Current Trends & Perception of Students towards Hospitality School: a Holistic Analysis

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Abstract

Hospitality management organizations have seen tremendous growth in recent years. More and more students tend to seek hospitality related courses from national level or from various universities or private institutions.

The popularity of this course among young candidates is due to various factors such as job opportunities, different opportunities, popularity of various television programs based on cooking skills, parents of students in hotel business, eligibility criteria, entrepreneurship schemes, foreign job opportunities, passion and interest etc. Whenever a student enters a hospitality course, he or she thinks positively about the industry.

But by reaching the final year, this positivity turns into negativity and the student decides not to join the industry or take anything further. Therefore, a study is conducted to understand the difference between first year and last year students' understanding of hospitality courses towards hospitality industry.

A structured questionnaire was prepared that included 21 variables based on the literature review. Further t-tests were applied to detect significant differences in terms of first-year and final-year students. 15 variables were found where there was no significant difference between first-year and final-year students' perceptions. 06 variables were found with significant differences in first-year and final-year students' comprehension.

The results show that the overall significant difference is between the perceptions of first-year and final-year students and rejects the null hypothesis. This study also reveals the fact that first-year students have a positive view of the industry as compared to those of final year.

Key Words: Perception, Hospitality, First Year, Final Year. Students

Introduction

The tourism and hospitality industry is one of the largest segments of the services sector of the Indian economy. Tourism is the key driver of growth in India and a significant source of foreign

exchange revenue. In India, the direct contribution of this sector to the gross domestic product (GDP) is expected to grow at 7% cent per annum in the period from 0-20-23.

The tourism sector is developing in India due to the increase in foreign tourist arrivals (FTAs) and the large number of Indians traveling to local destinations. According to the data available with the World Travel and Tourism Council (WTTC), revenue from domestic tourism has increased by 1.11 percent and is expected to increase by 8.8 percent this year. Hotels are also a very important component of the tourism industry.

The Indian hospitality sector is growing at a cumulative annual growth rate of 14 percent per year, which has added a significant amount of foreign exchange to the economy. The total annual manpower demand in the hospitality industry has exceeded 5 lakhs in 5 and may increase to 3, approximately, 5,3. The above discussion clearly shows that there are ample opportunities for development in the field of tourism and hospitality.

Moreover, the media is also playing a key role in shaping young optimists towards the hospitality industry. TV channels such as Food Food, TLC, NDTV Good Times, food treasures as well as various programs on television such as Master Shuffle, Highway on Plate, etc. Popular in the audience and helps draw a large pool of young candidates to choose from

Hospitality as a Career. This positive marketing and hospitality sector provided the opportunity for the employment opportunities provided by the younger candidates as a career choice.

New entrants are full of high expectations and enthusiastic to work in the industry but it seems that by the time they reach their final year of graduation, their interest in hospitality and hospitality industry declines.

This has prompted us to investigate the differences in first-year and final-year students' understanding and to find out the nature of their perceptions, to advance the current study.

Review of literature

The subject of the research needed a detailed review of previous work to understand the concept and how to proceed in the study. Although there has been internationally acclaimed research work, very limited research work is available in the Indian context

Kusluvan and Kusluvan (2000)

say that most hospitable students have no idea about the industry when they join the curriculum, and so when they face the actual conditions of the industry, they get negative attitude and contribute to this turnover rate. General Chat Chat Lounge

Casado (1992).

Studied new and final year students and found that the students who had just joined the institute had a very positive attitude towards the industry, but the final year students who came in contact with the industry did not have the same positive attitude.

Collins, (2002); Lam and Ching (2007)

Found that weak or no lean, poor employee relations, unorganized work environment, limited or no delegation, long working hours and a busy working environment overall are the most common coping with final year graduates during an internship. There are factors that make up. Dissatisfaction and a loss of motivation towards industry and internships.

Park and Kim (2011)

Have stated that post-internship perceptions generally have lower average values than pre-internship expectations for most career factors, making final-year post-internship students pessimistic about their future job.

Kasli and Elbon (2)

Have come out in their quest to find that final-year students who have trained have developed an understanding of trainees in the hospitality industry as cheap labor and do not contribute to their professional development and these changes are negative. The vision of senior students.

Datta et al (2013)

Explained that there is a difference in expectations between senior students who have completed internship and juniors who have not yet received industrial technical training. Students who have completed their training have a more negative view of the hotel industry.

Previous longitudinal studies show that there is a difference of vision between senior and junior students. The present study was therefore conducted with the following objectives.

Objective of the Study

The present investigation was undertaken to fulfill the following objectives.

1. To study the vision of first year and final year students studying hospitality courses across the industry.

2. To find out if this perception towards the industry is the positive side or the negative side.

Hypothesis of the study

Based on objective number 1, the following hypothesis was formulated that would be tested using statistical tools.

H1: Overall there is no significant difference between first-year and final-year students' comprehension

Research Methodology

Sample: A total of 2 37२ students participated in the survey, out of which 221 students were studying in the first year of their graduation while 151 were studying in the final year of their graduation.

The questionnaire was filled out by students studying at the university's teaching department, the government-owned Institute for Hotel Management (IHM), and the Private Hotel Management Institute (HMI).

State Institute Hotel F Hotel Management Rohtak, Institute Hotel F Hotel Management Pusa New Delhi, Ganapati Institute Hotel F Hotel Management Yamunanagar, Institute Hotel F Hotel Tours Tourism Management Maharshi Dayanand University Rohtak and Tourism Management Area was Kurukshetra Division and Hotel Kurukshetra Division

Questionnaire

A structured questionnaire consisting of two parts in which Part A was developed to collect respondents' demographic profile,
. However Part B was created to record students 'understanding of the hospitality industry. Students' perceptions were recorded on a neatly five-point scale with 5 recorded as Strongly Agree, 4 as Agri, 3 as Neutral / Not Sure, 2 as Disgruntle 2 and 1 as Strongly Disagree.

Analysis

The data was analyzed by the Statistical Package for Social Science (SPSS) version 11.5. The purpose of the research was to find a significant difference between first-year and final-year students' comprehension, so an independent sample t-test was applied to detect significant differences between the two groups. Mean and standard deviation were then used to find out whether this understanding was on the positive side or the negative side.

Result and Discussion

The demographic profile of the respondents is detailed by Table-1. The data given in Table-1 indicate that 87% of the ents were male, the maximum number was .01.8%, in the age group of

9- to 8-year-old followed by 8.8-year-old.8.8%. Commerce background students from non-medical and post-medical.

6 29 ..% were more. The least number of students of medical background were (3.5%). Most students (.8.88.8%) were aware of career opportunities in the hospitality industry. 51.3% of the students already have exposure to the hospitality industry. 55.6% in the hospitality industry

Friends and relatives of the students were already functioning. The maximum number (62.9%) of students want to work in hospitality industry after getting a bachelor's degree in hospitality management and only 2.2% want to go into teaching and research. To find out the significant difference between the first-year and final-year students' perception of the independent sample t-test, their results are shown in subsequent tables.

Table 1: Defendants' demographic profile

		Frequency	Valid Percent
Gender	Male	324	87.1
	Female	48	12.9
Age	Below 18 Yrs	36	9.7
	18-20 Yrs	227	61
	20-22 Yrs	96	25.8
	Above 22 Yrs	13	3.4
Stream at 10+2	Humanities	88	23.7
	Commerce	142	38.2
	Medical	32	8.6
	Non Medical	110	29.5
Prior information about career opportunities	Yes	297	79.8
	No	75	20.2
Any exposure to the hospitality industry	Yes	191	51.3
	No	181	48.7
Any friends and relatives working in the hospitality industry	Yes	207	55.6
	No	165	44.4
Institute Studying In	IHM	294	79
	Private HMI	26	7
	UTD	52	14
Year of Graduation	First Year	221	59.4

	Final Year	151	40.6
Future projection upon completion of graduation	Job in the Industry	234	62.9
	Want to go Abroad	43	11.6
	Higher Studies	55	14.8
	Teaching & Research	8	2.2
	Others	32	8.6

Of the 21 variables, 15 variables were found where no significant differences were observed between first-year and final-year students' perceptions. Although there are differences in the average marks of first-year and final-year students, But the t test shows that this difference is not significant, which means that both first year and final year students have almost the same vision as long as these variables are related. Table 2 explains the variables with no significant differences and these variables

From a "good pay point of view" "a forum to interact with new people" "job security" "the opportunity to travel to different places" "the opportunity to work abroad" "respected jobs" "opportunities to meet celebrities, athletes, politicians" "charming and charming. Jobs "" reasonable workload "" opportunities to deal with foreigners "" parents are proud "" a person will get a decent spouse

"Interesting and challenging job "opportunity for self development" "Once an entrepreneur can work".

Table-2: Variables where no significant difference was found between first-year and final-year students' perceptions

(First Year-221, Final Year-151) =372

Variab les	Year of Graduation	Mean Score	F-Value	Sig.	Differen ce
The vision of a good salary	First Year	3.84	2.064	0.15 2	NSD
	Final Year	3.50			
A platform for new people to interact with	First Year	4.51	0.497	0.48 1	NSD
	Final Year	4.46			
Job security	First Year	3.23	2.543	0.11 2	NSD
	Final Year	3.17			
Opportunity to travel to different	First Year	4.28	0.815	0.36	NSD

destinations	Final Year	4.13		7	
Will have the opportunity to work abroad	First Year	4.32	6.493	0.011	NSD
	Final Year	4.11			
Respectful jobs	First Year	3.54	0.576	0.440	NSD
	Final Year	3.28			
Opportunities to meet celebrities, players, politicians	First Year	4.19	0.310	0.570	NSD
	Final Year	4.19			
Charming and charming job	First Year	3.60	2.421	0.121	NSD
	Final Year	3.48			
Fair work load	First Year	3.28	6.511	0.011	NSD
	Final Year	2.94			
Opportunities to deal with foreigners	First Year	4.37	0.598	0.440	NSD
	Final Year	4.34			
Parents will feel proud	First Year	3.95	7.000	0.008	NSD
	Final Year	3.62			
The person will get the right partner in life	First Year	3.48	0.131	0.718	NSD
	Final Year	3.32			
Interesting and challenging jobs	First Year	4.21	0.352	0.553	NSD
	Final Year	4.07			

Opportunity for self-development	First Year	4.24	1.399	0.238	NSD
	Final Year	4.13			
Can work as an entrepreneur	First Year	3.99	4.537	0.034	NSD
	Final Year	3.83			

First-year and final-year students differ in their views on the remaining 6 variables. Moreover, the t-test reveals that this difference in opinion is also significant (Table-3) "His employees have a good working environment" "Fast career growth" "Job satisfaction due to daily new challenges" "Reward for good performance" "Work will achieve a sense of achievement" "Achieve managerial status" are variables where first year and There is a significant difference between the comprehension of the final year students. The results are also expressed with the help of Table 3.

Table-3: Variables where notices between first-year and final-year students' perceptions (First Year-221, Final Year-151) =372

Variables	Year of Graduation	Mean Score	F-Value	Sig.	Difference
Good working environment for its employees	First Year	3.81	32.702	0.000	SD
	Final Year	3.43			
Rapid career growth	First Year	3.79	15.836	0.000	SD
	Final Year	3.50			
Job satisfaction due to facing new challenges daily	First Year	3.88	24.041	0.000	SD
	Final Year	3.66			
Awards for good performance	First Year	4.07	9.520	0.002	SD
	Final Year	3.87			
Someone from the work will get a sense of accomplishment	First Year	4.09	15.064	0.000	SD
	Final Year	3.85			
Management positions can be obtained	First Year	2.93	8.788	0.003	SD
	Final Year	3.15			

The second objective of the study was to find out whether students' perceptions were on the positive side or negative side. Interestingly, only one of the 21 variables selected for the study found the "managerial position to be achieved"

Where first-year students have negative vision and last-year students have positive vision (Table 4) Year-end students have higher than first-year average scores as a final average score.

Table-4: variable with positive understanding among final-year students
(First Year-221, Final Year-151) =372

Variab les	Year of Graduation	Mean Score
Management positions can be obtained	First Year	2.93
	Final Year	3.15

A variable called "Opportunities to meet celebrities, athletes, politicians" is found where the average marks of first year and last year students are exactly the same as that of 19.ٱ and is extended by Table by which shows that both the first year and the last year. Students think it's cool

Table-5: variable with same understanding among first- and final-year students

(First Year-221, Final Year-151) =372

Variab les	Year of Graduation	Mean Score
Opportunities to meet celebrities, players, politicians	First Year	4.19
	Final Year	4.19

The remaining 19 variables were found where first-year students have a positive outlook because the average score of first-year students is higher than the average score of final-year students (Table 6).

Table-6: Variables with Positive Perception amongst First Year Students
(First Year-221, Final Year-151) =372

Variab les	Year of Graduation	Mean Score
The vision of a good salary	First Year	3.84
	Final Year	3.50
A platform for new people to interact with	First Year	4.51
	Final Year	4.46
Job security	First Year	3.23
	Final Year	3.17
Opportunity to travel to different destinations	First Year	4.28
	Final Year	4.13
Will have the opportunity to work abroad	First Year	4.32
	Final Year	4.11
Respectful jobs	First Year	3.54
	Final Year	3.28
Charming and charming job	First Year	3.60
	Final Year	3.48
Fair work load	First Year	3.28
	Final Year	2.94
Opportunities to deal with foreigners	First Year	4.37
	Final Year	4.34
Parents will feel proud	First Year	3.95
	Final Year	3.62
The person will get the right partner in life	First Year	3.48
	Final Year	3.32
Interesting and challenging jobs	First Year	4.21
	Final Year	4.07
Interesting and challenging jobs	First Year	4.24
	Final Year	4.13
Can work as an entrepreneur	First Year	3.99

	Final Year	3.83
Good working environment for its employees	First Year	3.81
	Final Year	3.43
Rapid career growth	First Year	3.79
	Final Year	3.50
Job satisfaction due to facing new challenges daily	First Year	3.88
	Final Year	3.66
Awards for good performance	First Year	4.07
	Final Year	3.87
Someone from the work will get a sense of accomplishment	First Year	4.09
	Final Year	3.85

A variable where the average score of first-year students is higher than that of final-year students "good pay-per-view" "interaction with new people" "job security" "the opportunity to travel to different places" "the opportunity to work abroad" "respectable jobs" Amazing and charming jobs "

"Reasonable workload" "Opportunities to deal with foreigners" "Parents will feel proud" "The person will find the right partner" "Interesting and challenging jobs" "Opportunity for self development" "Can work as an entrepreneur" "Good on his employees Working environment "" rapid career growth "" job satisfaction due to meeting daily new challenges "" rewards for good performance "" work sense of accomplishment Will receive ".

Position of Hypothesis

Overall there is no significant difference between first-year and final-year students' comprehension

Table-7: Overall understanding

Variables	Year of Graduation	Mean Score	F-Value	Sig.	Difference
Overall Perception	First Year	3.88	19.663	0.000	SD
	Final Year	3.72			

The above hypothesis is rejected. The t-test confirms (Table-7) that significant differences are observed between first-year and final-year students' overall vision.

Conclusion

The research work has revealed some interesting facts. There is a significant difference between first-year and first-year students' comprehension overall. When a student enrolls in a hospitality program for many reasons, he / she has a very positive outlook on the industry.

Similarly, this positive attitude changes to a negative outlook due to many reasons for reaching the final year. One of the reasons for this changing vision of students is the interaction with the industry. Therefore, when interacting with hospitality graduates, certain issues should be kept in mind so that there is no change in perspective.

Training programs should be designed in such a way that students can enjoy the training sessions and do not consider it a burden. In addition, the need for future research ar ar also. Future research will be conducted to find out the cause of this negative vision. Further exposure to the industry is one of the reasons for this negative vision. Therefore, the impact of training on the students' perception will also be studied.

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