

To Study The Impact Of Industrial Training Exposure On Career Perception Of Female Students In Hotel Industry: With Reference To Haryana And Chandigarh Tricity Hotels

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ABSTRACT

In today's world role of females in hotel industry is evident, one cannot imagine hospitality industry without presence of females. Enormous job opportunities are created specifically for females in hotel industry; more and more females are encouraged to join hotel management courses and also to pursue their career in the same line. Despite of efforts made a small proportion of females join hotel industry upon graduation and there is no concrete data available in this context. Industrial training exposure is considered as one of the essential component of hotel management courses bridging the gap between theory and practical knowledge provided in hotel management institutes. Benefits of Industrial training are considered well but impact of industrial training on perception of female students are not analysed. This paper is focused on investigation of female students' perception after industrial training as by gaining better understanding of females' perception more females can be encouraged to join hotel industry on completion of their course. To derive useful information, a mixed technique that included analysis of both qualitative and quantitative data was applied. A total of 400 responses were collected through questionnaire, which was vigilantly designed based on 5 point Likert scale. All the respondents were females who have undergone industrial training from hotels of Haryana and Chandigarh Tricity. A multiple linear regression was applied to determine the impact of 13 attributes of Industrial Training exposure on career perception of female students in hotel industry. The results of the multiple linear regression analysis implied that 10 out of 13 attributes of Industrial training exposure had a significant impact on career perception of female students in Hotel Industry.

Keywords: Female students, Hotel Industry, Industrial training, Perception.

INTRODUCTION

The Indian hospitality sector is a fast growing service industry in India. During the fiscal year 2020, the Indian tourism sector witnessed the generation of 39 million employment opportunities. It is anticipated that there will be a modest increase of 0.2% in the number of jobs in the near future. The number of jobs is projected to increase to 52.3 million by 2028. In order to address the substantial demand for work, it is necessary to take certain measures. The hospitality sector is now seeking a proficient, experienced, adaptable, and technologically proficient human resource. Application of rigorous methodologies and adherence to scholarly conventions, his study aims to investigate the phenomenon at hand and contribute to the existing body of the hospitality industry as a service sector that

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heavily relies on human resources (Altintas, 2018). Louis, Chevalier, is a historical figure of significance in the encyclopaedia, Louis de Jaucourt characterises hospitality as a virtue associated with those of a noble disposition, demonstrating concern for the well-being and comfort of others. According to latest Economic Trends Report World Travel and Tourism Council (WTTC), India was placed as the 6th country in terms of travel and tourism contribution in GDP. India ranks among the 185 nations in relation to the travel and tourism sector, with a notable contribution of 6.8% to its national GDP. The Indian Government's interest in the economy is driven by its contribution to economic development. As tourism and hospitality industry encompasses huge employment opportunity it is high time that every gender takes part in the valuation of hospitality as an industry. The primary emphasis is on perception that creates an image for the future job prospects in mind of females during industrial training. Although there is an exponential increase in enrolment of females choosing hotel management as career but still number is much less as compared males. Amongst them also there is no concrete data available regarding number of females joining industry after graduation. Field of hotel management education encompasses the academic study and industrial training programmes that focus on preparing females for careers in the hospitality industry. This study analyse different factors which considers perception of hotel as an industry in mind of female trainees and their behavioural selection for it as a career post-industrial training.

Hotel Management and Catering Technology in India.

The field of study referred to as Hotel Management and Catering Technology involves several aspects related to the management and operation of hotels, as well as the provision of catering services. It also examines the impact of these practices on society. The National Council for Hotel Management and Catering Technology (NCHMCT) was established in 1982 by The Government of India functions as an autonomous entity responsible for the coordination of growth and development within the hospitality sector. Under the preview of the Ministry, the establishment of Indian Institutes of Travel Management (IITMs) was initiated with the objective of catering to the human resource needs in the travel industry. The tourist sector, on the other hand, is an industry that IHMs were established to serve, specifically targeting graduates with specialised skills in this field. Presently, there are a total of 71 Institutes of Hotel Management (IHMs) functioning in various regions of India. These include 21 Central IHMs, 35 State IHMs, and 12 Food Craft Institutes. There are currently one government-owned Institute of Hotel Management (IHM), one Public Sector Undertaking (PSU) IHM, and twenty-six privately-owned IHMs in operation.

Other Institutes

Apart from Government Institutes a number of private institutions have emerged to offer courses related to travel, tourism, catering, and hotel management at various levels across the country. Overall more than 180 private and Government institutes are offering certificate, diploma or degree courses in hotel management or in specialized areas like food and beverage production, housekeeping etc. Few Hotels run their own Institutes to train staff as per their standards such as Taj, Oberoi etc.

There are also around 25 Institutes, which offer short term courses on particular crafts skills required in the industry. These courses are run as per the guidelines issued by All India Council of Technical Education.

Various universities such as Rohilkhand University at Bareilly, Bundelkhand University at Jhansi, Nagpur University, Bangalore University, MKU, Mudarai, HNB Garhwal University at Srinagar and Amity University at Noida, LPU in Punjab Etc. are offering Bachelor degree in Hotel Management.

MDU, Rohtak and Kurukshetra University are also offering two year Master's Degree in Hotel Management. From the year 2009 onwards under Central Financial Assistance of Rs.2 crore; lot of universities such as BPS Women University, Sonipat, Punjab University, Chandigarh, H.P University, Shimla, MLS University, Udaipur and Jiwaji University, Gwalior etc. have introduced Hospitality courses at Bachelors level. According to Bahl (2020), internships are an obligatory element of the curriculum in Hospitality education. The field of hospitality education nurture the academic study and professional training related to the management and operation of many sectors within the hospitality industry. The rapid rise of hospitality education in India can be attributed to three primary factors. The first reason contributing to the expansion of the hotels and catering sectors is the growth seen in these industries. Additionally, another significant aspect is the Ministry of Tourism's (GOI) keen interest in promoting and supporting these sectors. As this sector continues to evolve, so does the perception of industrial training within it. Among those who are increasingly drawn to the prospect of industrial training in the hotel industry, one group stands out: women. This shift in perception reflects a broader societal change where women are breaking traditional barriers and making significant inroads into industries once dominated by men. In this context, it becomes essential to explore the evolving female perception towards industrial training in the hotel industry. This examination will not only contribute to a deeper understanding of the female industrial trainee's perception post training but will also offer insights into how hotel industry and educational institutions can better support and empower women during industrial training so as to motivate them to join industry.

LITERATURE REVIEW:

In the field of study pertaining to hospitality and hotel management, a number of studies have been carried out, each of which has thrown light on a distinct facet of this ever-evolving sector. The journey starts with a paper written by **Srinivasan and Karmarkar** in **2014**, which goes into the intricacies of the Indian hotel sector and focuses on the difficulties that are associated with recruitment and retention. Moving forward, **Ibrahim et al. (2020)** studied the factors that influence undergraduate students' opinions of the hotel industry within the context of the University of Technology, Malaysia, and Penang. This study concluded and suggested better working conditions to attract young minds. Moving forward in time to the year **2018**, **Khatik and Sharma** investigated the essential components seen as indispensable for securing starting employment in the hotel business. Their research solicits responses from three distinct groups of people—faculty members, industry experts, and students in their last year—in order to conclude the variety of perspectives on vital qualities. Moving forward to the year 2020, **Natarajan and Raman** investigated the projected annual earnings of respondents and their preferred profession sectors in hotels. The purpose of this research is to shed light on the salary expectations and a career preference of hospitality students. This study also shows the financial motivation is crucial to join hotel industry as a career option. In addition, **Christou (2020)** highlights the complex nature of hospitality management education, highlighting the necessity for graduates to possess a diversified skill set in order to flourish in this growing sector. Christou makes this point to emphasise the need for graduates to possess a diverse skill set. Last but not the least, **Kumar Bairwa (2021)** focuses on understanding the perspectives and expectations that interns have during their internship experiences. He also discusses the obstacles that female interns confront during this vital phase and offers

solutions for strategic interventions in the development of career-oriented internship programmes. These diverse research endeavours, when taken together, lead to a more in-depth understanding of a variety of features that fall under the umbrella of the hotel management and hospitality industry. **Mohammed & Sayed, Fatma Abdelaa** in **2018** explored the main factors that affect the low enrolment of female students in the hotel department, factors explored were mainly after actual industry exposure, i.e., industrial training in the Egyptian governmental universities is defined on a scale of 19 items consisting of 6 dimensions representing the factors affecting the lack of female students' enrolment in the hotel department at the level of Egyptian tourism and hotel colleges. The results indicated that the job income dimension was the most influential factor among the universities' sample. While the job opportunities factor came in second place, followed by Socio-culture, Department image, Parental desires, and then Admission & learning was the least influencing factor. Another study by Mst Khadijatul Kobra in 2019 focussed to identify the factors or reasons for the less number of women employees and managers in the tourism and hospitality industry and to find possible solutions to enrich the tourism industry with competent female human resource.

RESEARCH GAP

Despite the growing recognition of the importance of industrial training for career development in the hotel industry, there is a noticeable dearth of empirical research specifically addressing the influence of industrial training exposure on the career perception of female students in this sector. While there is a body of literature on career perceptions and training in the broader context, there is a significant research gap in terms of understanding how industrial training experiences uniquely shape the career perception/perspective of female students pursuing careers in the hotel industry. This gap represents an opportunity for further investigation to clearly understand the impact of industrial training on perception of female students.

RESEARCH METHODOLOGY

The core objective of study is to understand **the impact of Industrial Training exposure on career perception of female students in Hotel Industry. To achieve this objective a null hypothesis "H₀: There is no Impact of Industrial Training Exposure on career perception of female students in Hotel Industry"** was developed and tested. A mixed technique that included analysis of both qualitative and quantitative data was applied. A total of 400 responses were collected through questionnaire, which was vigilantly designed based on 5 point Likert scale. The testing, in-depth findings, and conclusions for this hypothesis are listed below. A multiple linear regression was applied to determine the impact of 13 attributes of Industrial Training exposure on career perception of female students in Hotel Industry. However, before applying the test, data was tested for all the assumptions of regression analysis, which included assumptions of no outliers, normal distribution, data linearity, homoscedasticity and no autocorrelations.

DESCRIPTIVE PROFILE OF THE FEMALE STUDENTS

Various factors were examined in order to study the profile of the undergraduate female industrial trainees. Each and every question had a nominal or ordinal scale. Below is provided a thorough study of all these variables, together with percentage values and statistics on frequency distribution.

1. Age of the Female Students

It was observed from the responses received from all the 400 female students that 28.2 % of the girls were of age below 18 years, 39.8% of the girls were of age between 18-22 years and 32.0 % of the girls were of age 22 and above.

Figure: 1 Age of the Female Students



2. Course pursued by the female students :

It was observed from the responses of the female students that 49.8% girls were admitted in 3-year degree course, 45% girls were admitted in 4-year degree course and 5.3% of the girls were pursuing Diploma.

Figure: 2 Course pursued by the female students

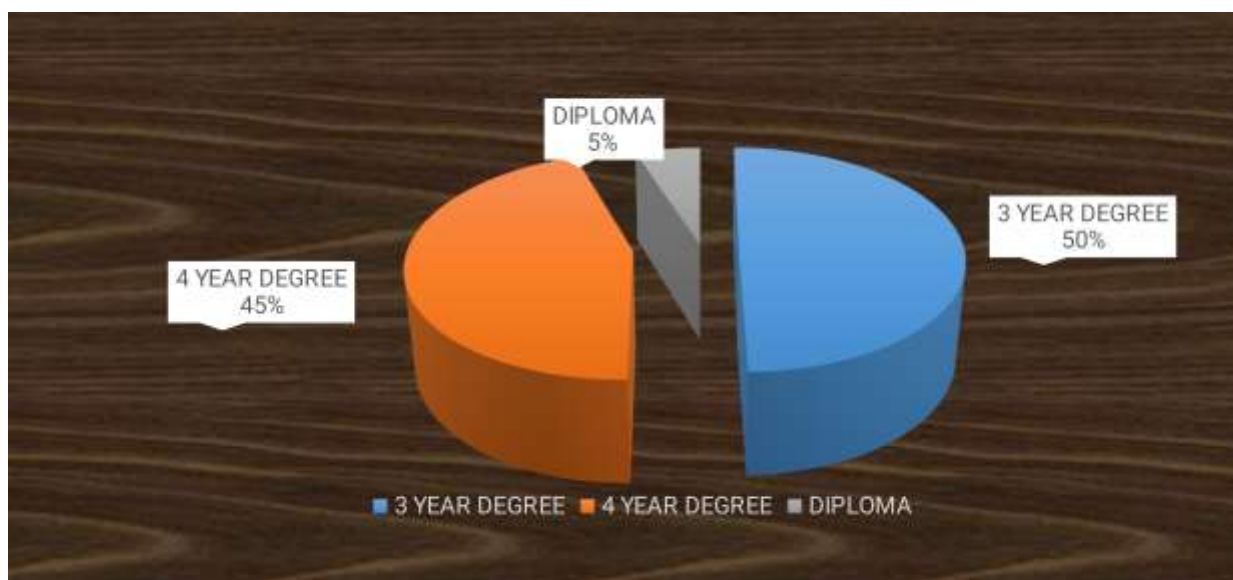
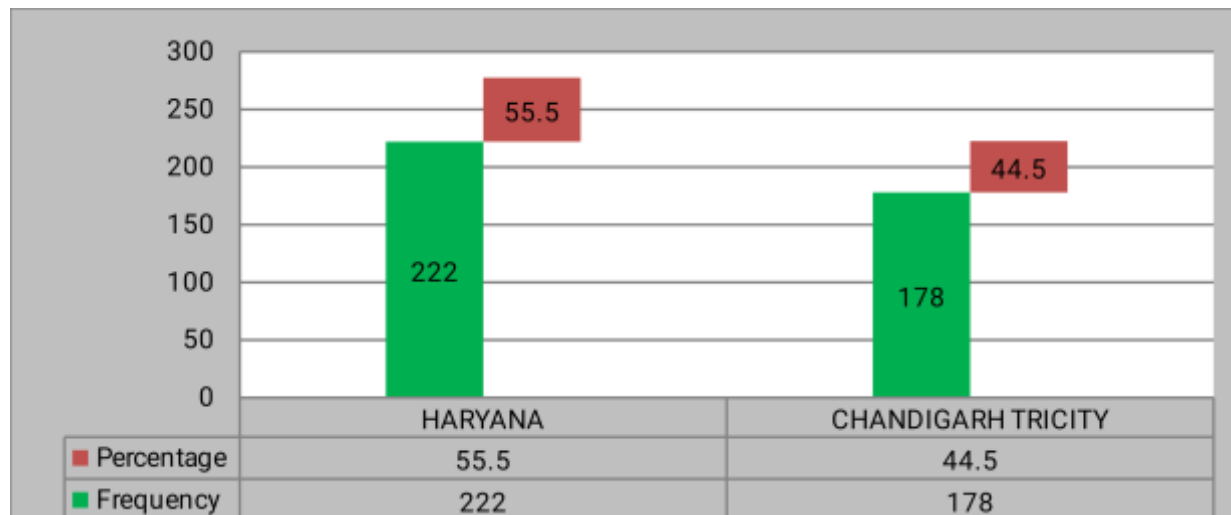


Figure: 4 Location of Hotel in which the female students have undergone Industrial training



For the purpose of survey a questionnaire was framed with 13 statements on 5 points Likert scale. A null hypothesis was constructed for the viability of study and tested for some evidential conclusion.

H₀: To study the impact of Industrial Training exposure on career perception of female students in Hotel Industry

The null hypothesis "**H₀: There is no Impact of Industrial Training Exposure on career perception of female students in Hotel Industry**" was developed and tested in order to fulfill the above mentioned objective. The testing, in-depth findings, and conclusions for this hypothesis are listed below. A multiple linear regression was applied to determine the impact of 13 attributes of Industrial Training exposure on career perception of female students in Hotel Industry. However, before applying the test, data was tested for all the assumptions of regression analysis, which included assumptions of no outliers, normal distribution, data linearity, homoscedasticity and no autocorrelations.

Table: 1 Residual statistics for Multiple Regression between attributes of Industrial training exposure and career perception of female students in Hotel Industry

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1043	4.8657	3.9046	.49976	400
Residual	-3.43526	.41857	.00000	.33119	400
Std. Predicted Value	-3.602	1.923	.000	1.000	400
Std. Residual	-10.202	1.243	.000	.984	400

Table: 2 Multiple Regression between attributes of Industrial training exposure and career perception of female students in Hotel Industry

Models	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson
1	.834	.695	.685	.33672	1.980

It is evident from table above that the regression model having $R^2 = .695$, contains all 13 significant factors that describe 69.5% of the total variance in career perception of female students in Hotel Industry. Furthermore, the value of F-statistic [$F(13, 386) = 67.609$, $p < .05$] is significant with $p\text{-value} = 0.000$ which indicates that the regression model is statistically significant (Table).

Table: 3 ANOVA for Multiple Regression between attributes of Industrial training exposure and career perception of female students in Hotel Industry

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.655	13	7.666	67.609	.000
	Residual	43.766	386	.113		
	Total	143.421	399			

It is revealed from Table above that in the regression model, the value of sum of squares of mean is 99.655 and the value of sum of squares of residual is 43.766 which indicates that regression model explained a significant amount of variance in establishing the impact of attributes of Industrial training exposure on career perception of female students in Hotel Industry.

Table: 4 Model summary of individual impact of attributes of Industrial training exposure on career perception of female students in Hotel Industry

attributes of Industrial training exposure		B	Std. Error	Beta (β)	t	P
Model 1	(Constant)	.339	.135		2.513	.012

During Industrial training presence of a number of female role models on higher positions motivated female trainees to join hotel industry.	.058	.032	.065	1.775	.077
I found hotel job as peaceful and calm instead of stressful and tiring as I had heard.	.041	.024	.057	1.665	.097
Industrial training exposure helped me to gain a better understanding of the hospitality industry.	.079	.023	.119	3.470	.001
Industrial training plays a vital role in deciding area of interest by students.	.075	.026	.105	2.842	.005
During Industrial Training I found find it normal to face and handle fussy/troublesome guests.	.043	.025	.063	1.708	.088
The Industrial training made me feel completely committed to my work.	.068	.026	.094	2.673	.008
While on Industrial training I got a chance to meet new people and interact with renowned personalities which gave them an immense pleasure.	.064	.022	.098	2.867	.004
I learned to adapt in hotel work environment during industrial training.	.058	.023	.083	2.509	.013
Industrial training helped me to improve knowledge and skills.	.118	.023	.190	5.115	.000
Industrial training helped to improve students overall personality.	.065	.026	.097	2.494	.013

After Industrial training I become confident that I will get a desired job during campus placement.	.049	.026	.079	1.927	.050
There is sufficient time for hobbies and leisure activities during Industrial training exposure.	.085	.022	.133	3.828	.000
Hotel offered me a very safe, professional and respectful environment	.101	.020	.164	4.999	.000

To understand the individual contribution of each attributes of Industrial training exposure on career perception of female students in Hotel Industry, standardized beta value and t values of the regression model were observed (Table). The p-value (0.000) of the slope coefficients of t statistics (2.513) was less than 5% significance level ($p=.000$) which means that significant relationship has been observed between the variables. By looking into the values of standardized coefficients, variable “Industrial training helped me to improve knowledge and skills” had the highest impact on enhancing skill and knowledge among female students [$\beta = .190$, $t(399) = 5.115$, $p= .000$] followed by variable “Hotel offered me a very safe, professional and respectful environment”, [$\beta = .164$, $t(399) = 4.999$, $p= .000$]; “There is sufficient time for hobbies and leisure activities during Industrial training exposure.”, [$\beta = .133$, $t(399) = 3.828$, $p= .000$]; “Industrial training exposure helped me to gain a better understanding of the hospitality industry”, [$\beta = .119$, $t(399) = 3.470$, $p= .001$]; “Industrial training plays a vital role in deciding area of interest by students”, [$\beta = .105$, $t(399) = 2.842$, $p= .005$]; “While on Industrial training I got a chance to meet new people and interact with renowned personalities which gave them an immense pleasure”, [$\beta = .098$, $t(399) = 2.867$, $p= .004$]; “Industrial training helped to improve student’s overall personality”, [$\beta = .097$, $t(399) = 2.494$, $p= .013$]; “The Industrial training made me feel completely committed to my work”, [$\beta = .094$, $t(399) = 2.673$, $p= .008$]; “I learned to adapt in hotel work environment during industrial training”, [$\beta = .083$, $t(399) = 2.509$, $p= .013$] and variable “After Industrial training I become confident that I will get a desired job during campus placement”, [$\beta = .079$, $t(399) = 1.927$, $p= .050$]. In addition to this, all these variables had a significant p-value ($p < 0.05$), meaning that there is a significant relationship between these factors and their role in career perception of female students in Hotel Industry. The variables that had no significant impact on career perception of female students in Hotel Industry were “During Industrial training presence of a number of female role models on higher positions motivated female trainees to join hotel industry”, [$\beta = .065$, $t(399) = 1.775$, $p= .077$]; “During Industrial Training I found it normal to face and handle fussy/troublesome guests”, [$\beta = .063$, $t(399) = 1.708$, $p= .088$] and variable “I found hotel job as peaceful and calm instead of stressful and tiring as I had heard”, [$\beta = .057$, $t(399) = 1.665$, $p= .097$]. Hence the results of the multiple linear regression analysis implied that 10 out of 13 attributes of Industrial training exposure had a significant impact on career perception of female students in Hotel Industry. This implies that our null hypothesis H_03 : “There is no Impact of Industrial Training Exposure on career perception of female students in Hotel Industry” was rejected for 10 out of 13 attributes of Industrial training exposure.

CONCLUSION

In conclusion, the variables examined in this study demonstrated a significant p-value ($p < 0.05$), indicating a strong relationship between these factors and the career perception of female students in the Hotel Industry. The variables "During Industrial training presence of a number of female role models on higher positions motivated female trainees to join hotel industry", "During Industrial Training I found find it normal to face and handle fussy/troublesome guests", and "I found hotel job as peaceful and calm instead of stressful and tiring as I had heard" had no significant impact on the career perception of female students in the Hotel Industry. The multiple linear regression analysis revealed that 10 out of 13 attributes of Industrial training exposure had a significant impact on the career perception of female students in the Hotel Industry. Our null hypothesis H₀, which stated that there is no impact of industrial training exposure on the career perception of female students in the hotel industry, was rejected for 10 out of 13 attributes of industrial training exposure. So it is very evidential from results of this study that there is a great impact of industrial training in creating perception in minds of female trainees to opt hotel industry as full time career.

RECOMMENDATIONS

To enhance the inclination of female industrial trainees in hotels to pursue it as a full-time career, it is imperative to establish a supportive and inclusive work environment marked by diversity and gender equality. Three factors that had no significant impact on the career perception of undergraduate female students in the hotel industry seems to be most important to act upon. Each factor is considered well and suitable recommendations are given. "During Industrial training presence of a number of female role models on higher positions motivated female trainees to join hotel industry". Trainees reported that there was few or no women representative on managerial positions to motivate them enough to progress. More and more female mentor should be trained and developed so as to motivate and empower female trainees in their career advancement during industrial training exposure. It is crucial that organisations work towards developing role models within organisation, so that trainees can discuss their issues and challenges and get assistance in their career growth in hotel industry. During Industrial Training I found it normal to face and handle fussy/troublesome guests". Keeping in view females security and safety female trainees and employees should be imparted special training on guest handling specially those who try to show unrequired interest in females or have wrong intention of sexual advancements. "I found hotel job as peaceful and calm instead of stressful and tiring as I had heard". In today's stressful work environment many sectors are adopting wellness facilities which may be adopted by hotel also such as Yoga, place for meditation, gym and other recreational facilities. These facilities will help female employees to refresh resulting in increased efficiency. Due to long working hours females face lots of stress resulting in work life imbalance issue. To resolve work life balance issue hotels may provide flexible work timings or may facilitate females with an option of part time work plan. Inducing such plans will help to develop an environment that motivates and empowers female trainees to join and make their career in the hotel industry.

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