



Hospitality Management Student's Career Intentions to Become Entrepreneurs in Hospitality Sector After Completion of Their Course

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ABSTRACT

Some of the final year hotel management students would like to set up their own business ventures in spite of joining the industry at the entry level positions. Reason could be due to challenging and demanding nature of employment conditions in the hospitality sector and tends to switch over to other allied sectors. Present study explores the future intentions of final year hotel management students after completion of their course program towards entrepreneurship. Research aims to find out major reasons, which influenced them to become entrepreneur and what are the major reasons among students for not starting their own venture after the completion of their course. Survey instrument used was structured questionnaire and interviews conducted with sample population. Research findings are based on the statistical data and revealed less percentage of students are keen towards entrepreneurship. The primary data have been collected through questionnaire. The sample size for the study was 84. The data is analysed using percentage analysis and bar charts were used to present demographic profiles of the respondents. Finding highlighted that passion to be your own boss are influencing reason for students to start their own ventures. Hospitality educationally institutes must develop entrepreneurial skills among students through inviting successful entrepreneurs by way of entrepreneurship development cell.

KEYWORDS :

Introduction

Entrepreneurs play an important role in economic and social development. Indian Government has very high belief from young and highly competent force to be the future pool of entrepreneurs and job providers to others. In India there are several institutions and agencies provide full support and assistance to individuals who want to set up their own business ventures at various levels. Central government has recently launched a program known as "Make in India", as a major thrust area on entrepreneurship and small business developments. Present paper is an attempt to explore willingness to become entrepreneur among final year students of Hotel management. Researcher also attempted to find out the reason for willingness and not willingness among students on entrepreneurship intention after completing their course program.

Review of Literature

Several authors pointed out in explaining who takes the advantage of entrepreneurial opportunities. Many authors are agreed that entrepreneurs have courage to take risk, hopefulness to succeeding (Richards 1999), as well as adequate amount of self-confidence to start realising one's ideas, and ambition to independence (Hisrich and Peters 1989). Enterprising spirit (dedication, commitment etc) has been described by J. Timmons (1994). S. Shane (2003) assessed the individual – level factors are important in explaining who exploit entrepreneurial opportunities.

Models of entrepreneurial intentions

Ajen (1991) developed model and identified three independent variables of entrepreneurial intentions. The first variable is the attitude toward the behaviour, i.e., to determine the appropriate moment for a particular behaviour. The second variable corresponds to subjective norms, which means the very perception that an individual has on the surrounding community, perception of individual control, leading the individual to also have certain behaviour. The perception of control reflects the experience, impediments and obstacles faced by the individual previously. The more favourable is the attitude and subjective norm and the greater the perception of individual control, the stronger should be the intention to perform a particular behaviour.

The Shapero's model of entrepreneurial intention (1982) indicates that the decision to significantly change the course of our life, for example in creating a business, it's triggered by a specific event or a sudden change in the established routine. Thus, the choice of the individual will depend then of three elements. The first element, the perception of desirability, the second element is the propensity to act, and finally the third element is the perception of viability.

According Hisrich, Peters, & Shepherd (2005), role models are 'individuals influencing an entrepreneur's career choice or styles'. They further accentuates that role models have vital influence on individuals in determining entrepreneurial careers as they would provide the useful business-related information, guidance as well as moral supports. It is based on the assumption that having to see successful persons in business, an individual would have the

aspiration to imitate in order to become a successful person in business too (Caputo and Dolinsky 1998). Given the importance of role models, the role of educators and friends of university students are examined as to how they might influence students' inclination towards entrepreneurship (Peterman and Kennedy 2003; Wong and Lena 2005).

Research Objectives

1. To study hotel management students career inclination towards entrepreneurship after completion of their course program.
2. To explore reasons among hotel management students for opting entrepreneurship.
3. To explore reason among hotel management students for not opting entrepreneurship

Research Methodology

The research is based on primary data. It is an exploratory & descriptive in nature. Secondary data sources were used to identify major reasons among students for opting entrepreneurship. The data has been collected from final year students of Hotel management course. Demographic variable of respondents includes their gender (Male & Female), family background (Business, Govt Job, Private Job & Agriculture). The respondents are final year students of three year degree course of hotel management. Students are randomly selected from final year classes of University campus as well as from affiliated institutions of the university. The survey questionnaire was developed based on a review of literature and interviews with experts in the field of education. Certain reasons for willingness and not willing to become entrepreneur have been identified through literature review. In addition to this, some of the reasons were taken from study of Patil .N et al (2014).

Demographic profile of the respondents

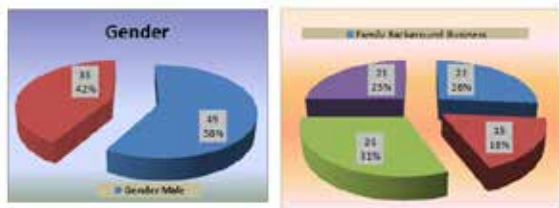
Table 1 shows demographic profiles of the respondents

Variable	N (%)	
Gender	Male	49(58.3%)
	Female	35(41.7%)

Family Background	Business	22(26.2%)
	Govt. Employee	15(17.9%)
	Private Job	26(31%)
	Agriculture	21(25%)

The respondents to present study consist of 84 final year students of hotel management .Out of the total sample 58 % were **males** and 42 % were **female** students. In terms of family background of respondents: Out of the total sample 26% belongs to **business background** and 18 % were reported that their parents are in **Govt. jobs**. 31 % of the sample reported **private jobs** as their family background and 25 % of the respondent belongs to **agricultural background** of their family.

Chart 1 & 2 shows demographic profiles of respondents.



Results and discussion

Research Objective

To study hotel management students career inclination towards entrepreneurship.

Would you like to become entrepreneur in hospitality sector after completion of your course?

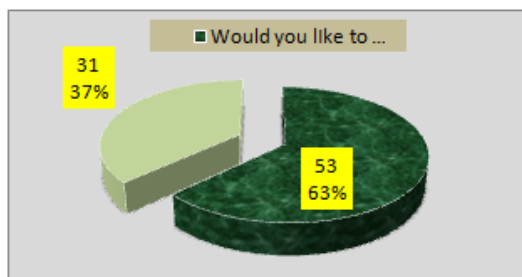
Would you like to Become ENTREPENUR	No	53(63.1%)
	Yes	31(36.9%)

Table 2 shows respondents responses on “would like to become entrepreneur”

Variable	Opts	Would you like to Become Entrepreneur		Would you like to Become Entrepreneur	
		No(f)	Yes(f)	No (%)	Yes (%)
Gender	Male	33	16	39.3	19.0
	Female	20	15	23.8	17.9
Family Background	Business	11	11	13.1	13.1
	Govt. Employee	12	3	14.3	3.6
	Private Job	13	13	15.5	15.5
	Agriculture	17	4	20.2	4.8

It was found majority of the respondents reported NO (63%) and 37% of the sample reported Yes.

Chart 3 shows respondents response to research question “would like to become entrepreneur”



Gender Wise:

Male: Out of total sample of male’s respondents, it was found 39.3% preferred No and only 19 % of males students preferred Yes.

Females: Out of total sample of female respondents, it was found 23.8% of female students preferred No and only 17.9 % of female students preferred Yes, they would like to become entrepreneurs after completion of their course.

Family Background Wise: It was important fact to note that very little percentage of agricultural (4.8%) and Govt job (3.6%) as a family background were reported that they would like to become entrepreneur after completion of their course. Among respondents those belongs to business and private jobs family background reported in same percentage of YES and NO in relation to the question that they would like to entrepreneur after competition of their course.

Research Objective

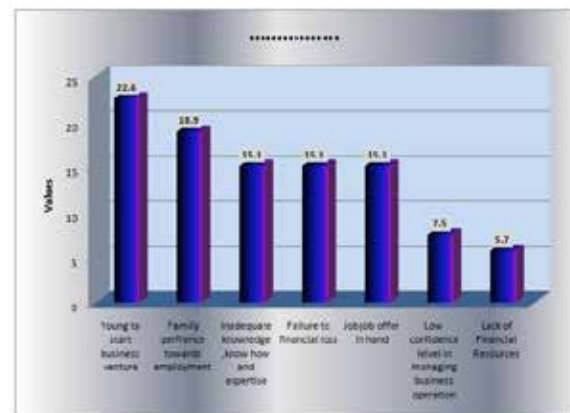
2. To explore reasons among hotel management students for not opting entrepreneurship.

Table No: 3 shows respondent’s reasons for not opting entrepreneurship

Reasons for not opting entrepreneurship	Frequency	Percentage
Young to start business venture	12	22.6
Family preference towards employment	10	18.9
Inadequate knowledge ,know how and expertise	8	15.1
Failure to financial loss	8	15.1
Job offer in hand	8	15.1
Low confidence level in managing business operation	4	7.5
Lack of Financial Resources	3	5.7

As it was observed among sampled students that very less percentage of students are willing to become entrepreneur after their completion of course program. Majority of students admit that they are too young to start business venture soon after completion of their course. As they want to get business exposure through job first and then they might think about entrepreneurship. Similarly students admit that their family preference is towards employments first. Most of the students felt that due to inadequate knowledge, know how and expertise of setting their own business venture, they are not willing to become entrepreneurs. Few of them mentioned that due to job offer in hand, is also one of the reason for not becoming entrepreneur. Less percentage of students marked their reasons that due to low confidence level in managing business operation and lack of financial resources were the reasons for not opting entrepreneurship.

Chart No: 4 shows respondent’s reasons for not opting entrepreneurship



Research Objective

3. To explore reasons among hotel management students for opting entrepreneurship.

Table No: 4 shows respondent’s reasons for opting entrepreneurship

Reason for opting entrepreneurship	Frequency	Percentage
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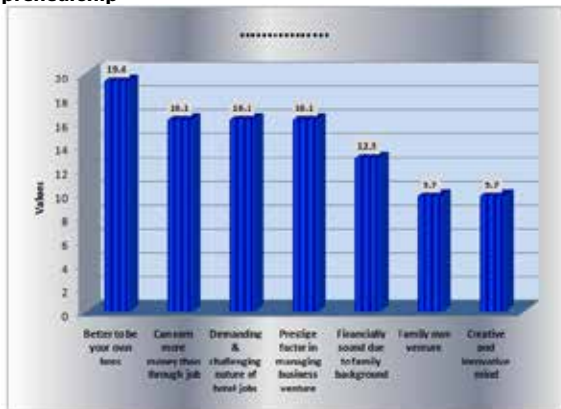
Better to be your own boss	6	19.4
Can earn more money than through job	5	16.1
Demanding & challenging nature of hotel jobs	5	16.1
Prestige factor in managing business venture	5	16.1
Financially sound due to family background	4	12.9
Family own venture	3	9.7
Creative and innovative mind	3	9.7

Majority of students preferred to be their own boss rather than work for others. Many students reported that they can earn more money through managing their own venture. Similarly majority of students admit that due to demanding & challenging nature of hotel jobs, they want to become entrepreneurs. They also feel that there is prestige factor in managing business venture instead of working in hotel jobs. Some of the students reported that due to financially sound due to family background, they are opting entrepreneurship. Few percentage of students admits that due to family own venture, they would like to become entrepreneurs. Very less percentage of students marked their reason for becoming entrepreneur due to creative and innovative mind.

Conclusion:

It was observed that major reason marked by students for not becoming entrepreneurs were too young to manage own business venture. They would like to gain first knowledge and experience by working in the industry for initial years, which is also a preference by their parents. The moment they will gain knowledge, know how and expertise, might think to become entrepreneur. It is interesting to note that few students marked reason, due to lack of financial resources they are not becoming entrepreneurs. It means that financial resources are no more considered as a major barrier towards entrepreneurship and students are well aware about getting financial assistance from various central and state agencies. On the other hand those preferred to become entrepreneur either due to better to be your own boss and through entrepreneurship they can earn more money. It means initial job remuneration offered to students were not attractive and good one to start career in hospitality sector. On the same note students preferred to become entrepreneur due to demanding and challenging nature of hotel jobs. Very less percentage of students marked their reason for becoming entrepreneur either due to family own venture. Creativity and innovative mind was not identify as an important reason for becoming entrepreneur. Hence Hospitality educationally institutes must develop and encourage entrepreneurial skills among students through inviting successful entrepreneurs by way of entrepreneurship development cell.

Chart No: 5 shows respondent's reasons for opting entrepreneurship



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