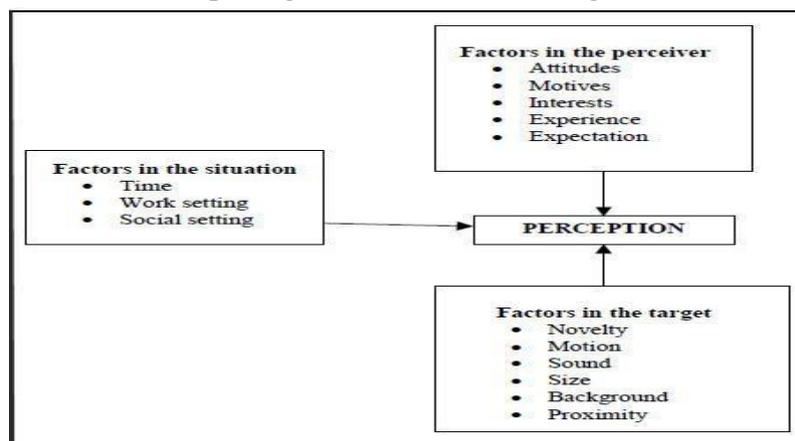
Once they've completed an industrial training programme and worked in hotels, hotel management students get a more professional outlook on life. This helps them get a job on campus and gives them a favourable outlook on

the hospitality business. As part of their education, students get a firsthand look at what it's like to work in the hospitality business, and this helps shape their future choices.

The students work in a variety of departments at hotels, and they report a high level of satisfaction with the culture of the industry. In college, students learn the basics of hotel employment, but in the hotel, they get the chance to put their theoretical knowledge into practise by interacting with hotel guests and coping with a variety of challenging scenarios. During their industrial training programmes, students get a glimpse of what it's like to work in the hotel sector.

Students' Interest in a Career in the Hotel Sector: After getting a firsthand look at what it's like to work in the industry, many students change their minds about pursuing a career in the hotel industry. Some students may be convinced they want to work in hotels, while others may be sceptical.

There are a wide variety of hotel departments that students may choose to work in after completing their industrial training.



Perception&UnderstandingaboutHotelinFollowingMentionedAspects:

- **Promotionopportunities:**In the course of their training and job experience, students get an understanding of the hotel industry's promotion potential.
- Hotel employment may or may not be held in the same regard as other professions in the business when it comes to respectability. Whether or not making this choice was the best one for your professional life: Investing in a hotel management school will lead to higher-paying positions.
- The hotel sector relies on skilled workers, and those workers are compensated handsomely according to their degree of expertise. Managerial positions are compensated with higher wages.
- • **Future work security:** After graduation, students search for positions that guarantee future employment and a solid career path. Following their industrial training, students assess whether or not a career in the hospitality industry is a good fit for

them.

- Students in the industrial training programme get the chance to work in different areas of the hotel, while also interacting with hotel guests and staff.
- meet a diverse group of individuals. Their self-confidence and communication abilities are bolstered by this experience. When you work at a hotel, you get to meet a lot of new individuals.
- Following the training programme, students begin to consider if a work in a hotel is preferable to others.
- Managers should have a helpful demeanour toward students in order to foster a favourable impression of the hotel business among students and a desire to work in the sector.
- Hotel sector jobs require lengthy hours of labour, yet income is lower than in other industries. Students may reconsider their plans to work in the hotel sector after reading this.

The following are the results and information gathered: -

- All of the survey questions were posed to final-year hotel management students from a variety of institutions throughout India, with a total of 74 students participating.
- Case one's goal is to examine how students' attitudes regarding the hotel sector have changed over time. After completing their industrial training programme, a significant number of participants expressed a new outlook on the hotel sector.
- Case two's goal is to discover if the hotel business can satiate the interests of final-year students. Only an 8 percent margin separates contentment from discontent with the hotel industry's operations.
- For the third case, we're looking for the proportion of students who plan to work in the hospitality business after they've finished school. People have different views on whether or not they'd want to join a hotel. Major sample replied that they would like to work in hotel industry after graduation and many students were also found not sure of their career in hotel industry.

Figure 1: Change in Attitude Towards Hotel Industry

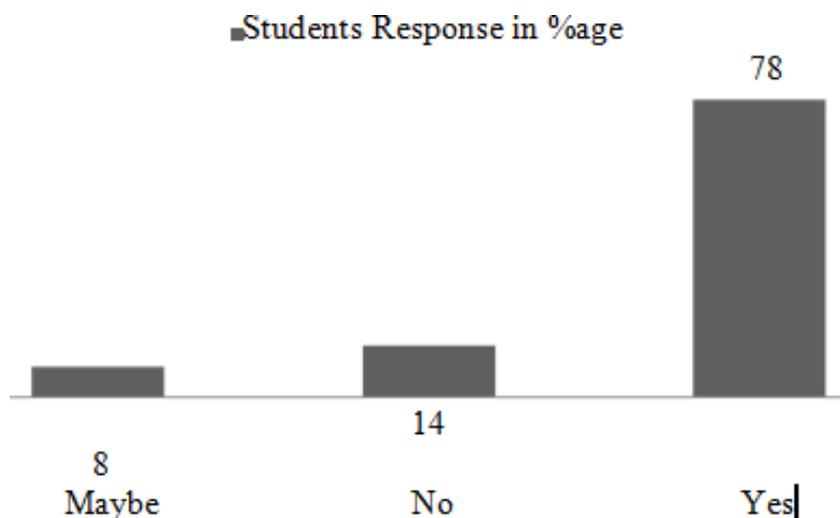
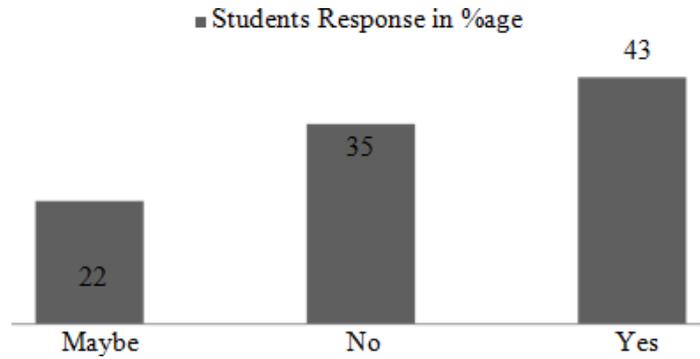


Figure2:SatisfactionLevelwithHotelIndustry
Figure3:



PercentageofStudentsWillingtoWorkinHotelIndustryAfterGraduation

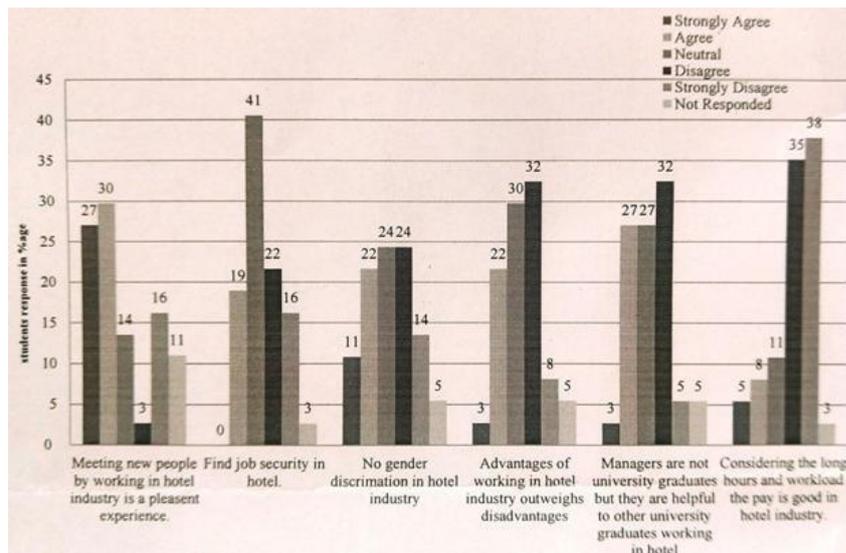
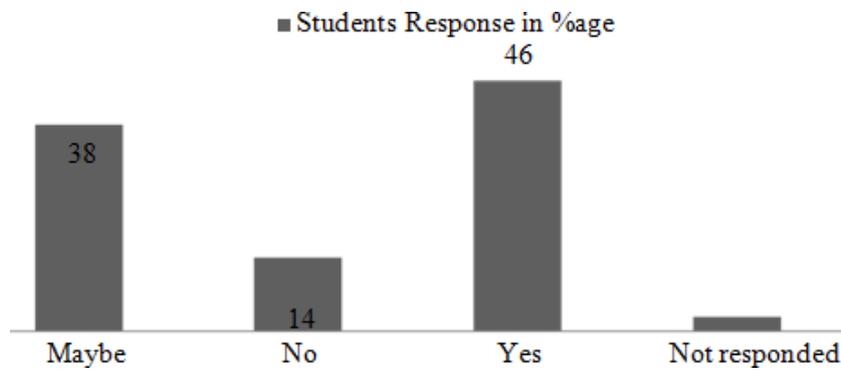


figure5:Responseof StudentsonVariousHoteljobRelatedAspects:

A lack of interest in hotel work is seen in this trend.

Objective number four of this study is to: To see how hotel sector occupations affect students in their last year of college. The following scale is used to evaluate the effect:

1 = strongly disagree, 2 = disagree, 3 = Neutral, 4 = agree, and 5 = strongly concur.

Students seem to be more interested in key operating areas, according to the results of the study. Additionally, the prospects for advancement in hotel positions are viewed with suspicion by the students. Respect in the hotel industry, decent pay, and a secure future are all rated on a scale of one to ten. The average ranking for hotel job security, gender discrimination, and the benefits of working long hours is that the hotel sector has more positives than disadvantages. As a hotel employee, you'll have the chance to meet a lot of new individuals. It's clear from the results that students feel unsure about working in hotels, and that the employment' influence on them is just poor at best.

Recommendations:

Those in the hotel sector and students in their last year of hotel management will find these tips useful.

- Hotel recruiters and schools of hotel management need to work together effectively. Students will be able to better comprehend the needs and demands of a hotel employment as a result of this, and the hotel business will benefit as a result.
- Hotels should give industrial trainees enough learning opportunities to entice them to work in hotels after they have completed their educations.
- During their training, trainees should be given the chance to work in all of the hotel's departments, as well as to assume some amount of responsibility, in order to build them confidence and respect for the hotel industry.
- Students need to be well-trained in order to adapt to the hotel industry's working environment.
- Hotel employees should be appropriately compensated, and the additional hours worked should be taken into account.

A number of considerations need to be taken into account while working with hospitality graduates in order to avoid a shift in public image. Students should be able to look forward to their training sessions rather than see them as a chore.

Conclusions:

Students in the last year of hotel management programmes were interviewed as part of the study. Students in their last year of hotel management who have completed industrial training at a hotel served as the subjects for this research. This study looked at how the work culture of hotels affects future hotel managers. This Research Concluded After The Examination Of Replies From Students Concerning The Hotel Industry:

During their practical training in the hotel sector, majority Of hotel management students undergo a shift in their outlook. Many students are happy with the hotel industry's workings, but many are still unclear about whether or not they want to work at a hotel after completing their training. Students are also able to choose the department they would want to work in after they graduate. According to student observations, hotel occupations provide ordinary

advancement chances, and it is believed that the business offers employment that are somewhat undesirable to the great majority of final-year students. In comparison to other professions, hotel work garners an average amount of esteem among students. The hospitality management students said that the investment in a hotel management school is often a smart one because of the high wages that can be achieved in the industry. This argues that overtime should be prohibited for employees and those who work it should be compensated. However, respondents believe that compared to the long hours of hotel occupations, the money provided there is less. Students' unfavourable attitude is often a result of the hotel's poor wage packages. Even industrial trainees will benefit from this approach since they will see that employees are not working lengthy hours. Students like working in hotels because they get to meet and converse with individuals from many various backgrounds. Students are certain that working at a hotel does not guarantee them employment. According to the vast majority of people, hotel employment is not a benefit.

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