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## Research Article

### STUDENT'S PERCEPTIONS TO OPT HOSPITALITY EDUCATION: STUDY OF PRIVATE HOSPITALITY COLLEGES IN PUNJAB-INDIA

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#### ABSTRACT

Hospitality education has its inception from the period where the need felt for skilled and professionals requirements in different sectors of the society. One of the sector is the hospitality and tourism which is emerging one of the most priority field in relation to education and employability. In the last few years numbers of private colleges has emerged in the field of hospitality education. And the image of employment generation is formed about the hospitality education in the society. But somewhere students who joins these courses are not clear about the perceptions they make regarding the joining these courses and find these courses mismatch with the industrial requirements. This paper will focus on the perception formation of these students regarding to join them. It takes study of 3 private colleges of Punjab region. It provides the mismatch between student's perceptions and real state of the situation. This paper uses both primary and secondary research data collection to complete this paper with conclusive findings.

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#### INTRODUCTION

Hospitality education has got its highest boom in 21st century all over the country. Now days, it is coveted career, and nearly 150 institutes in government and private sector are in approved category. There are 25 craft institutes for short term courses. An estimate that 14000 graduates are produced by the Hospitality Institutes. Ministry of Tourism indicates that demand of trained hospitality professionals is 2.03 lakh per year.

The Ministry of Tourism has also includes hospitality vocational courses in polytechnics, ITIs to impart specific skill and certification programmes. By the end of 11<sup>th</sup> five year plan, focus on the development of 49 hotel management institutes, 31 food craft institutes and tourism management centre at south.

Many students make their entry into these hospitality programmes after 12<sup>th</sup> examination and select either government or private hospitality institute. Hospitality and tourism is one of the sources of easy foreign exchange, which is fully depends upon its manpower for effective and efficient services. As per the UNWTO, the hospitality & tourism sector has grown with fast pace in the 21<sup>st</sup> century. And hospitality and tourism all over the globe has increased on regular period of time. For those countries, which are on the developing stage,

the hospitality and tourism sector cater to much needed opportunities of employability and developments.

India has a great potential in the field of hospitality and tourism for the overall national economical and social developments. Many initiatives have been taken by the Ministry of tourism, Govt. of India to broaden the development and hospitality & tourism sector in the country.

Tourism policies & destination master plans introduced by the Department of tourism, to bring the economic, social & infrastructural development in the country. Ministry of tourism (MoT) Govt. of India report has specified that India has potential to be emerged as a key economic booster and employability generator after the construction sector.

With the growth of Hotels has put its impression on the growth of domestic and international tourists around the country and in the world. It has emphasised on the demands of the well-trained and skilled manpower, which has grown impressively. Ministry of tourism, Govt. of India has established National institute of hotel management & catering technology (NCHM) in 1982, to give boost toward the development and growth of hospitality education in the country. As the growth in the tourism sector has lead towards the influence on the choices of hotel management & catering technology programmes on

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priority and the hospitality graduates got their training and placement within country and in abroad.

**LITERATURE REVIEW**

High school students opt for hospitality education at Victoria is on the reputation and the course availability not on the overall performance of the university. Only 10% students know about to make their career in hospitality industry. Many students have positive perception about the hospitality industry from their personnel. (Barry O' Mahony. G., *et al.* 2001)

The transition of the students from education sphere to the employment part is depends upon thee how much they equipped with to meet the needs of hospitality industry. Comparison between the HND (Hospitality National Diploma) and Bachelor's degree shows the significant findings. It includes that the HND are more likely to be in industry not due to their strong commitment, but having short range of opportunities in more vocational specialist qualification. (KatePurcell,Kate. *et al.*)

The internship programme largely influence upon the overall satisfaction toward the internship experience. So, internship programme & planning shows the effects on student's willingness to join hospitality industry after the completion of degree. (Ling Chen.T.,*et al.*2012).

One of the report regarding the under graduate students for working in tourism industry has shown the unfavourable and negative findings towards working in tourism industry. (Kusluvan.S.,*et al.*2002)

Appropriate HR strategies need to be developed for bridging gap between graduates and employers.(Kelley.D.,*et al.*2001). One of the study shows that the students' perceptions at very first stage is to get the employment in hospitality industry. But, it is clear from the study that the students perceived to be general manager or corporate manager after ten years of graduation. But this perception get deteriorate with the progress of the degree.( Kevin Jenkis.A. 2001).

Another study at Hong-Kong polytechnic university findings that the students shows their strength, weakness of the course ,and half of the students left their graduation in tourism or hospitality within 3-5 years. They find that they will get the general graduation subjects and acquire the current job rather than speciality tourism. (King.B.,*et al.*2003).

Parental influence to opt for hospitality and tourism management (HTM) in China, shows that the three factors are perceived parental support i) Hospitality & tourism industry ii) Career concern iii) Barrier to carrier choice for students. (Chek-Keung.S.,*et al.*2009).

The perceptions of students after completion of the graduation seeking employment in the industry and position they expect after 5 to 10 years. (Jenkins.K.A.2001)

**Objective of the Study**

1. To study the perceptions factors behind the selections of the hospitality programmes
2. Analysis of these perceptions.
3. Suggestions and conclusion on the basis of research findings.

**RESEARCH METHODOLOGY**

This study includes following methods

- Explorative
- Explanatory

For this study the 3 private colleges for the data collection of hospitality courses selected. Total 250 survey questionnaires are distributed for data collection. Out of which only 244 filled questionnaires have been received for the analysis and conclusion drawing.

**Research Findings**

Following findings are drawn from the collected survey questionnaires.

| 1.Courses | No of Responses | 2.Gender | No of Responses |
|-----------|-----------------|----------|-----------------|
| Bscathm   | 96              | Boys     | 189             |
| Bschmct   | 29              | Girls    | 55              |
| Bhmct     | 119             |          |                 |

| 3.AGE    | No of Responses | 4.Belongs To | No of Responses |
|----------|-----------------|--------------|-----------------|
| BELOW 16 | 0               | Punjab       | 80              |
| 16-25    | 240             | Haryana      | 42              |
| 26 above | 4               | Hp           | 71              |
|          |                 | J&k          | 17              |
|          |                 | Other        | 34              |

| 5.Are You From | No of Responses | 6.Your Parents Are | No of Responses |
|----------------|-----------------|--------------------|-----------------|
| Urban          | 131             | Private Job        | 62              |
| Rural          | 113             | Farmer             | 38              |
|                |                 | Govt Employee      | 78              |
|                |                 | Businessman        | 55              |
|                |                 | Other              | 11              |

| 7.Motivation For Course | No of Responses | 8.How You Decide For Course | No of Responses |
|-------------------------|-----------------|-----------------------------|-----------------|
| Job                     | 103             | Self decision               | 203             |
| Degree                  | 10              | Parents decided             | 21              |
| Institute Image         | 8               | Friends studying            | 11              |
| High Salary             | 43              | Advertisement               | 6               |
| Excellent Placement     | 63              | Other                       | 3               |
| Other                   | 17              |                             |                 |

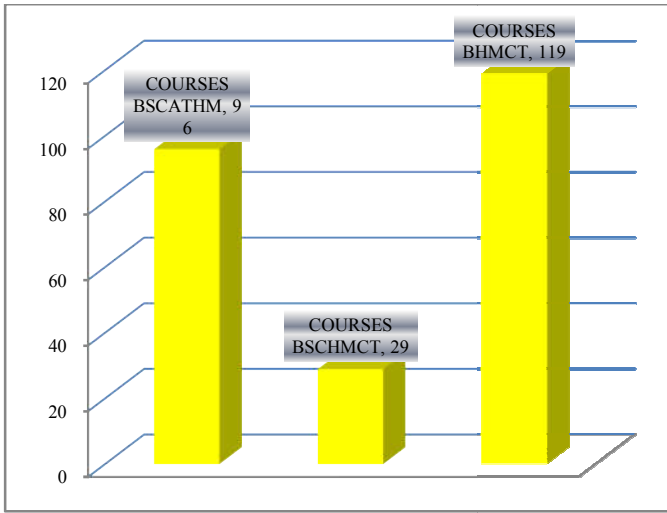
| 9.Course Expectation    | No of Responses | 10.Attraction Factor of Institute | No of Responses |
|-------------------------|-----------------|-----------------------------------|-----------------|
| Job in reputed company  | 83              | Infrastructure                    | 36              |
| International placement | 94              | Activities                        | 28              |
| Higher study in india   | 11              | Qualified teaching staff          | 53              |
| Higher study in abroad  | 21              | Eating outlets                    | 7               |
| Pr abroad               | 28              | Placement senarion                | 113             |
| Other                   | 7               | Other                             | 7               |

| 11.Satisfacton Level With Course | No of Responses |
|----------------------------------|-----------------|
| YES                              | 233             |
| NO                               | 11              |

Graphical presentation of the particular findings for this study has been shown below:-

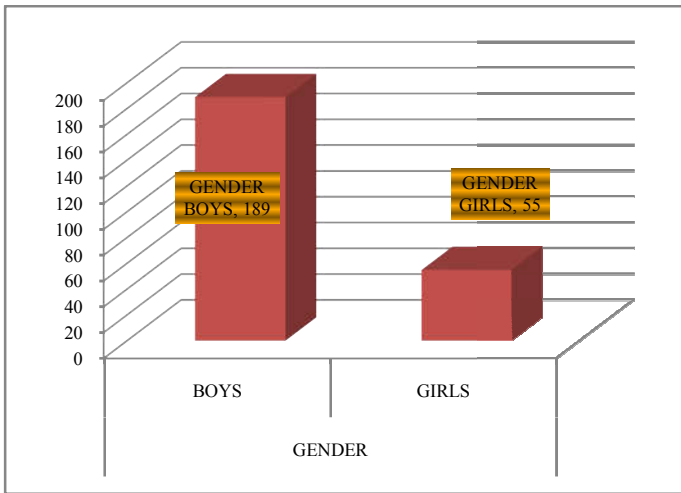
**Table 1**

| Courses | Responses |
|---------|-----------|
| BSCATHM | 96        |
| BSCHMCT | 29        |
| BHMCT   | 119       |



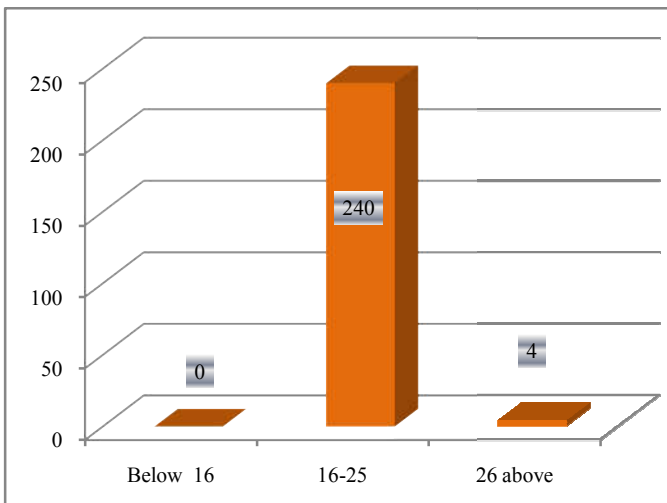
**Table 2**

| GENDER |     |
|--------|-----|
| BOYS   | 189 |
| GIRLS  | 55  |



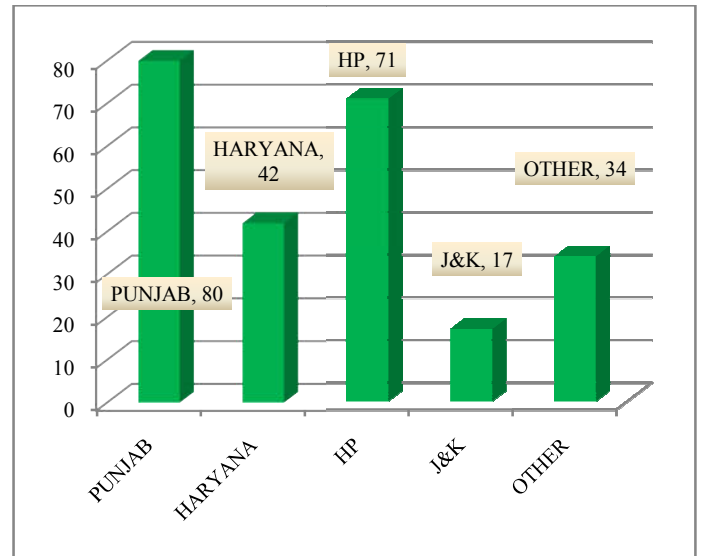
**Table 3**

| AGE      |     |
|----------|-----|
| Below 16 | 0   |
| 16-25    | 240 |
| 26 above | 4   |



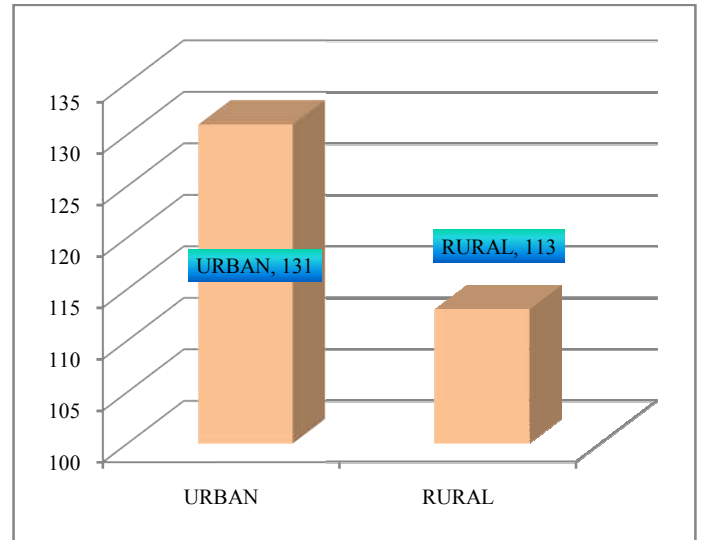
**Table 4**

| BELONG TO STATE |    |
|-----------------|----|
| PUNJAB          | 80 |
| HARYANA         | 42 |
| HP              | 71 |
| J&K             | 17 |
| OTHER           | 34 |



**Table 5**

| AREA  |     |
|-------|-----|
| URBAN | 131 |
| RURAL | 113 |



**Table 6**

| PARENTS JOB    |    |
|----------------|----|
| Private job    | 62 |
| Farmer         | 38 |
| Govt. Employee | 78 |
| Businessmen    | 55 |
| Other          | 11 |

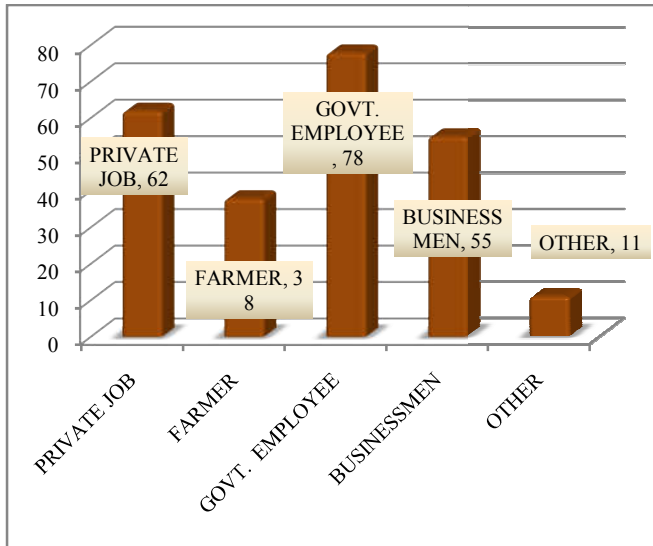


Table 7

| Motivation For Courses |     |
|------------------------|-----|
| Job                    | 103 |
| Degree                 | 10  |
| Institute Image        | 8   |
| High Sallery           | 43  |
| Excellent Placement    | 63  |
| Other                  | 17  |

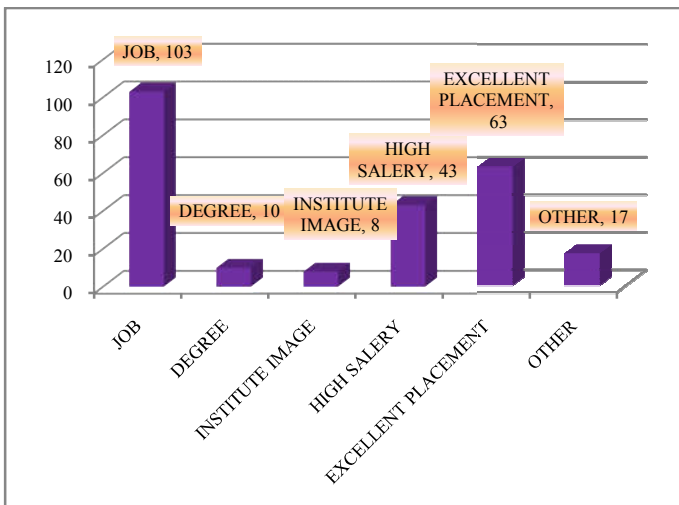


Table 8

| Decision for course |     |
|---------------------|-----|
| Self decision       | 203 |
| Parents decided     | 21  |
| Friends studying    | 11  |
| Advertisement       | 6   |
| Other               | 3   |

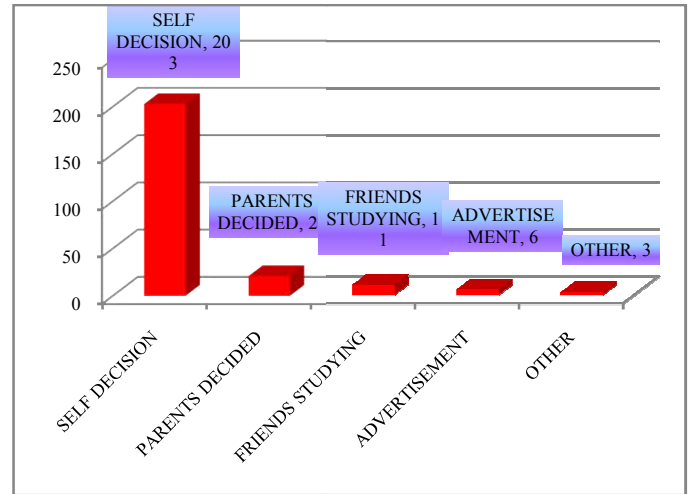


Table 9

| Course Expectation      |    |
|-------------------------|----|
| Job in Reputed Company  | 83 |
| International Placement | 94 |
| Higher Study In India   | 11 |
| Higher Study In Abroad  | 21 |
| Pr Abroad               | 28 |
| Other                   | 7  |

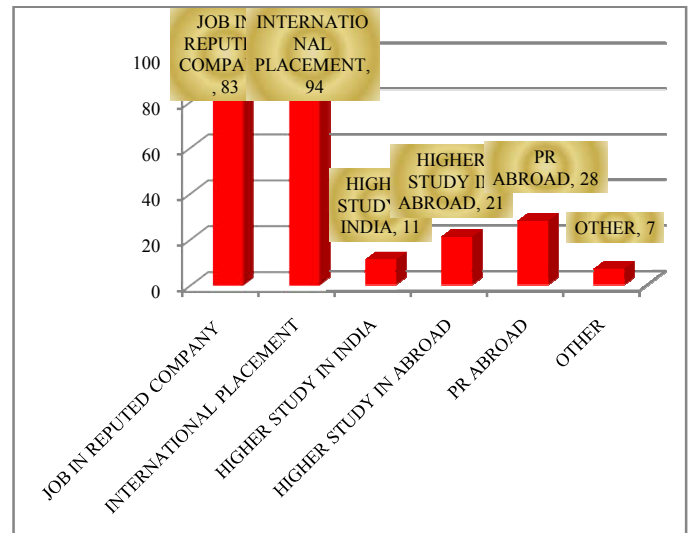


Table 10

| Factors of attractions of institute |     |
|-------------------------------------|-----|
| Infrastructure                      | 36  |
| Activities                          | 28  |
| Qualified Teaching Staff            | 53  |
| Eating Outlets                      | 7   |
| Placement Senarion                  | 113 |
| Other                               | 7   |

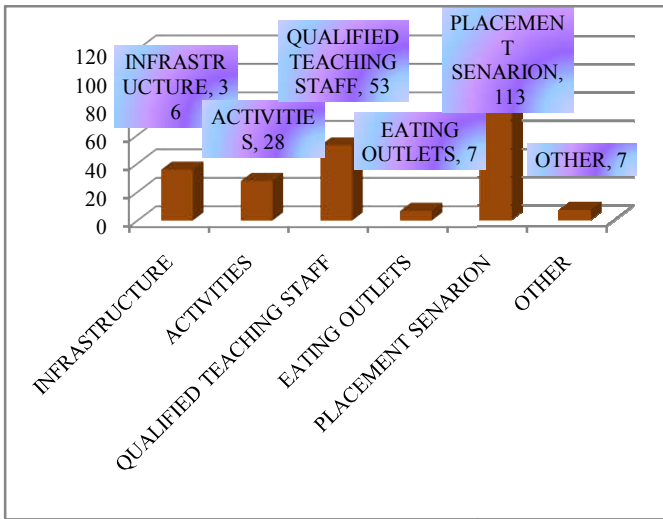
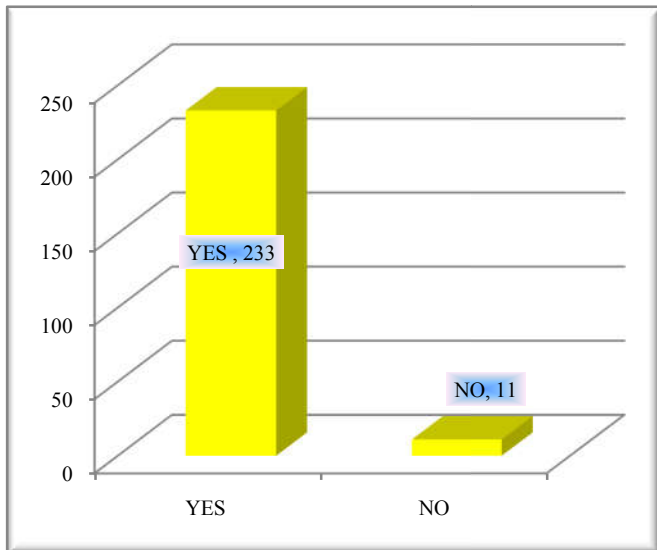


Table 11

| Satisfaction Level |     |
|--------------------|-----|
| YES                | 233 |
| NO                 | 11  |



### CONCLUSION AND SUGGESTIONS

Following conclusions are drawn from the survey findings. 244 students of different hospitality courses are included into the study of perception to opt the course. Out of 244 questionnaire are circulated and get response back. In 244 students 189(77.45%) were boys and 55(22.54%) were girls.

#### Boys were highest in numbers in this survey than girls

The age group between 16-25 is highest includes the 98.36% and 1.6% for 26 and above age group. Most of the students are within 16-25 age slabs (98.36%).

More students in hospitality courses are from the Punjab (32.78%) following Himachal Pradesh (29.09%), Haryana (17.21%), other state (13.93%) and J&K (6.9%). So much of the percentage is from Punjab followed by the Himachal Pradesh.

Urban students include (53.68%) while from rural regions of different states (46.31%). Urban students are more than rural students.

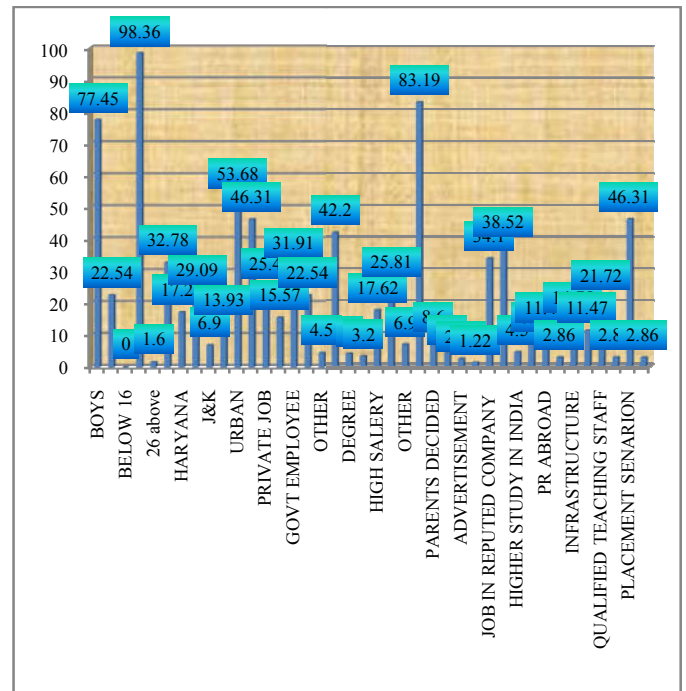
25.40% student’s parents are in private job, 31.96% student’s parents are in government job, 15.57% student’s parents are businessmen and 4.5% student’s are in any other work. Large numbers of student’s parents are in government jobs followed by private jobs.

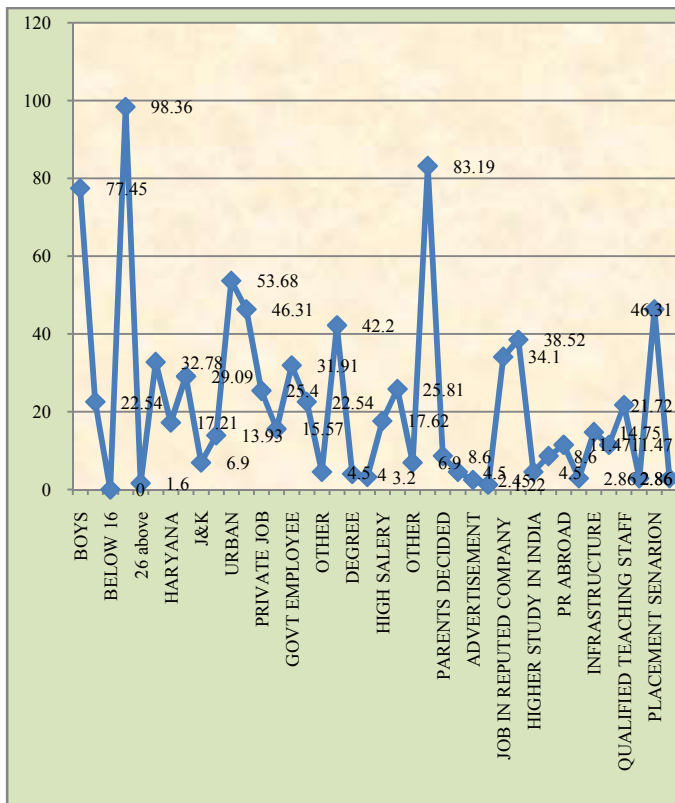
42.2% students are motivated by job factor, 4% are motivated by only getting degree, 3.2% are by institute image, and 17.62% are motivated by higher salary packages, 25.81% by the placement scenario and 6.9% by other motivational factors. So, the maximum numbers of students opt the placement scenario motivation followed by higher salary packages.

The decisions factors for hospitality courses is 83.19% as self decisions, 8.60% is by the parents decision, 4.50% as friends already studying in the institutes, 2.45% are deciding through advertisement and 1.22% are through any other factors. The highest percentage is for self decisions and followed by the parent’s decision on the course choice.

The hospitality course expectations are 34.1% for getting job in reputed company, 38.52% for international placement, 4.50% for higher study in India, 8.60% for higher study in abroad and 11.47% for PR (permanent resident) in abroad and for others 2.86%. The highest value is for international placement which is followed by job in reputed company in India.

The attraction factor of the institute leads to the 14.75% students for infrastructure attraction, 11.75% for the activities held in institute, 21.72% for the qualified staff, 2.86% for eating out facilities in the institute, 46.31% for placement services in the institutes and 2.86% for the others. The maximum value is given to placement in the institute and followed by qualified staff in the institute. The overall satisfaction through the courses is 95.49% and 4.5% for the unsatisfied. The most of the students are satisfied and very less percentage of students are dissatisfied with the course.





(Complete Perception Factors Graphical Analysis)

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