Perception of Students towards Tourism and Hotel Management Courses and Industry-A Study of Chandigarh College of Hospitality Mohali

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ABSTRACT

Hospitality and tourism industry in India have potential in terms of the generating revenue at the national level and thus to draw employment, this research paper, using the case of Chandigarh college of Hospitality Mohali aims to ravel out the perceptions and awareness of college students towards education and career in Tourism and Hospitality. A questionnaire was developed to identify perceptions of students towards careers in the hospitality industry, and review was executed to understand what respondents believe behind their perception for the same. Future of an industry depends on the quality and motivation of its potential employees, foundation of which starts with students who are in pursuit of getting ready for the industry. So as to identify whether the industry's reputation is shared by young individuals and if it affects their career decisions, this paper was worked upon. The candidates who participated gave various types of responses that were further technically analyzed to bring out the motivation factors for joining hospitality industry. These factors that were distinguished based on the tastes of the aspirant and the motivation and personal satisfaction offered by the industry.

Keywords- *Tourism, Hospitality, Employment.*

1. INTRODUCTION

India's Travel & Tourism sector ranks 3rd in the world in terms of its total contribution to the country's GDP **(WTTC Report 2018)**. According to the provided data, Travel & Tourism generated INR16907.9 billion (USD247.3 billion) in 2018, which is the world's 7th largest in terms of absolute size, the sum is equivalent to 9.2% of India's GDP. Moreover, the sector supported 42.9 million jobs in 2018, which ranks India 2nd in the world in terms of total employment supported by Travel & Tourism. The sector accounts for 9.3% of the country's total jobs. India's Travel & Tourism sector was also the fastest growing amongst the G20 countries, growing by 8.5% in 2016. A further 6.9% growth was forecast for 2018. India's strong Travel & Tourism figures are predominantly generated by domestic travel, which accounts for 88% of the sector's contribution to GDP in

2016.This data, clearly shows that there are abundant opportunities of growth in the tourism and hospitality sector.

Social Media & Television Channel's in today's era, are also helping in motivating and providing direction to young students to decide and find out their interest's through providing them with informative programmes or channels such as Cooking Shows by Sanjeev Kapoor, Gordon Ramsey also Celebrity Chef Competitions and channels dedicated to food and hospitality.There is a considerate number of students with high hopes and enthusiasm to work in the industry but it is observed that while taking admissions to various programmes, their perceptions and interest to work in the hospitality industry declines.

Now, the tourism and hospitality industry worldwide, and in India in particular, has been challenged with the problem of attracting and retaining quality employees that has led to a shortage of skilled personnel to staff the ever-growing number of tourism and hospitality businesses. This problem is complex, with many different contributing factors, out of which perception of the students towards Hotel management industry and education is also an important aspect to study, which became the purpose of this paper.

2. LITERATURE REVIEW

2.1. **Domonte and Vaden (1987)** have said in his research, the factor that had the greatest influence on career decisions of potential hospitality employees was work experience. For this reason work-based learning, either structured or unstructured, will play a significant role in tourism and hospitality students 'attitudes toward pursuing a career in the industry upon graduation.

2.2. **McGuire, 1985** have said attitudes are important for explaining and predicting behavior. Yet, the relationship between attitudes and actions (behavior) is controversial. Most empirical research supports a small to moderate positive relationship between attitudes and behavior.

2.3. **Murphy (1985)** informs us that individual attitudes are positive when there is a tourism related community involved. Owning or operating businesses in such a particular area, thus providing employment to a vast number of local people, has a positive impact on their attitudes and perceptions. The authors argued that there has been a trend for more positive attitudes to the industry by those who have some contact than by those who have no direct involvement or perceive that they derive no benefit from tourism.

2.4. In a study by **Richardson's (2009)**, the perceptions of hospitality students was important factors for them to choice of career and the extent to which a career in these industries would offer those factors as an enjoyable job, pleasant working environment, job security, colleagues they can get along with and high earnings over the length of their career were the most important.

2.5. In number of studies by **Airey and Frontistis, 1997; Getz, 1994; Koko and Guerrier, 1994; Cooper and Shepherd, 1997** it has been portrayed hospitality professions was low-status careers, menial and low level, unattractive, physically repetitive, poorly paid, controlled by task oriented managers and providing limited opportunities for participation and development**.**

2.6. **Anoop Kumar, Pankaj Kumar Singh, Amit Kumar, Shalini, (2014**) found that students at first have positive perception towards the course because of many reasons such as inspiration, motivation and passion but as they found more about the harsh conditions during the industrial exposure, their perception changes to more on a negative side. This makes it very important for industry to look into the training process carried out and must take care about certain points regarding what makes the experience into a negative prospect for the future student/employee.

2.7. In respect to the above finding **Collins, (2002); Lam & Ching (2007)** have also said that near null stipend, pitiable relations, unorganized work environment, long working hours and overall a hectic working environment faced by the student's during internship are the most common factors that create dissatisfaction and decreased motivation towards Tourism & Hotel industry.

2.8. The act of perceiving consists of certain conditions and fundamental elements **(Jordaan & Jordaan 1996)**. These conditions and fundamental aspects transcend the scholarly debates surrounding the perceptual process **(Lewis 1999)**. As these debates will not be discussed in this article due to their complex and lengthy nature, suffice is to say that they have contributed to a better understanding of the act of human perception **(Shaver & Tarpy 1993)**.

OBJECTIVE OF THE STUDY

The purpose of the study is to understand an empirical approach of a single objective that is to investigate perception of students towards hotel management course.

3. RESEARCH METHODOLOGY

The study is exploratory in nature, in all 99 students from Chandigarh College of Hospitality Mohali were selected. The research includes the students of Undergraduate Students of the college. The objective of research is to understand an empirical approach of a single objective that is to investigate perception of the students towards the hotel management course. The study was conducted in Chandigarh College of Hospitality Mohali Punjab.

Demographic Profile of the Students:

Table 1 Profile of the Respondent

Profile of Respondents		Frequency (Valid Percentage) N=99
Sex	Male	87 (87.87)
	Female	12 (12.13)
Age	20-22	89 (89.9)
	23-25	10 (10.1)
Education Qualification	Graduation	100%

From the table; 1 it is clear that most of the respondents were male (87.87%), 89.9% of them from the sage group of 20-22 years and rest 10.1% were between the age group of 23-25 years. As per their educational background all were under graduate.

4. FINDING

Based on the secondary data 12 variables were identified to know the perception of students towards hotel management course in universities. Through structured questionnaire respondents were asked questions on five point likert scale. Factor analysis method is used to reduce these variables to limited number of factors. The analysis is done with the help of rotated component matrix. Thus reducing 12 variables to underlying 3 factors these are:

Table 2 Rotated Component Matrixes

Rotated Component Matrix			
	Component		
According to students joined hotel management course because,	1	2	3
More Chance to Explore New Destinations	.786		
More Opportunities to work abroad	.776		
More Chance to Meet New People	.637		
Lavish Life Style	.554		.
Attractive Salaries	.498		
Good Course Curriculum		.808	
Passion Towards Work		.716	
Multiple Job Options Available		643	
Professionalism		.642	
Good Job Opportunities		.395	
Practice Base Learning			. 861
Good Academic Environment			.797

Factor 1- Good Life Style Five variables have been found in this factors and it reflects More Chance to Explore New Destinations (.786), More Opportunities to work abroad.(776), More Chance to Meet New People.(637), Lavish Life Style .(554) and Attractive Salaries (.498)

Factor 2- Good Career Opportunities Five variables have been found in this factors and it reflects Good Course Curriculum.808, Passion towards Work (.716), Multiple Job Options Available (.643), Professionalism (.642) and Good Job Opportunities (.395)

Factor 3- Practice Base Learning and Good Academic Environment: Two variables have been found in this factors and it reflects Practice Base Learning (.861) and Good Academic Environment (.797)

5. CONCLUSION

Thus it is a very tricky task to understand the perception of students towards tourism and hotel management. The purpose of the study is to take an empirical approach to investigate the various aspects of perception and its impact on the acceptance of the students. Finally it is envisaged that the study leads to increase the awareness about the perception of the students towards hotel management. Three clusters of perception of students towards tourism and hotel management have emerged these are Good Life Style, Good Career Opportunities and Practice Base Learning & Good Academic Environment. Though the present study is just confined to Chandigarh college of Hospitality but still it can be helpful for scholars and researchers, who are doing research in related field by applying the same in bigger area. The researcher can inculcate wide range of variables related to perception of students towards hotel management.

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