



A Study - Whether Different Training Methods Inculcated in Curriculum of Hotel Management Make the Students Industry Ready

Ayan Basak

Assistant Professor, Research Scholar, Amity School of Hospitality, Amity University, Noida.

Dr. Kavita Khanna

Assistant Professor, Research Scholar, Amity Institute of Travel & Tourism, Amity University, Noida.

ABSTRACT

Training plays a crucial role in shaping the career of students pursuing hotel management courses to build their career in the field of Hospitality. In almost every course, students are subjected to undergo practical lab training throughout all the semester in the institute and industrial exposure training, once in third/fourth semester incase it's a three year program and twice, in fourth semester and seventh semester incase it's a four year program. Due to lack of practical funds and several other issues practical lab training become very monotonous and students tend to lose their interest. During the tenure of industrial exposure training, although students are given real and actual exposure of industry but it has been observed that due to lack of proper induction and training schedule, students get frustrated and get demoralized to pursue their career in the field of hospitality. Although Ministry of Tourism, Government of India is putting lot of efforts in promoting skill based jobs and for the same spending huge amounts in order to breed the technical or skilled human brigade for tourism & hospitality industry but still the objective is yet not achieved. This paper is to find out whether the students are satisfied with the training in terms of tenure, quality and exposure given to them in practical lab classes conducted in their respective institutes and industrial exposure training done in hotel. For this reason, the research is conducted in which sample of 100 students is taken from students pursuing graduation from Hotel Management Institutes and renowned Universities in the NCR region. This is in order to find out that training inculcated is worthy and make the students industry ready.

KEYWORDS

training, exposure, quality training, hospitality, practical lab.

Introduction

Introduction of Hotel Management in India: The growth and development in hotel industry is the result of raging tourism growth in India and today, the hospitality industry offers a promising career to youth. Being a service industry, the objective of the hotel management lies in providing the best services to its guests. The hotel management course provides in-depth laboratory work for students to acquire the requisite knowledge and skill standards in the operational areas of Food and Beverage Service, Front Office Operation, Food Production, Catering and Housekeeping. Apart from these, it also impart substantial managerial training in the areas of Sales and Marketing, Financial Management, Human Resource Management, Hotel and Catering Law, Property Management, Entrepreneurship Development and facility planning. (V.A.Ponmelli)

Hospitality education today has become a popular career option and the National Council for Hotel Management catering Technology and Applied Nutrition (NCHMCTAN) receives four times more applications than its fixed intake. India has almost 150 institutes in the approved category, including both public and private sector. And there are 25 food craft institutes, which offer short term courses. These hospitality institutes generate 14,000 graduates, of which 4,000 are diploma and certificate holders. So, 18,000 trained professionals are shaped every year, 22 percent at the skills level and 78 per cent at graduate level. A survey by the Tourism Ministry indicates that there is a demand for 2.03 lakhs skilled hospitality professionals every year of which 66 % is at skill level and 34 % at managerial level. The Ministry of Tourism has developed a master plan to increase intake in existing institutes. More craft and skill-level programmes have been introduced, while hospitality education has been broad based to include hospitality vocational courses at ITIs, polytechnics, at 10+2 level of CBSE and introduction of specific tailor-made skill testing and certification programmes.

In addition to this, the Certified Hospitality Trainer Programme aims to provide employment to meritorious students at IHMs from within its system and honouring them with the best of wages the industry has to offer. By the end of the 11th five-

year plan, the target is to have 49 Institutes of Hotel Management and 31 Food Craft Institutes, plus a tourism management centre in the south. But there's a need to standardize the quality of hospitality education. And, students must be cautious of some of the hospitality institutions in the private sector before seeking admissions in them. (N.S. Bhuie) Review of literature The Tourism industry is growing at a rapid pace with growth of over 10% over last year. During the 12th five year plan, a 12% growth has been projected. This growth would result in an additional employment generation of 2.5 crores. There would be a requirement of 36 lakhs trained manpower for the hospitality sector at various levels by 2016. (Ministry of Tourism) The seeds of evolution of hospitality education were sown in 1961 with opening of 4 regional institutes at Delhi, Mumbai, Kolkata and Chennai. Today, the National Council for Hotel management and Catering technology (NCHMCT) is one of the largest network of 51 hotel management institutes in the world that have been established with great academic tradition enriched by their faculty, administrators and of course, the students. As a result of vast expansion and modernization of the country's hospitality industry, hotel management and catering education programmes gained tremendous popularity and the profile of students seeking admission to these courses also underwent a transformation. As a result, courses offered by the National Council are of international standard which have been recognized by the hospitality industry. At present, there are 41 Institutes of Hotel Management comprising of 21 Central IHMs, 8 State IHMs and 12 Private IHMs and 5 Food Craft Institutes following National Council's course curriculum (NCHMCT) Due to the spurt action of NCHMCT the ministry is trying to prepare the high level skilled human brigade for the tourism industry, in order to cater the tourists at the destination. Job profiles play a paramount role in certain communities while service that is why the degree as well as diploma courses are taught into IHMs and Universities. In this course the Martin, 2000 illustrates that Job training is a policy instrument within the active labour market policies framework, which consists of "policies aiming at improving the access of unemployed to the labour market

and jobs, job-related skills and the functioning of the labour market" It has several modalities (training for unemployed, displaced or active workers) and it is used to impact on labour supply, by providing or updating relevant skills to the population, with the ultimate goal of increasing employment and incomes. In some cases, training is also closely linked with labour-intermediation services. Autor, D. (2008) Heckman et al. (1999) states that Job training programs have been evaluated extensively. Training programs have been a catalyst for the development and application of cutting-edge evaluation methods, in many cases applied to especially collected micro data samples. This has led to a proliferation of research on job training and to the emergence of a significant body of evidence on its effectiveness in job and for the overall development of organization and employee.

Objectives

1. To study whether the practical classes conducted in the institute is of approved quality.
2. To analyse whether training in the hotel is actually giving an exposure to the industry.
3. To know whether the Training helps in selecting the department for making career.
4. To give the valuable suggestions.

Research Methodology:

In this paper the data collection took place at the Institute of Hotel Management (IHM) Pusa, New Delhi and Amity School of Hospitality, Amity University, Noida, Uttar Pradesh, in which the sample of almost 100 students was taken, 50 from IHM & 50 from ASH. Two sets of questionnaire were distributed about their training in hotels and practical classes in institute and the collected data was analyzed. Different tools of methodology like Likert scale is used for questionnaire and there are certain open ended questions which carve out the reality of students towards Practical Classes and Industrial Training. A study of behavior of students with respect to Practical Classes and Industrial Training to make them industry ready, which would allow the use of following research design:

1. Sampling
2. Questionnaire Filling
3. Secondary data.

The questionnaire was highly structured, designed to be easily understood and completed in approximately five minutes, there are certain questions which are open-ended which illustrates the feelings of the students after and before training in Hotels of India.

Admission Procedure of Hotel Management across India

In NCHMCT The admission to the Three Year Degree programme is done through the Joint Entrance Examination (JEE). Candidates can get admission in 21 Central Institutes of Hotel Management, eight State Government Institutes of Hotel Management, 12 Private Institutes of Hotel Management affiliated with the National Council of Hotel Management and Catering Technology and five Food Craft Institutes located in different parts of the country. There are approximately 6,000 seats combined in all these institutes for admission to BSc Hospitality and Hotel Administration programme. In all, there are 41 institutes in the country that are affiliated with the National Council of Hotel Management and Catering Technology. Eligibility criteria

- Pass in 10+2 or equivalent examination with English as a subject. Those who are appearing for class 12 exams can also apply.
- Also a candidate should not be more than 22 years of age (25 years for SC/ST) as on entrance exams.
- Selection for PG programmes is merit based. In Other Universities across India: The universities conduct their own entrance examinations for providing the admission to the students in three year degree programme, certain universities have fixed it as four year programme like Ashok Institute of Hospitality New Delhi affiliated with Kurukshetra University runs four year degree programme.

Curriculum in NCHMCT and Universities across India:

The course is divided into 3 years in NCHMCT where students are subjected to get the industrial exposure in 2nd year for 6 Months in Hotels, while as in universities they have framed their curriculum in such a way that students are supposed to get exposure in last year of their degree. This Industrial Training becomes the deciding factor for the students about joining the industry or not. This paper is regarding to find out the positive and negative aspect which makes students to take hotel management as their career after training or not.

Training Procedure in IHM's and Universities:

Training is actually the Industry exposure imparted to the students during the curriculum of three year or four years degrees awarded by NCHMCT & AICTE in collaboration with UGC respectively, so that the students get the live exposure of industry and keep themselves up to dated for the job after completion of degree. There are two types of training, i.e. On Job Training and Industrial Training.

On Job Training: - is the first assignment given to the students after completion of their studies it makes them ready for the further job, during on Job Training, Trainees are paid Lump sum amount for certain period after the students get fully trained they are put on rolls by the company and treated as full time employees.

Industrial Training: - is the part of curriculum in which the students are subjected to the industrial exposure for the duration of 6 months in which they are supposed to be as an ancillary part of day to day routine work schedules along with the regular employees of the hotel and the students are paid some amount as a stipend for their daily expenses.

A Journey from Practical Classes conducted in Institute to the actual exposure to the Industry through industrial training

During the admission procedure it has been found that most of the students are not exactly aware anything about hotel management. After getting inducted into the course through entrance tests/interviews, the selected students have great expectations from the course as well as curriculum. After analyzing both the questionnaires it was found that 90% of the students are pleased with the duration and cycle of practical classes conducted in the classes, although 65% of the students believe that the quality and quantity of ingredients and raw material are really poor that are used for the practical classes conducted in the Food Production lab of the institute. 87% of the students are pleased that they are individually mentored and taught and taken care in training them, although again 69% of the students believe that the menu which are prepared are all outdated and not followed anywhere in the world. Also 69% of the students believe that the soft ware's used in Front Office lab is obsolete. 75% the students believe that cutlery, glassware, linen, cleaning agents, mops are always in scarcity as per as conducting regular practical are concerned. Once the students are said about the industrial training in 2nd year, all the students feel that they are going to take the excursion of hotels. They feel proud in taking training from world class hotels as they have been taught in the classes about hotels and there services from their first year. Keeping this point in view students really take high level interest in getting placed for the industrial training in reputed hotels. But it is unfortunate from the side of industry that being a renowned and alarming industry the students fail to meet their expectations during training, which further becomes an obstacle in focusing their career in the field of hospitality. After turning back from the industrial training, it is analyzed that 80 % students approx. think of quitting this profession after degree. During this research the questionnaire of almost 08 questions regarding behavior of hotel employees, management, working culture, organization behavior, time schedule, inter department communication and stress management etc. The analysis part of this paper illustrates that 75% of students are complaining about the difference of what is being taught and what is being faced, 80% students replied the option that the working hours are odd i.e. in descriptive answers of certain questions students have clearly defined that the entry time of the shift was known to them but exit time was never the same. As far as working culture is considered 91% students stated that the

food quality in the cafeteria is normal while as 93% students feel cheated with the amount of stipend given per month. In addition to this maximum number of students complained of abusive and derogatory language from the side of seniors and exhibit stress while on work as they marked that on training they were treated as full time employees rather than trainees in terms of work pressure. In Certain hotels there were rash learning and development departments meant for scheduling and training of trainees, while in some hotels it was not same.

Training Evaluation Form

Name:

Undergraduate/Post graduate:

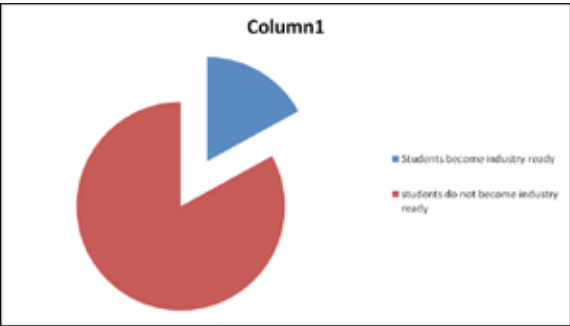
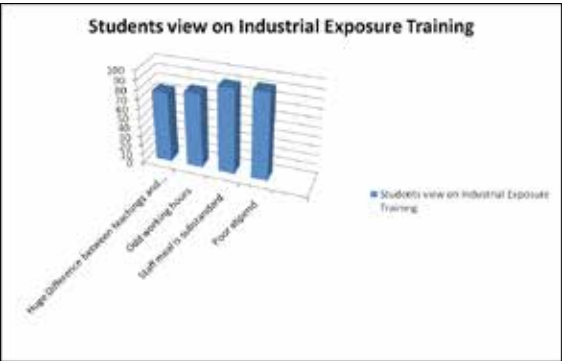
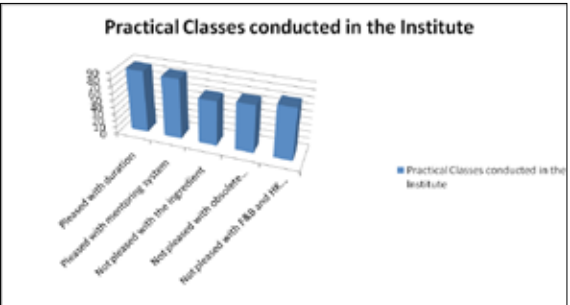
I am students of (University):

In context to college

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Practical classes for one subject once in <u>week</u> is appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The duration of practical classes is appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Faculty and attendants are qualified as per the <u>norms</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Practical is conducted as per the syllabus <u>and</u> course register	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Faculty prepares you for the practical at least <u>one</u> week in advance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Practical done in college is better than training <u>in</u> hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Helps in the application of knowledge gained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. The practical classes met my expectation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Regular workshops and industry visits are done	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Rate your overall practical classes	Excellent	Good	Average	Poor	Very poor
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Scope and areas for improvement					
12. Other suggestions					
In context to hotel					

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Training once in the entire course is appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The duration of training is appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Irregular duty shifts on different days of a <u>week</u> is acceptable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Working hours beyond shift duties is acceptable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Stipend paid is up to the standards of the industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Staffs are qualified and knowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Exposure is only limited to back area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Subsidized duty hour meal and uniform are <u>motivating</u> factors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Training helps in selecting the department <u>for</u> making career	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Training in hotel is better than practical done in <u>colleges</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Helps in the application of knowledge gained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. The training met my expectation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Rate your overall training	Excellent	Good	Average	Poor	Very poor
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Scope and areas for improvement					
15. Other suggestions					

THANK YOU FOR YOUR PARTICIPATION!



Suggestions and Conclusion

In consideration with the data analysis and interaction with students there is a need of certain strategies and suggestions which needs to be implemented for the betterment of curriculum and boosting of moral of students. These are:

In the institute's more emphasis should be given on making the students practically skilled by performance orientation.

The institutes and universities should frame curriculum as per the industry needs and demand so that the industry's expectations could be met.

Hotel employees should be given proper training to deal with the students as industrial trainees.

The training schedule should be designed in such a way so that all the areas are covered.

The training mangers of the hotels should conduct regular training classes for these trainees.

As far as the institutes and universities are considered, they should also frame an industrial training questionnaire to be filled by the students during their training regarding the in-depth knowledge of hotel.

The human resource and personal department of the hotel should frame strict working hour schedule for these trainees.

There should be moral support to the students from the HR side in the form of appraisals, which in turn let them to get the best trainee award.

The amount of stipend of the trainees should be revised according to the current pay bands.

Trainees should not be treated as free labours burdened with load of all odd jobs.

References:

1. Autor, D. (2008) The Economics of Labour Market Intermediation: An Analytic Framework, NBER Working Paper #14348.
2. Heckman et al. (1999), "The Economics and Econometrics of Active Labour Market Programs";
3. Dar and Tzannatos (1999) "Active Labour Market Programs: A Review of the Evidence from Evaluations"; Greenberg et al. (2003) "A Meta -Analysis of Government-Sponsored Training Programs.
4. Martin, J. P. (2000) What Works among Active Labour Market Policies: Evidence from OECD Countries' Experiences. OECD Economic Studies, No. 30, 2000/1 Ministry of Tourism .Government of India [http://tourism.gov.in/TourismDivisionb/AboutDivision.aspx?Name= Human%20Resource%20Development](http://tourism.gov.in/TourismDivisionb/AboutDivision.aspx?Name=Human%20Resource%20Development)
5. NCHMCT.Ministry of Tourism <http://www.nchmct.org/> (N.S. Bhuie), http://www.careers360.com/news_3769-Hospitality-education-in-India-and-abroad
6. V.A.Ponmelil, Hotel Management Education <http://education.newkerala.com/india-education/Hotel-Management-education.html>