

A Study of Inclination of Students Pursuing Hotel Management Course Towards Opting Niche Hospitality Career

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Abstract

The growth of hospitality sector has resulted in ample scope for the aspiring hospitality professionals to take up careers in this booming sector. They say if you have zeal, passion, good communication and ready to move on, hospitality is the career for you.

The hospitality graduates ideally look for Kitchen, F&B Service and Accommodations in hotels as their career options on completion of their three or four year course. But the times have changed and the hospitality too has evolved over the period. The graduates now can look at the career options other than core departments of hotels.

The paper aims at studying the inclination of Hotel management students of opting for career options other than core departments based on their interest and awareness about the same. The study was conducted in Pune city amongst 30 final year students of Hospitality courses with the objectives of understanding awareness and inclination of students to pursue careers in niche hospitality sector.

The key findings of the study were that most of the students were aware and preferred being entrepreneur whereas stress free career and monetary benefits are the pull factor for choosing career options amongst those mentioned.

Keywords: Food and Beverage service, Entrepreneurship

INTRODUCTION

The hospitality industry is experiencing a rapid growth worldwide. It is an industry that has witnessed not only tremendous growth but its future seems to be equally

bright as the basic need of people for food, travel and stay will not die ever.

The growth of this sector has opened door for huge work force who can seek jobs in hospitality sector right from entry level to a manger on top. The nature of jobs in this sector requires a blend of skilled and unskilled professionals and thus offers huge scope for employment.

The hospitality schools worldwide are grooming budding hospitality professionals to meet the industry requirements and have ample of job opportunities. Times have changed, and business options have evolved too. More and more graduates are discovering the benefits of a career in the hospitality industry. But is the formal hospitality education limited to offering jobs only in hotels alone? The answer definitely is NO. The hospitality education and qualification can teach you valuable life skills you can take with you to any industry and you can gain a transferable skillset that will make you more employable anywhere in the world, not only in hospitality but also any other service professions.

Having discussed the nature of hospitality education, we, through this paper have tried to find out the awareness of niche and non-contemporary sectors which can be opted by Hotel management graduate as a career options and also the reason which will attract them to these not so convincing and popular career options. Consider the diversity of a career in the hospitality industry students can opt for any of these careers.

- Hotel operations: front office, rooms division, food & beverage, events.
- Hospitality management: HR, finance, marketing, real estate, public relations.

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- Entertainment: venue management, event planning, sales, retail, VIP services.
- Luxury: lifestyle services, private charters, VIP events & services.
- Food & Beverage: fine dining, catering, culinary arts, sommeliers.
- Health & wellness: spas, fitness, private clinics, retirement living, hospitals.
- Online & technology: OTA's, start-ups, sharing economy.
- Other roles: hotel openings, hospitality consultancy, project management, R&D.

KEY WORDS

Niche: A job or position that is very suitable for someone, especially one that they like:

Hospitality: The hospitality industry is an industry that depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources etc.).'

Career: A career is an individual's metaphorical "journey" through learning, work and other aspects of life. There are a number of ways to define career and the term is used in a variety of ways.

OBJECTIVES

- To find the reasons for joining Hospitality course by BHMCT and BSc HS students.
- To find awareness of students about niche Hospitality careers.
- To find which is the most preferred Hospitality career option for students.
- To find the reasons for preference of niche Hospitality career opportunities.

LITERATURE REVIEW

Dawn Newspaper Article (2012) The hospitality industry includes a wide range of services related to management

of hotels and restaurants, tourism, entertainment and recreation, as well as transportation. Hospitality industry makes about 53.3 per cent of the country's GDP. Hotel management offers a wide range of career choices, including human resources, accounting, guest relations, housekeeping, food and beverages, security, real estate management, event management, marketing and sales etc. Although to a student the sector appears lucrative, but practically it has its own issues including little job security. Still the industry provides plenty of opportunities and has the potential of providing employment to a big percentage of the country's workforce.

Divyanu Singhal (2018) The article informs that among the emerging professional courses that have attracted the youngsters in the recent years, a hotel management is one of the prominent. This is due to a boom in the tourism industry which has resulted in the immense growth of hotel industry in India. The hotel industry ensures a bright future for anyone who wishes to take up a career in this industry. The students who opt for hotel management career courses must have an affinity towards socializing and understanding the needs of the people. As hotels fall under the service industry, the motive of hotel management courses in India is to prepare the students to face the challenges of this competitive world.

S Nachmias, A Walmsley (2015) The study tries to find how prospective hospitality graduates deal with the career decision-making task. Through the interviews conducted of undergraduate hospitality students in the UK it was found that it was challenging to make career decisions within the context of a changing graduate labour market. The insights will enable higher education, policy makers and also employers to help students in their quest for employment.

Dr Jay Kumar V (2015) The paper highlights the growth of the Indian Hospitality Management Institutions in the recent years. And also to study the career perception of final year hospitality students towards hotel careers. The findings indicated that the students were willing to work in the hotel industry with highest number of students preferred to start their future career in the food and beverage department. Awareness of the working environment; perception on internship and also negative aspects about the hotel careers were highlighted in the study.

SO K Kang (2013) the study profiles hospitality graduates' employment status and to determine the levels of overall job satisfaction of hospitality graduates. It was found that Age and income were significant factors affecting employee's job satisfaction. The satisfaction level appears to be highest among the respondents working between six to nine years in the industry, but declines sharply after that period. Therefore, the industry should consider this timeframe to prevent the draining of the managerial talent to other industries.

Le Cordon Bleu – The article talks about Hospitality as a world where highly-skilled individuals from all walks of life are employed in diverse roles, leading to dynamic and enduring careers.

Employment opportunities in this sector are quite broad. Other than cooking also there are jobs to suit people with an inclination for mathematics, leadership and creative passion. The hospitality and tourism industry is the fastest growing sectors in our economy, and is expected to generate more than 380 million jobs globally by 2027.

RESEARCH METHODOLOGY

Data Collection: The primary data required for the research was collected using the following techniques:

Questionnaire: A questionnaire bearing straight forward and relevant questions was drafted and handed over to the sample to obtain their responses.

Sample: The population being “students of hotel Management College” With due consideration to the fact that the study is done in Pune city, the sample comprised of Hotel management Final Year students from city were selected for the study. Apart from the above mentioned tools the relevant secondary data for the research was collected from journals, books and internet.

The study was conducted for 30 final year hotel Management students in Pune.

OBSERVATION

With changing times it has been observed that hospitality industry is growing horizontally as well as vertically, this is giving scope to upcoming Hospitality professional to explore various avenues and at the same time make

successful career in these areas. Since now this industry is not limited to core Hotel departments the need was felt to explore the perception of Hotel management students to take up these varied hospitality segments as their career option, which enables students to showcase their talent, passion, skills and professionalism such as Bartending, Barista, Food styling, Food photography etc.

DATA ANALYSIS

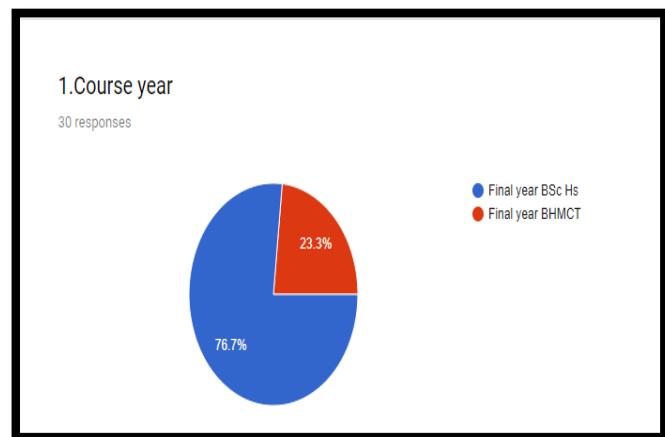


Fig. 1: The Questionnaire was Circulated to Final Year Hospitality Students from Which the Above Figure Shows 23.3% are from BHMCT Course and 76.7 % are BSc HS Course Students

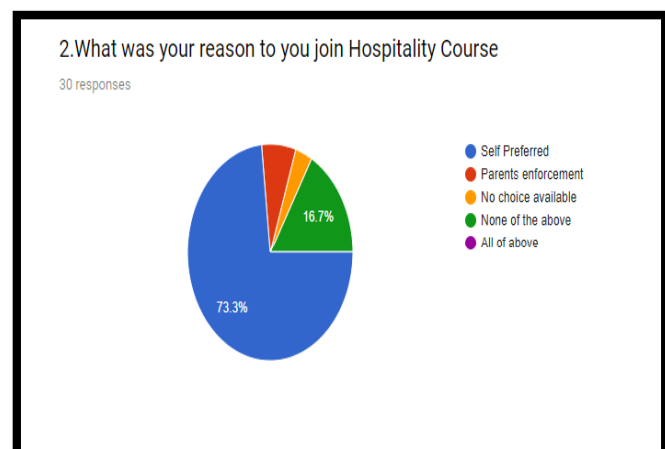


Fig. 2: How the Student's Joins the Hospitality Course and What are the Reasons for them to Join These Courses is Done in this Study and the Above Graph Shows that in all 73.3% of Students Said that Self-Preference is the Reason for joining Hospitality Course Whereas 16.7% Joined due to Other Reasons

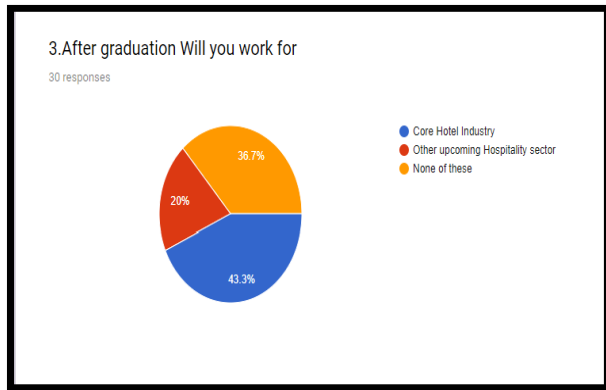


Fig. 3: As Upcoming Hospitality Careers are becoming Popular Amongst the Hospitality Students the Research was done that How many would like to Still Join the Traditional Hotel Departments. Hence the Study was Done and the Graph Shows that after Graduation 43.3% want to Work in Core Hotel Industry, 20% are Interested in Upcoming Hospitality Sector and 36.7% will not Work in Any of these Hospitality Areas

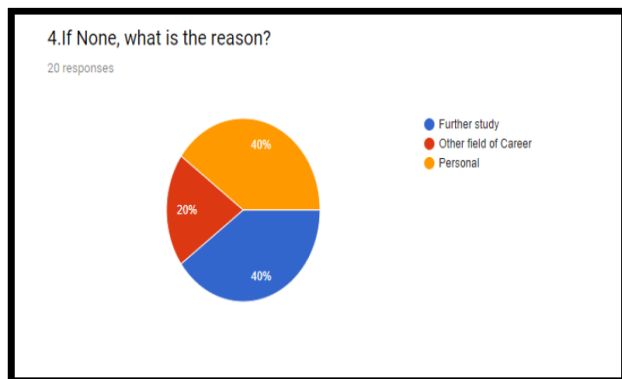


Fig. 4: There are Also Some Students Who are not Willing to Work after Graduation so the Study Shows

that about 40% Students have Personal Reasons of not Working in Hospitality Industry. Whereas 40% would like to do Further Study and 20% want Other Field of Career

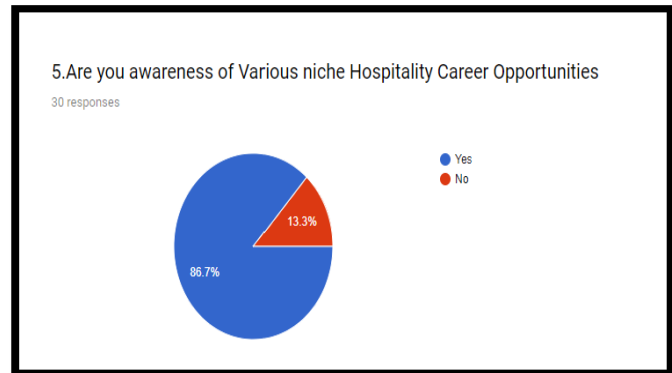


Fig. 5: The Graph Shows 86.7% are Aware about Various Niche Hospitality Careers and about 13.3% are Still Unaware of These Careers

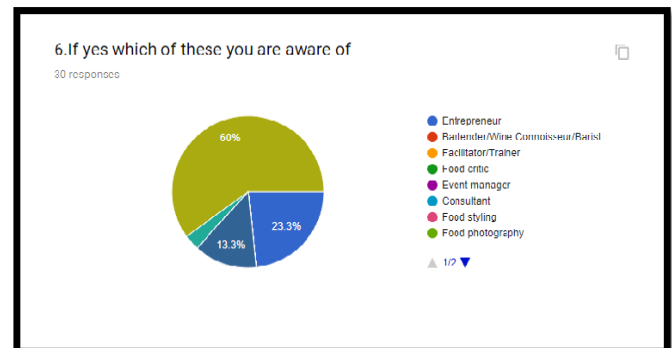
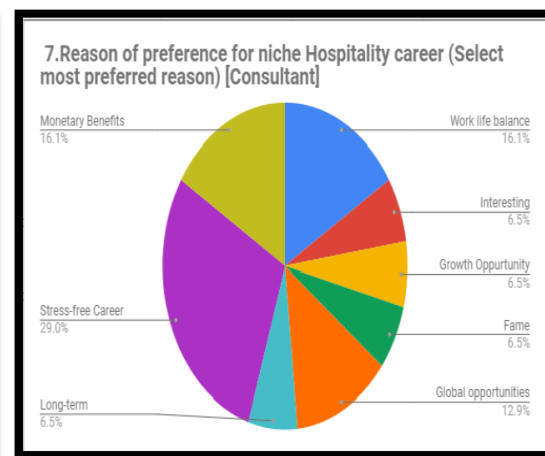
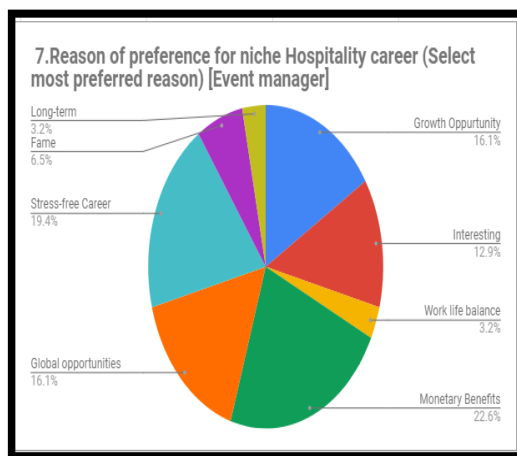
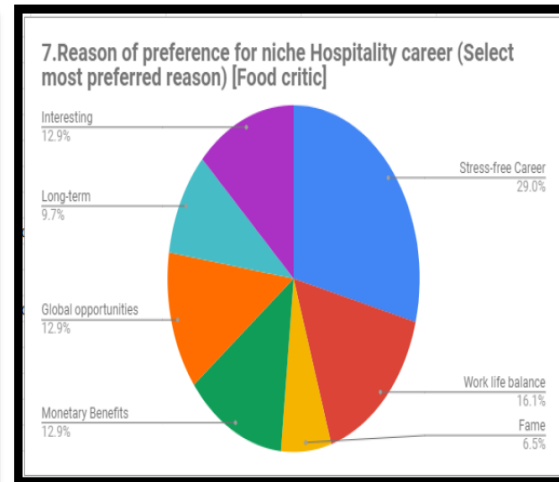
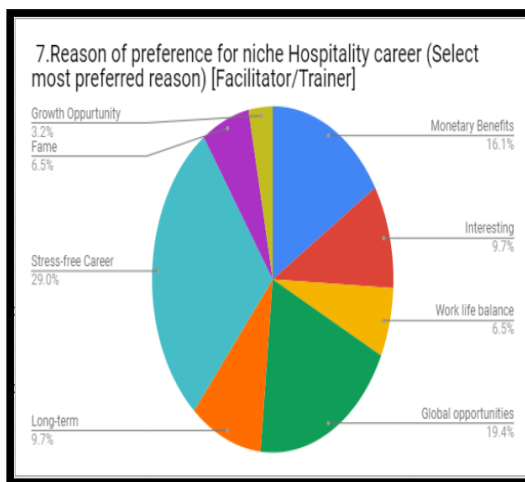
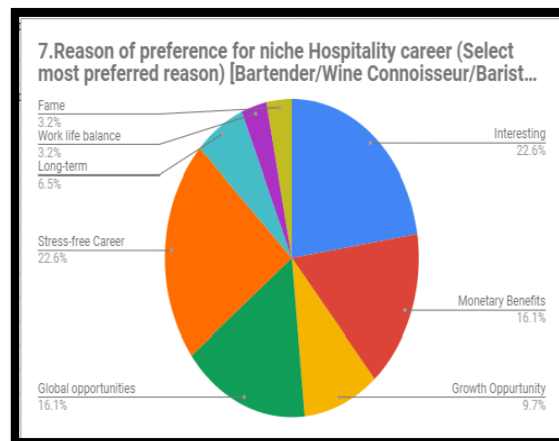
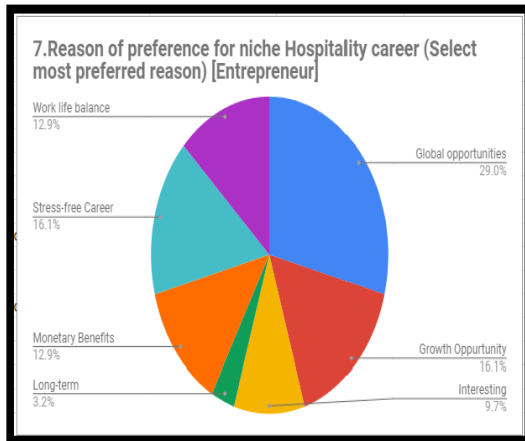


Fig. 6: Almost 60% are Aware of all Niche Hospitality Careers, 23.3% are Aware of Career as Entrepreneur, 13.3% know the Career in Bakery/ Pastry and Chocolatier Career and Few are Aware of Career as Consultant



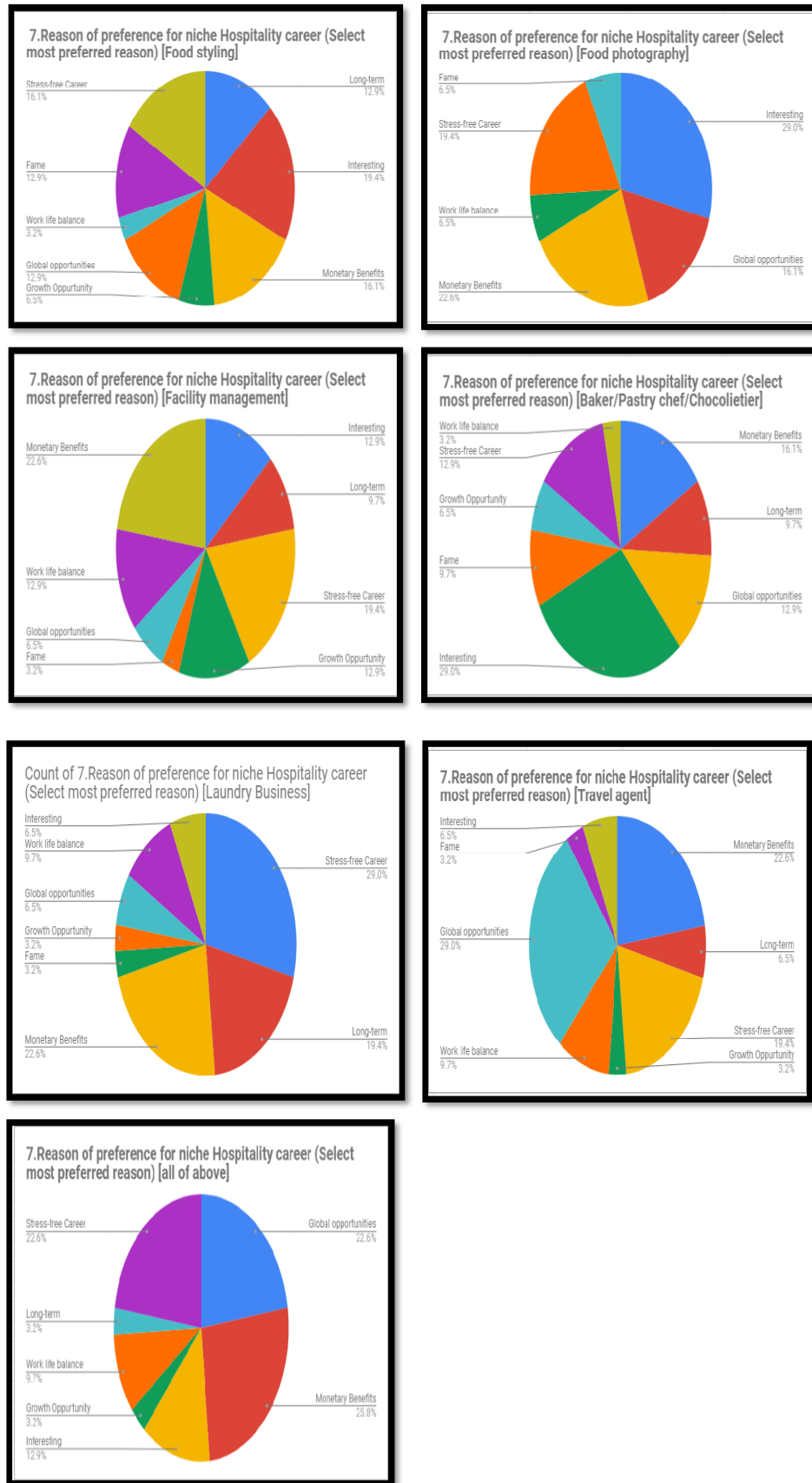


Fig. 7: These Graphs Show the Reason for Preference of Various Niche Hospitality Careers

Following are the most preferred reason per career option.

Sr No	Career	Maximum Response - Reason
1	Entrepreneur	Global opportunity 29%
2	Wine expert	Interesting 22.6%, Stress free career 22.6%
3	Facilitator	Growth opportunity 32%,Stress free career 29%
4	Food critic	Stress free career 29%
5	Food styling	Interesting 19.4%
6	Food photography	Interesting 29%
7	Facilities	Monetary benefits 22.6%
8	Baker/Pastry/Chocolatier	29% interesting
9	Event manager	monetary benefits 22.6%
10	Consultant	Stress free 29%
11	Laundry Business	stress free 29%
12	Travel Agent	Global opportunities 29%
13	All above	monetary benefits 25.8%

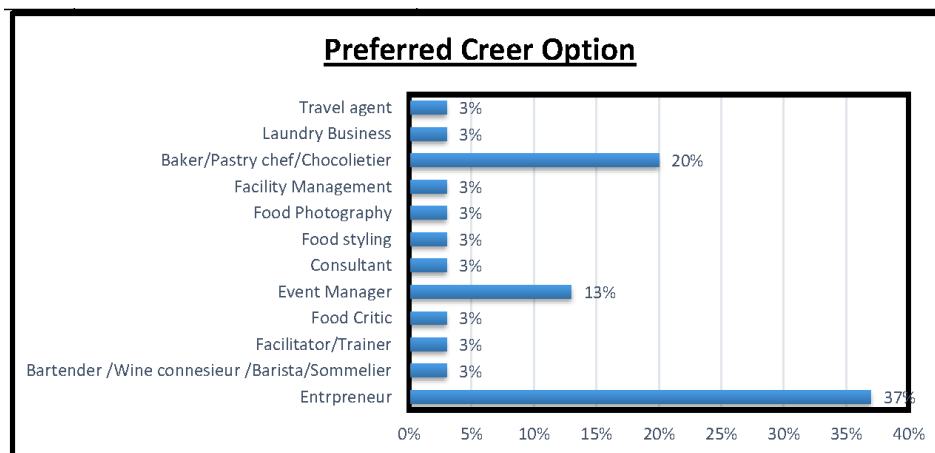


Fig. 8: Which Field of Career the Hospitality Students are Interested is Also Studied and the Results are Shown in Graph. As Per the Graph the Career Option as an Entrepreneur is Preferred by 37% of Sample which is the Highest Percentage of Preference

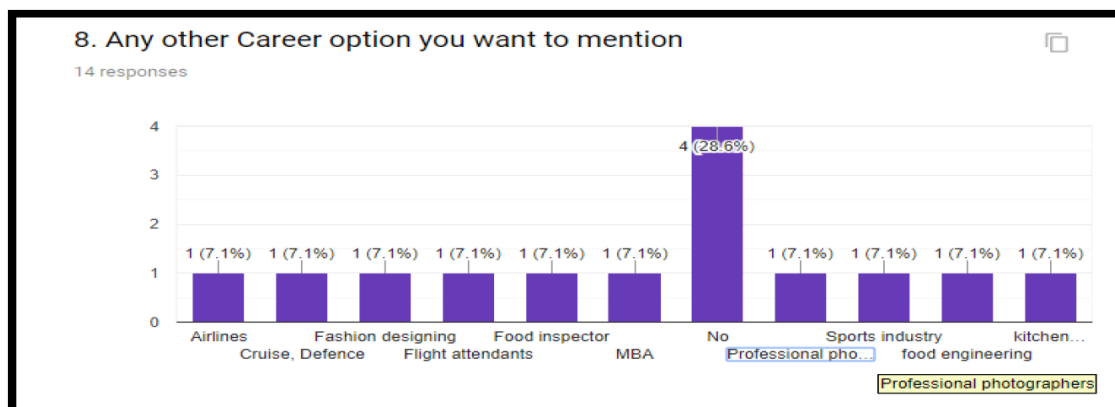


Fig. 8: Other Career Options Awareness is Shown in Graph

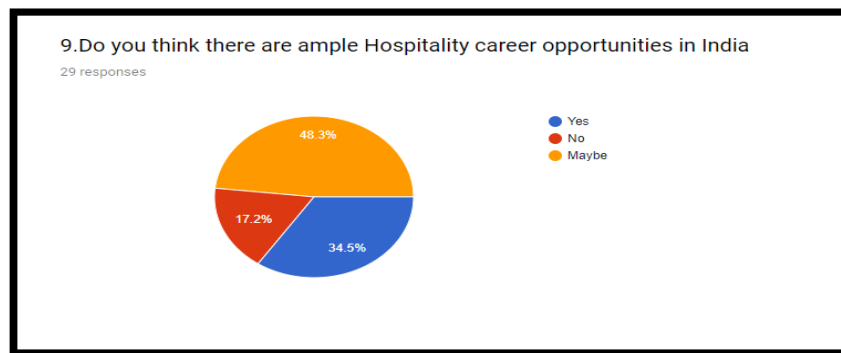


Fig. 9: In All 48.3% are Unaware about Ample Hospitality Career Opportunities in India, 34.5% are Aware and 17.2% Think There is No Opportunity in India

FINDINGS

To find the reasons for joining Hospitality course by BHMCT and BSc HS students: The maximum sample i.e. 73.3% has shown self-preference as the reason for joining Hospitality course. Whereas only 16.7% joined due to other reasons. Some students selected the option of parent's enforcement and no option available as the reason for joining Hospitality course.

To find awareness of students about niche Hospitality careers: It has been found out from the survey that a good percentage (86.7%) of students are aware of various niche Hospitality career opportunities. A small percentage of students are still unaware of various Hospitality careers. The career options mentioned in the survey were as per the new trends in the Hospitality industry.

To find the reasons for preference of niche Hospitality career opportunities: Students have shown interest in various niche Hospitality careers. Mostly the reasons for joining these careers are observed as global opportunity, stress free career, growth opportunity, and monetary benefits interesting. Stress free career and monetary benefits are the very prominent requirement of the students in most of the career options.

RECOMMENDATIONS

As its not only core Hotel industry the students are interested in now a days, the curriculum can also be looked in for various other niche Hospitality careers. Also the campus drive in colleges could involve other career recruitment assistance to students.

CONCLUSION

The study outcome is that a Stress free career and monetary benefits are the most important reasons for opting niche career opportunities by upcoming Hospitality professionals. Also to mention the career of an entrepreneur is preferred by these young professionals the most. These upcoming Hospitality professionals are well aware of the career scenario in India and are willing to make a mark in the Hospitality Industry.

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