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### RESEARCH ARTICLE

#### EXPERIENTIALS IN HOTELS: AN EPISODE EXPOSING THE EXPRESSIONS UNEXPLORED

**Rahul Krishnan<sup>1</sup> and Dr. Eugene. J<sup>2</sup>**

1. B. Sc, Final Year(H&HA), Institute of Hotel Management Catering Technology & Applied Nutrition, Chennai.
2. Lecturer, Institute of Hotel Management Catering Technology & Applied Nutrition, Chennai.

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#### **Abstract**

This research study aims to check students' level of satisfaction after the Industrial Exposure Training in Star Hotels across India. The study findings are expected to have an effect on their professional growth and understanding of the hotel industry. In conjunction with this intent, a research was carried out on the students pursuing Hotel Management in Institute of Hotel Management (IHM), Chennai. A valid and a verified questionnaire were administered to 65 students. Various factors were included as part of the evaluation criteria. The results derived are finally presented graphically. The findings drawn explicitly state the Industrial Exposure system in Hotels have an effect on the students; it supports the numerous subsidiary variables that still have a reputation on the industrial viewpoint of the students.

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#### **Introduction: -**

Hospitality education in India has taken a new turn to common career growth programs and the National Council for Hotel Management Catering Technology and Applied Nutrition (NCHMCTAN) has expanded its fixed intake to Four times more students each year. India Includes close to 150 recognized Institutes, from both the public and private sectors. Every year, these Hospitality Institutes successfully churn plenty of seasoned and well-trained manpower. According to a survey conducted by the Ministry of Tourism, the annual demand of trained hospitality professionals is rising at a booming pace. This course is now being endorsed by people from all walks of life. Apart from the degree program, more skill and craft-level programs that are offered serve as an additional contribution to the increasing demand for workforce in industry. The 11th Five Year Plan has set high expectations in the Hospitality and Tourism Industry that can only be accomplished by stabilizing the quality of Hospitality and Tourism Education [1].

The aspiring youth will undeniably have a Promising Career Opportunity because of the growth and development of the Hotel Industry. Molding the students into good quality service providers that the industry needs in the near future is absolutely building on quality of the Hotel Management Institutes which is an Institute's primary goal. The course curriculum for the management courses of the hotel will be drawn up in order to bring this main objective to the front. It should aim to provide students with the requisite knowledge through in-depth experiential research and to acquire the required skill levels in the major operational areas. A significant element of a hotel management program is the seventeen-week industrial release scheme that aims to give students a live job experience to better appreciate the industry's realistic operations. This serves as a grooming sharpener of a hospitality student's professional career and is a well-known method of producing highly qualified hoteliers. The industrial release scheme is divided into different time slots which offer ample exposure in all the core departments of the hotel. The

**Corresponding Author: - Rahul Krishnan**

Address: - B. Sc, Final Year(H&HA), Institute of Hotel Management Catering Technology & Applied Nutrition, Chennai.

Industrial Release Program as defined by the NCHMCT Code requires different Guidelines. The training focuses on increasing self-awareness and faith in individual maturity. It also aims to give the business, its activities, its customers and its employees the best organized practical experience. Certain aims include consolidating the skills learned through best practices and performance level studies. The industry's ability to demonstrate the carrier capacity available is also considered one of the main aims of the industrial release scheme [2].

### **Review of Literature: -**

A successful study depends on a comprehensive analysis of past work progressed in a particular field. Based on the reference data, it makes the work more relevant due to the seriousness of the point that is depicted. The systematic analysis and evaluation of various previously performed studies, which have a clear correlation with the core data, serves as a framework for a standardized study [3].

Training refers to the teaching and learning activities carried out for the primary purpose of helping an organization's members develop and apply the expertise, skills and attitudes needed by a particular job and organization [4]. Dale S. Beach describes training as [5]

*"the structured process by which people learn for a particular reason knowledge and/or skill."*

In a recent study, Sruthisree and Eugene [6] found that, before entering, most students (90 percent of the sample) are unaware of the structure and syllabus of hotel management courses. Misunderstandings and false details from unknown sources bind the students' eyes until they opt for the course. Many students are unaware of the curriculum of industrial training. The false information from the prior makes the students willing to enter luxury hotels and then trick them in the overall experience. This will lead the students to deviate their minds and leave the following professional path. The data obtained from the questionnaire indicates that about 83 percent of students are faced with discrepancy between what they have studied and what they are facing; and even 90 percent of students are faced with difficulty between working hours. The later also clarify the difference in the standard of the training in the contest of the presence in some hotels of a separate Learning & Development department, which gave tremendous care to the trainees; compared to the hotels that did not.

Faruk Seyitogluand & Sevket Yirikin found that the students' professional growth would be positively influenced by the high level of satisfaction associated with the training [7]. The high degree of satisfaction is the main area that should be taken into consideration. And to bring in highly motivated employees, multiple concerted efforts must be made by educational institutions and the tourism sector; this is only possible with fulfilling training experience.

### **Scope of the Study:**

This comprehensive study aims to build knowledge among people from the hospitality industry who contribute to the growth of the entire Hospitality Community. Students being the main part of the subject can gain knowledge from the research being performed and can also draw conclusions that can be embraced by the industry's management-level staff to contribute to the growth of professional and aspiring hospitality workers. As the study shows the effect of the industrial training and the experience provided to the students by the industry's management people, it will also help create more ambitious and optimistic workforce for the future industry. The analysis would be useful enough to identify methods and principles to be followed by management, to provide the students with a much better and more informative Industrial Training Experience, and also to assist the students in offer training as per the guidelines of the code of the University.

### **Aims and objectives of the study:**

The key aim and objectives of this study are

1. To find the effect of industrial exposure training on IHM Chennai students aspiring to future hotel industries
2. To analyze the shift in students' mind after completing hotel training and to analyze whether the changes are positive or detrimental to the growth of the hospitality industry.
3. To find out if the preparation is considered a significant factor in student decision-making about their future lives.

### Research Methodology: -

Comprehensible groundwork is imperative for carrying out a research. Analysis methodology is one of those strategies to do step-by-step procedures to complete the study successfully. Methodology of study involves plans in areas such as population analysis, method of sampling, sample size, field of sampling, methods of analysis, etc. Both of these plans are correctly conducted to explain the work performed with a group of population samples.

This research focuses mainly on Final year Students of IHM Chennai who had attended the hotel exposure training. For all students the training duration is 17 weeks. Students will be excited to learn many things in these 17 weeks; they will learn many practical operational procedures that are functional in the hotel industry. However, the learning will be different for all the students. This work aims primarily to examine the effect of the students' Industrial training in choosing their profession in the hotel field after graduation.

The sample size of this research is 65 respondents from overall 200 respondents' population. For collection of samples purposeful sampling is used. The primary data was obtained by means of a formal questionnaire. Methods such as Analysis of percentages, graphs, tables, charts etc are used to interpret the data obtained. This study's population includes about 200-250 final year students (those who have been trained) from IHM Chennai.

This work is focused on primary data obtained by means of a structured questionnaire. Using methods such as Percentage Analysis, graphs and charts, the data obtained is analysed. This research is restricted by time that does not permit thorough study on the region and it is believed that the responses obtained are real, which are the main limitations of this study.

### Findings and Summary:

A total of 65 respondents registered their choices. 62% of the respondents had mentioned that they had a thorough exposure in the Department of Food & Beverage Services and 59% in House Keeping Department. Over the duration of 2-4 weeks, the bulk of the respondents had been trained in these departments. Most of the respondents had expressed their concern about extending their shift time upto 13 hours daily. With regard to the training experience, the respondents are extremely pleased with the learning exposure in Food Production Department and are mediocrely pleased with other departments such as Food and Beverage, House Keeping and Front Office. While 67% of respondents reported to the Department of Learning and Development, the remaining students reported to the Department of Human Resources.

In an attempt to bring out the experience during training, 27% of the respondents gave positive observations. According to Chart 1, most of the students had assigned their overall training experience a ranking of 3-7. Half of the respondents (52 %) after completing their training had not changed their area of interest. A few respondents (39 %) have expressed their desire to move away from the hotel industry to some other sector, whereas 29% of respondents are hotel industry aspirants as shown in Table 1. Specific results are considered with complete proof starting from a promptly dated questionnaire and supporting description graph and chart.

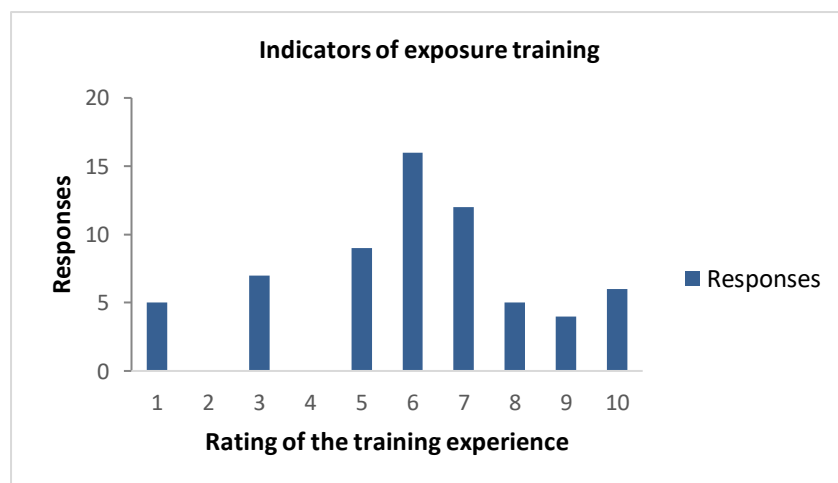


Chart 1: - Representation of the responses towards training experience.

**Table 1:** - Decision grid.

Particulars	No. of Respondents	Percentage
Aspirant to Hotel Industry	18	29.5%
Feel Aversion	13	21.3%
Higher Education	5	8.2%
Move Away from hotel Industry	24	39.3%
Neutral	1	1.16%
Total	65	100%

**Suggestions to Students:**

Students will view this experience as an opportunity to apply the principles taught at the college in practice. Students should understand the actual intent of this training, and should choose the hotels for the exposure carefully. It builds entirely on the students who have already completed the training, to give the students constructive commands about the training and give the students an encouragement. Students should be psychologically prepared to face the hotel industry's job pressure and work load, which will make it easier for the students when they face it. Students should take all the works up as a learning cycle, interact with the superiors in the hotel and develop useful knowledge.

**Suggestions to Teachers:**

Teachers may help the students consider the training situations positively and completely assist them in completing the training. Teachers need to help the students pick the best hotel to train. The teachers should provide various instructions on code of conduct, handling of job pressure, duration of departmental training etc. Teachers should share positive thoughts on the class, and should increase self-confidence among the students attending the class.

**Suggestions to Hotel Industry:**

Managers in the hotel industry should offer appropriate training in all fields so that students are more likely to choose their profession in this industry. Hotel should have a dedicated department of learning and development which acts as a regulatory body to have separate control over the student trainee from the normal staff. The L&D department will ensure that all students in all departments undergo equal training as per the schedule given by NCHMCT. The department should ensure that the hotel staff handles all the students well and that the hotel staff takes appropriate action against any misbehavior. Different competitive motivational spirit among the students should be established to ensure that all the trainees put their best efforts into the job situations. Regulations for working hours should be enforced and should ensure that the trainees obey a set working hour. The hotels have to maintain clear entry registers and electronic fingerprint records. Hotels must ensure that each trainee's overall training experience is 100 per cent fulfilled.

**Conclusion: -**

Industrial Exposure Training is structured to develop expertise and acquire practical knowledge about the principles that have been taught in classrooms. Proper practical exposure should fetch the industry's productive educational ability. This research is an attempt to find out whether this industrial training has an impact on choosing their profession in the hotel industry amongst hotel management students.

This work shows the effect of industrial training, and throws light on factors that pave the way for this effect. Place of training, training period and timing, work load during training, learning from training, friends acquired during training, stay experience during training, environment of training, attitude of the student, seriousness from the student side, etc. are few points which mainly establish the impact on the students. Hotel industry should do more to ensure that the training experience is better as it moulds the industry's future backbone. Every trainee student should take all these factors into account and should make the training a self-productive part of the whole course.

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