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## Students in Hospitality Management's Perception and Preferences for Working in Hotel Industry

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### ABSTRACT

The hospitality industry is a service industry that comprises hotels, restaurants, tourism, shopping, event companies, theme parks, transportation, and many other industries. The boom in the hospitality and tourist sector, not just in India but also overseas, has transformed it into one of the most profitable and advantageous sectors in the world, bringing in a significant quantity of foreign cash. As a result, a number of well-known hotel groups aim to open a large number of hotels around the world. To run their business (the hotel industry), they need educated and experienced personnel. This has sparked interest in hospitality education in India as well. The hotel business has been confronted with the problem of attracting and retaining quality employees all around the world. It is critical to appreciate current understudies' perspectives on how the travel business works if they are to become tomorrow's capable professionals. In this vein, the purpose of this research is to learn about the perspectives of hotel management students at various schools in Nagpur on the business as a lifelong decision. This study report will concentrate on last year's students who are planning to work in hotels for a limited time. The purpose of this study was to find out how hospitality management students felt about working in the hotel industry and what their preferences were. This research paper is based on the observation and feedback of 200 students from various colleges, for which a pre-arranged questionnaire was used, as well as a personal interview of selected students, which included 20 well-framed questions analysed using likert scale statistical tools such as percentage and mean, from which we concluded that final year hospitality management students' preferences and choices to work in reputable hotel brands industry.

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KEYWORDS. :- HOSPITALITY, HOTEL, STUDENTS, PERCEPTION, AND PREFERENCES

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### I. INTRODUCTION

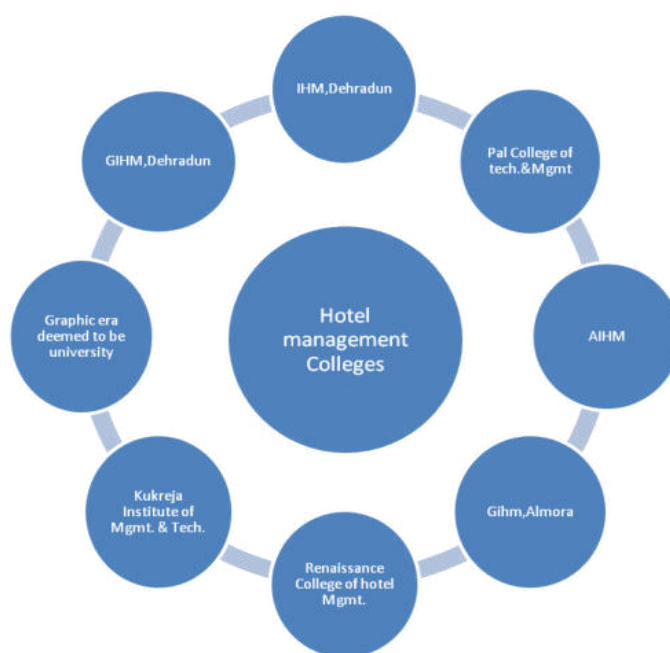
In recent years, a number of countries have seen a rapid expansion of the hospitality sector.

The hotel business is currently one of the main employers in many nations, according to current available statistics from the World Tourism Organization (WTO, 2005), and a large number of communities rely on it to provide "excellent" work prospects for their school leavers.

This is why universities began offering a particular course called as a hotel management course, which provides skilled personnel to the sector. These courses are offered in a variety of formats, including degree, diploma, and master's degrees. There are numerous colleges and universities in India and abroad that offer hospitality management programmes. These programmes are run by the government, non-governmental organisations, and private institutions, and they produce hotel professionals who exceed the expectations of people who spend time and money in hotels.

Many hotels offer earning opportunities and career paths for hospitality management graduates through various programmes such as management programmes, job trainees, and so on, in order to develop required skills in specific areas of hotel operation and retain employees. These graduates can work in retail, airlines, catering organisations, and so on. Final-year graduates, on the other hand, encounter issues with their preferences and perceptions when it comes to accepting offers from hotels and other industries such as cruises, retail, and fast food. This study aids colleges in understanding final-year students' perceptions and preferences, as well as hotels in understanding the trend in final-year students' perceptions and preferences when looking for a job in the hotel industry.

We exclusively chose students from hotel management institutes in Nagpur for this study. The following are the major hotel management colleges in Nagpur that were chosen for this study.



**Figure1:** Major Hotel Management Colleges In Nagpur Are Selected For This Study

#### **Implementation And Importance Of Industry :**

The hotel industry has been actively contributing to the nation's economic growth. This trend is expected to grow gradually and in turn boost or add meaning to the tourism of any place. Hotels and its Industry are clearly helping the domestic economy towards improving the domestic travel volume. People rely on the hospitality industry to fulfil their basic needs of transport, accommodation, food, and entertainment for work and recreational purposes.

To achieve their business objectives, hospitality and tourism organizations need effective implementation as well as consistent strategy formulation. However, the implementation aspect of strategy has attracted relatively less scholarly interest than strategic planning despite its critical role in achieving performance outcomes. Consequently, it is timely to provide an in-depth analysis of the strategy implementation literature.

## **II. LITRATURE REVIEW**

Because there are a limited number of studies on this topic, additional research is needed to highlight the perceptions and preferences of hospitality management students about working in the hotel business.

Sayed S. El-Houshy (2019) This section reviews a small amount of important and relevant literature on the subject. graduates When the United Nations agency entered the commercial enterprise industry after graduation, they resigned their first position and found work outside the firm after two years. As a result, there is a high rate of employee turnover and a waste of skilled and knowledgeable workers. As a result, business experts and employers should be cautious when dealing with recent recruits from students United Nations agencies have a significant impact on the company's prospective growth.

G.P. Raman and T.S. Natarajan (2018)-The purpose of the study was to learn about the current perceptions and preferences of final-year hotel management students in Chennai. Based on the facts gathered, the study found that there is a requirement for both internal and external hotel management education. Factors influence perception and preferences, and the hotel sector will have competent human capital Russell Cox, Anoop Patiar, Emily Ma, Sandie Kensbock (2017)- Hotel management (HM) degree programmes provide a well-balanced mix of technical, analytical, and soft abilities - a skill set that is in high demand.

a requirement for hospitality graduates who want to work in the industry, although in recent years, numerous universities, particularly in Australia, have replaced practical courses with theoretical alternatives. This alternative option has resulted in Since students are no longer exposed to real-life structure environments in which they will teach In conjunction with social skills, management (hotel food and beverage).

The authors, Rajeshree S. Pol and Hemraj Patil (2015), find that the most important hospitality

When it comes to practical work experience in the hotel industry, management students have a different perspective. during their industrial training Following the completion of the course, some students are eager to collaborate with the faculty. While some students believe that working in another sector is a better option, others believe otherwise.

Brown, Eric A. Robert Bosselman, Susan W. Arendt (2014)- According to the findings of the study, individuals still working in cordial reception believe it more necessary to have reasonable promotion chances, an inessential incentive, and a position that allows them to apply their cordial reception degree, an intrinsic incentive. All of the respondents had a cordial reception degree, thus this finding could indicate that those who left don't mind having a career where their cordial reception degree isn't utilised, or that those still in the trade are there because they believe it's vital to be in the

trade. studies. Those who have lasted in the courteous reception industry say it is also vital to be friendly. has been promoted. This could indicate that they believe that sticking in the cordial reception industry is the greatest way to advance, possibly due to their cordial reception degree. Those who left, on the other hand, felt a greater need to contribute to society; perhaps they didn't realise they could do so while working in the polite reception industry. Shalini, Anoop Kumar, Pankaj Kumar Singh, Amit Kumar, and Pankaj Kumar Singh (2014)- According to the findings, students do not find a pleasant working atmosphere in the business, and they do not regard their jobs as reputable as others. Even the nature of the hotel industry does not provide pupils with enough difficulties. Furthermore, they have a negative attitude on the industry's prospects for self-development. The industry must focus on the above-mentioned characteristics in order to enhance male perceptions, which will result in a more skilled workforce to serve the industry and meet human resource requirements. Conrad Lashley (2013-2016)- According to the author, students are drawn to work in housing associations since jobs are plentiful and the labour is generally enjoyable. Bar and café jobs, in particular, allows understudies to operate in environments where their public activity is covered. Understudies are more engaged when they are able to work when they are available, or when they can fit in a few moves around their course work commitments. All things considered, the retail sector is a strong contender for these new lodging establishments, and there is evidence that wage rates in retailing can be higher. Businesses should be aware of the true rates paid in the local labour market and ensure that they at least match rates available to understudies working in retail and shop occupations. Perinztin & Sevgin Akş Roney (2007)- This study found that when strong vocation demands are not realised, it might lead to dissatisfaction and, as a result, decreased job fulfilment and significant staff turnover. In this case, If understudies who are strongly opposed to attending a four-year degree in the travel business are permitted to do so, there will likely be less discontent with their career prospects. George Kyprianou and Anastasios Zopiatis (2006) - Findings recommend that the business is in a position to bring in a persons with average or below educational levels United Nations agency principally attend/secondary public technical faculties. The authors made a number of proposals that were based on a dependence and relationship between hospitality stakeholders, secondary students, and the government. The quality of this relationship has the potential to be the deciding factor in all of our education plays an important role in this effort since it serves as a bridge for people to successfully cross on their way to a prosperous and long-term career.

### III. OBJECTIVES OF THE STUDY

- To efforts to improve the sector, its reputation, and thus the number of individuals drawn to it. Tertiary investigate the attitudes of last year's hospitality management students toward working in a hotel.
- To investigate the preferences of last year's hospitality management students for employment in the hotel sector.

### IV. RESEARCH METHODOLOGY

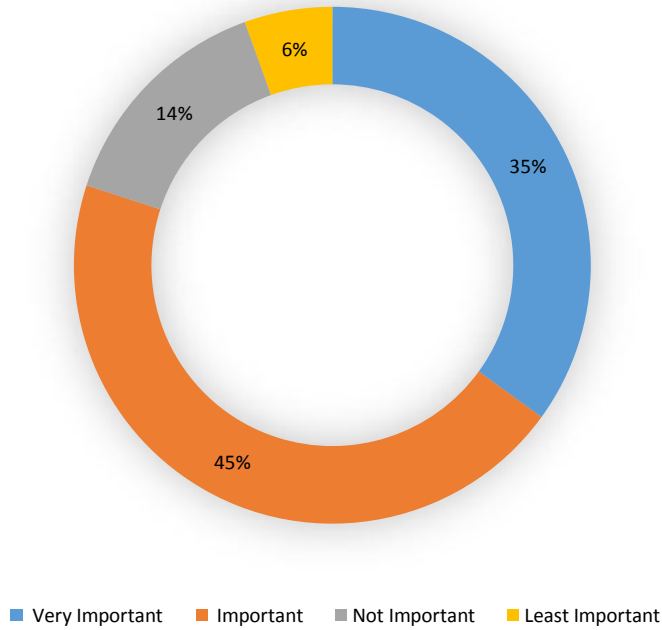
The methodology utilised in this study focuses on gathering both primary and secondary data. Primary data is collected using survey questions, while secondary data is taken from relevant sources such as reputable journals, eminent books, published publications and articles, and relevant online sources. The primary goal of this study is to learn about final-year hotel management students' perceptions and preferences for jobs in hotels following graduation. The study's sample includes of final-year hotel management students from several colleges around Nagpur. It was decided to use the convenience sampling method. The information was gathered between the years of 2018 and 2019. The poll asked about people's attitudes and preferences about working in hotels. All statements about final-year hotel management students' preferences and perceptions were based on Likert's five-point scale, which ranged from unsatisfactory to very good.

### V. DATA ANALYSIS AND INTERPRETATION

The 200 responders filled out the pre-arranged questions in a timely manner. The results of the questionnaire are represented graphically.

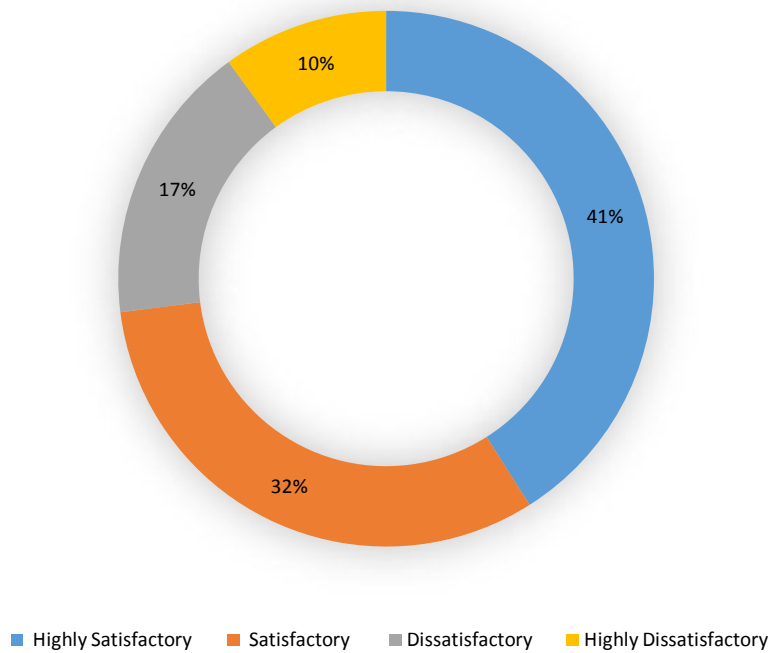
Options	Responses	%
Very Important	70	35
Important	90	45
Not Important	29	14.5
Least Important	11	5.5

**According to you how important is the selection of institution**



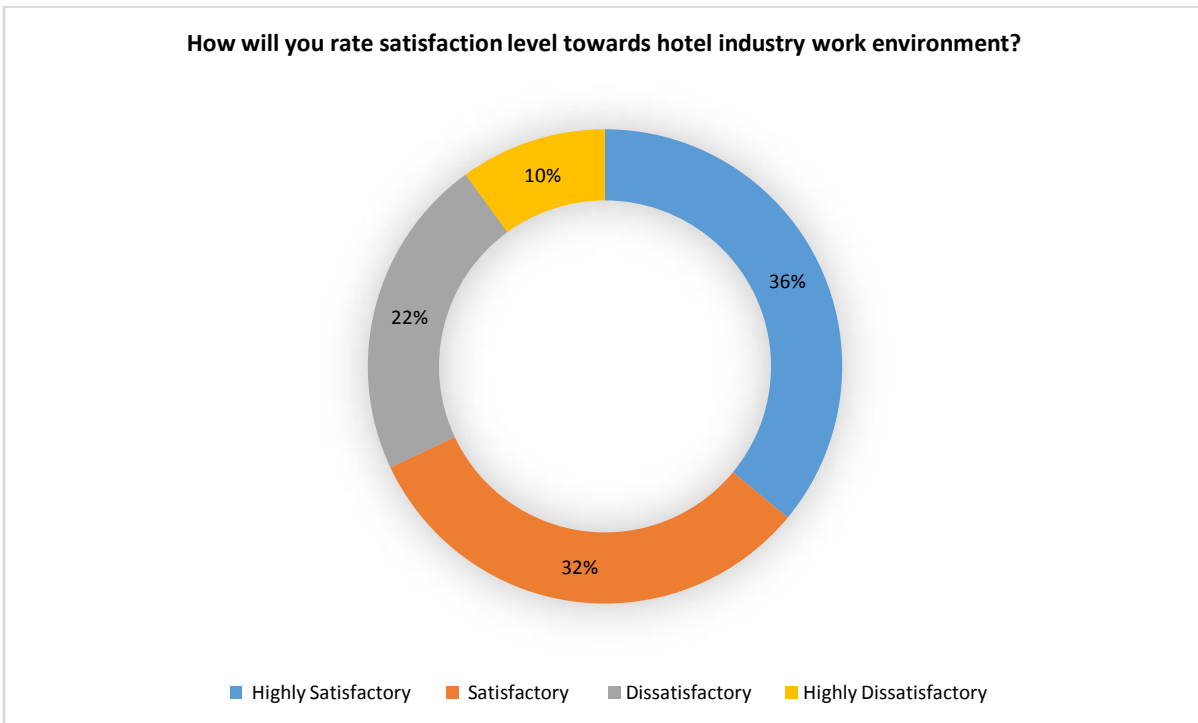
The information from the above Pie Chart reveals that majority of the respondents 45% feels that the Selection of institution is Important, 35% of the respondents feels that the Selection of institution is Very Important, 14% of the respondents feels that the Selection of institution is Not Important and 6% of the respondents feels that the Selection of institution is Least Important.

**How was the Industrial Training experience?**



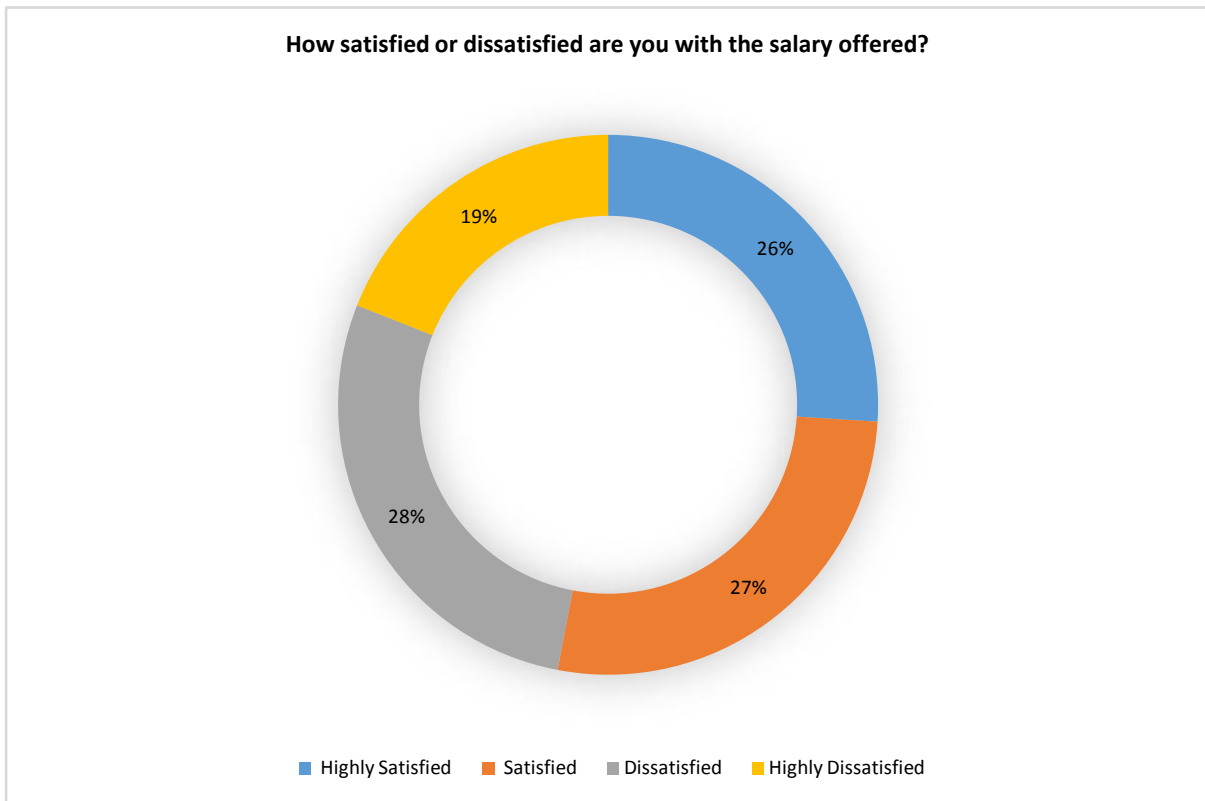
Options	Responses	%
Highly Satisfactory	82	41
Satisfactory	64	32
Dissatisfactory	34	17
Highly Dissatisfactory	20	10

The information from the above Pie Chart reveals that majority of the respondents 41% feels that the Industrial training experience was Highly Satisfactory, 32% of the respondents feels that the Industrial training experience was Satisfactory, 17% of the respondents feels that the Industrial training experience was Dissatisfactory and 10% of the respondents feels that the Industrial training experience was Highly Dissatisfactory.



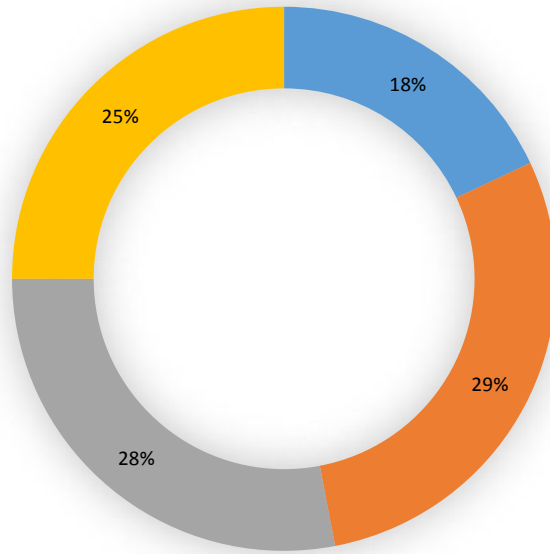
Options	Responses	%
Highly Satisfactory	72	36
Satisfactory	64	32
Dissatisfactory	44	22
Highly Dissatisfactory	20	10

The information from the above Pie Chart reveals that majority of the respondents 36% feels that the Hotel industry work environment was Highly Satisfactory, 32% of the respondents feels that the work environment was Satisfactory, 22% of the respondents feels that the work environment was Dissatisfactory and 10% of the respondents feels that the work environment was Highly Dissatisfactory.



Options	Responses	%
Highly Satisfied	52	26
Satisfied	54	27
Dissatisfied	56	28
Highly Dissatisfied	38	19

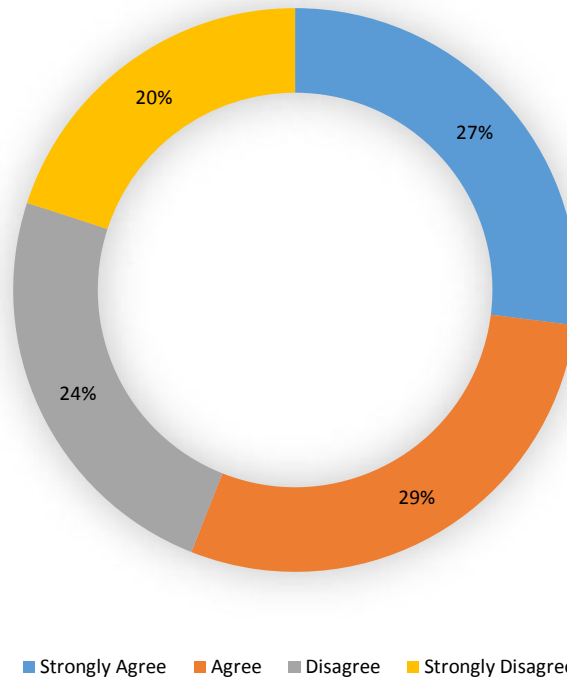
The information from the above Pie Chart reveals that majority of the respondents 28% are Dissatisfied with the salary offered, 27% of the respondents are Satisfied with the salary offered, 26% of the respondents are Highly Satisfied with the salary offered and 19% of the respondents are Highly Dissatisfied with the salary offered.

**How satisfied or dissatisfied are you with your current work/life balance?**

■ Highly Satisfied ■ Satisfied ■ Dissatisfied ■ Highly Dissatisfied

Options	Responses	%
Highly Satisfied	36	18
Satisfied	58	29
Dissatisfied	56	28
Highly Dissatisfied	50	25

The information from the above Pie Chart reveals that majority of the respondents 29% are Satisfied with their current work / life balance, 28% of the respondents are Dissatisfied with their current work / life balance, 25% of the respondents are Highly Dissatisfied with their current work / life balance and 18% of the respondents are Highly satisfied with their current work / life balance.

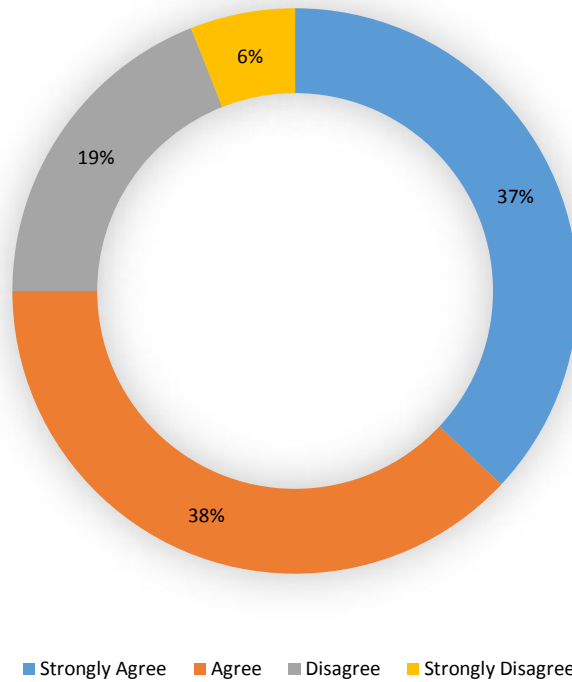
**I feel that course completion offers me a good job position.**

Options	Responses	%
Strongly Agree	54	27
Agree	58	29
Disagree	48	24
Strongly Disagree	40	20

The information from the above Pie Chart reveals that majority of the respondents 29% Agree that course completion offers them a good job position, 27% of the respondents Strongly Agree that course completion offers them a good job position, 24% of the respondents Disagree that course completion offers them a good job position and 20% of the respondents Strongly Disagree that course completion offers them a good job position.

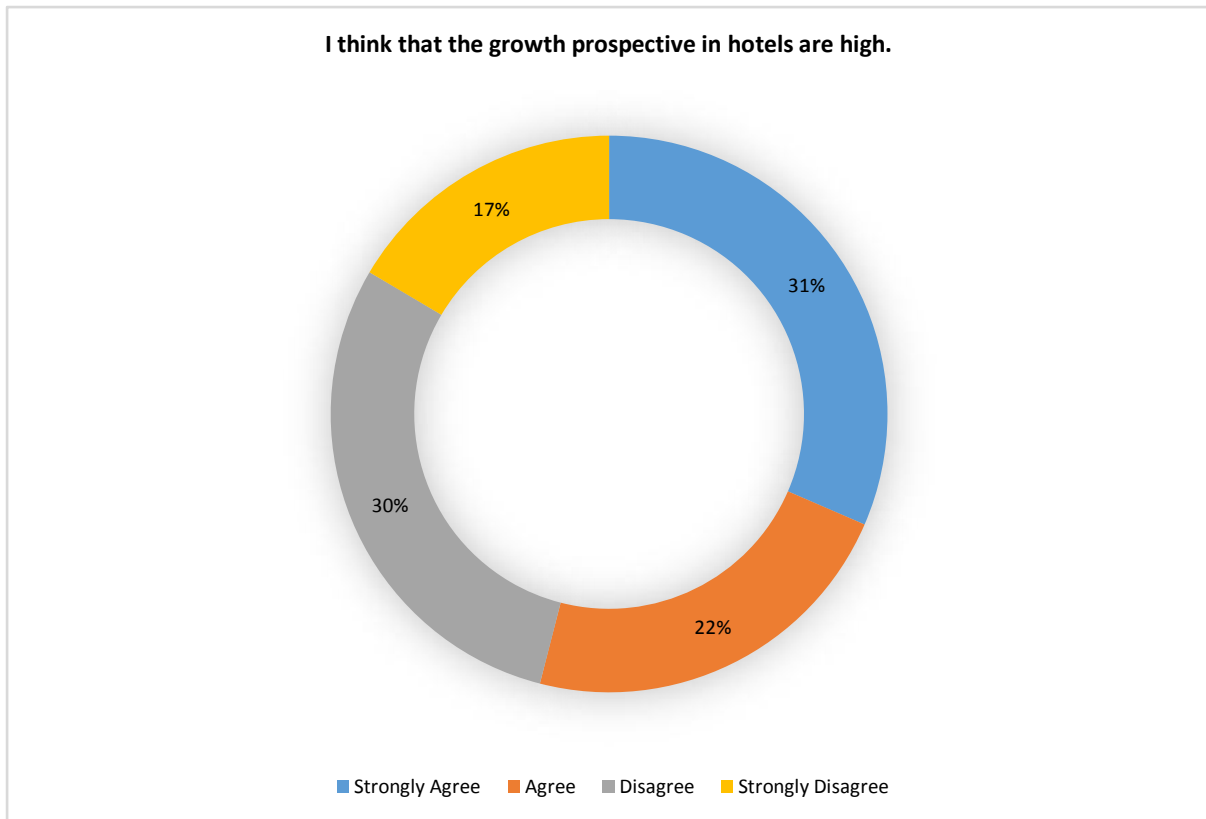


**I feel that the available job options after completing hotel management are sufficient.**



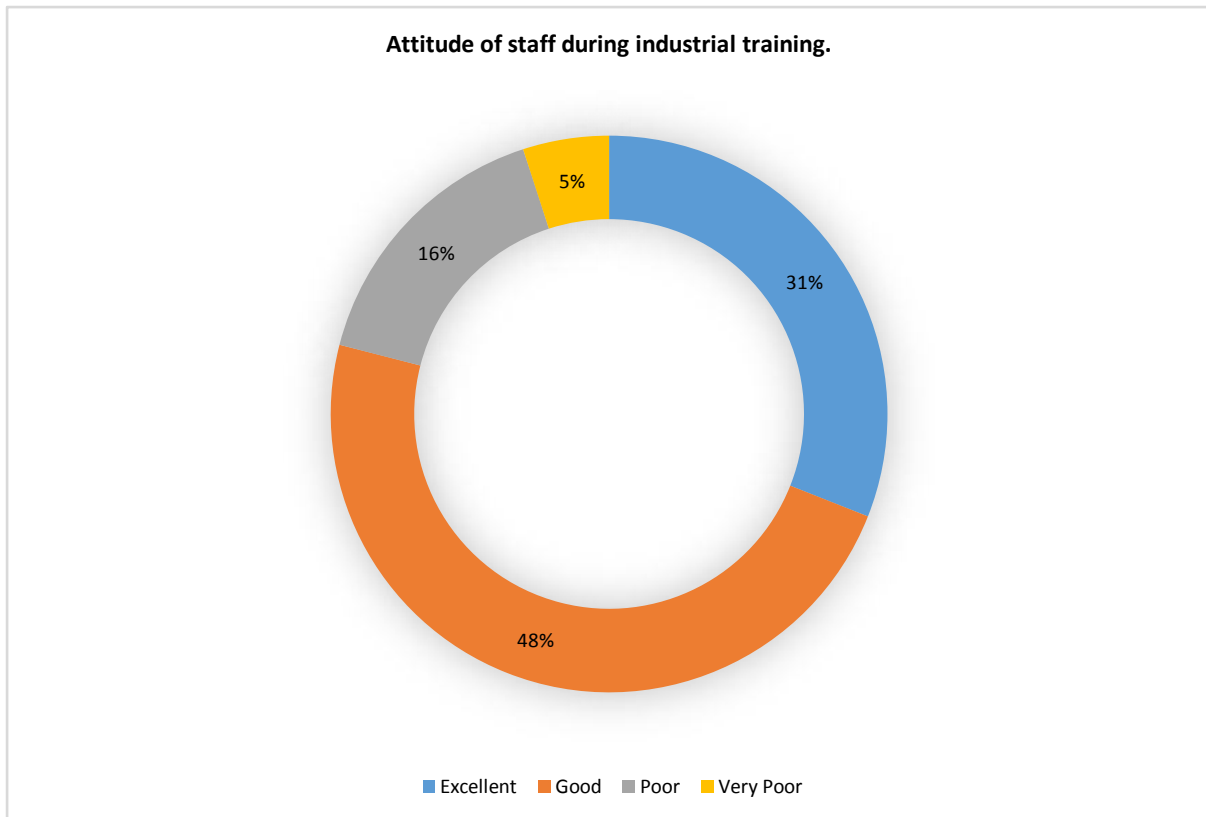
Options	Responses	%
Strongly Agree	74	37
Agree	76	38
Disagree	38	19
Strongly Disagree	12	6

The information from the above Pie Chart reveals that majority of the respondents 38% Agree that the available job options after completing hotel management are sufficient, 37% of the respondents Strongly Agree that the available job options after completing hotel management are sufficient, 19% of the respondents Disagree that the available job options after completing hotel management are sufficient and 6% of the respondents Strongly Disagree that the available job options after completing hotel management are sufficient.



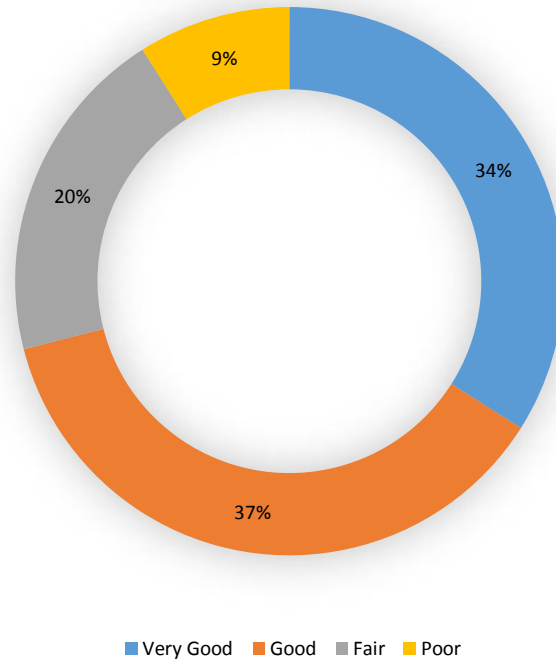
Options	Responses	%
Strongly Agree	63	31
Agree	45	22
Disagree	59	30
Strongly Disagree	33	17

The information from the above Pie Chart reveals that majority of the respondents 31% Strongly Agree on the statement that the growth prospective in hotels are high, 30% of the respondents Disagree on the statement that the growth prospective in hotels are high, 22% of the respondents Agree that the the growth prospective in hotels are high and 17% of the respondents Strongly Disagree that the the growth prospective in hotels are high.



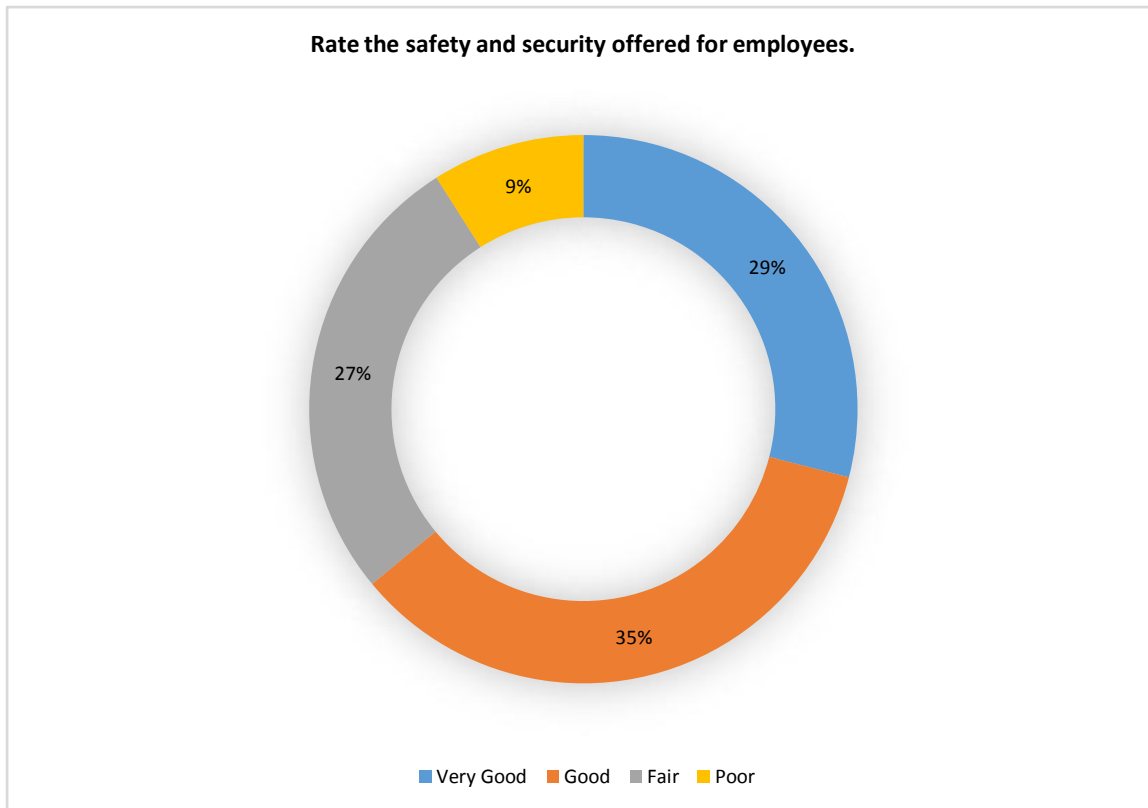
Options	Responses	%
Excellent	62	31
Good	96	48
Poor	32	16
Very Poor	10	5

The information from the above Pie Chart reveals that majority of the respondents 48% feels that the Attitude of staff during industrial training was good, 31% of the respondents feels that the Attitude of staff during training was Excellent, 16% of the respondents feels that the Attitude of staff during training was poor and 5% of the respondents feels that the Attitude of staff during training was very poor.

**Opportunities offered internationally by the hotel industry are**

Options	Responses	%
Very Good	68	34
Good	74	37
Fair	40	20
Poor	18	9

The information from the above Pie Chart reveals that majority of the respondents 37% feels that the Opportunities offered internationally by the hotel industry are good, 34% of the respondents feels that the Opportunities offered internationally by the hotel industry are Very Good, 20% of the respondents feels that the Opportunities offered internationally by the hotel industry are fair and 9% of the respondents feels that the Opportunities offered internationally by the hotel industry are poor.



Options	Responses	%
Very Good	58	29
Good	70	35
Fair	54	27
Poor	18	9

The information from the above Pie Chart reveals that majority of the respondents 35% feels that the safety and security offered for employees is good, 29% of the respondents feels that the safety and security offered for employees is Very Good, 27% of the respondents feels that the safety and security offered for employees is fair and 9% of the respondents feels that the safety and security offered for employees is poor.

## VI. FINDINGS AND CONCLUSION

According to the study's findings, undergraduate hospitality management students' general perceptions of hospitality work are both favourable and negative. Even if new students begin with a more favourable attitude toward the sector, their attitudes change following the internship/industrial training term and (for certain students) part-time work experience. Selection of Institute, learning through practical sessions, industrial exposure, and final placement are all important components in building a positive perception of ultimate placement in reputable hotel brands. Apart from that, proper employment positions in the shape of Management trainees and Hotel Operational trainees with reasonable pay are also operating as a positive influencer for students' perceptions of pursuing a career in the hotel business. Similarly, final placement in the hotel business, followed by worldwide prospects, is a predictor of producing positive perceptions for jobs in the industry.

On the other side, there are some areas where hotels may try to improve positive employee preferences, such as employee attitudes toward young industrial training, where they should focus on learning and the outcome of learning for trainees, and hotel quality. To ensure a positive perception for students who wish to join the hotel industry, hotels should implement a human resource strategy emphasising on work-life balance, which would focus on holistic growth of employees, correct working hours, and job security.

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