

Student's Anticipation in Procuring Post Graduation Programme in Hotel Management through Distance Learning

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Abstract: Education is a composition of the curriculum, educator, methods of education, and finally the students. Growth in science and technologies is making available various developmental impacts on the education system; these developments bring a successful educational environment for the students. Distance education is one of the privileges of technological development for the students to have an indestructible education career. The study involves documenting the viewpoint of the hotel management populace towards the prospects and limitations of procuring post graduation programs of hotel management studies in distance learning mode. A stratified random sampling method was used in the collection of opinions with a structured questionnaire, data collected are analysed with the SPSS (24.0) statistical tool. The outcome result of the study shows that the population of study are not interested in spending their time and finance in taking post-graduation courses in regular mode hence they prefer distance learning. They feel that the regular mode courses are not more productive in developing their career, they are interested to build up their educational structure while earning than spending years in acquiring their degree qualifications. The study suggests that post-graduation programs are provided in distance mode; with an improved curriculum constituting the managerial and entrepreneurial-based subjects will improve the student's educational values.

Keywords: Distance Education, Hotelier, Hotel management, Productivity, Skills, Student.

I. INTRODUCTION

Education is an essential and chief solution to change the world towards betterment; it improves innovative view and

knowledge; enhances human being and allows facing the upcoming and unpredicted challenges on daily basis. The education sectors adopt various technological techniques and practices in providing a better education and develop the skills of the students [1].

Hotel Management courses are hospitality industry oriented course involves in enhancing the relationship between the host and guest. Many well known universities, colleges and governmental institutions provide hotel management courses nationally, and with a strategic association with foreign universities [2]. Once three year diploma or one year craft course were the mere hotel management courses available; nowadays a candidate can even pursue a doctorate in hotel management courses, the course boomed for the past few decades and has become one among the popular option of studies [3]. A candidate with three year hospitality courses are applicable to apply for their master course like M.B.A or M.Sc in hotel management for a period of two years. The course curriculum is a compile of class room contact materials, self study prospects industrial trainings [4]. The hotel management studies in India dates back to 1954 with the inauguration of first hotel management institute at Mumbai, in 1982 the government organised a council named National Council for Hotel Management and Catering Technology to systemize the hotel management studies that creates about eight percentage of total employment of the nation [5].

Distance education is a mode of learning away from the educational campus sites, being conduction online or offline is one among the productive and easy mode of learning for officially or personally engaged individuals [6]. Distance education is also termed as correspondence learning, distance learning or e-learning that was initiated with a history of sending notes and other communications through the post between the institution and student [7].

Distance education has gained its popularity among the younger generations as it saves time, travels, space, financial facts etc than the face to face learning systems. Employees from public or private sectors, people personally engaged especially the home-makers are being benefited under these schemes [8]. Distance mode of education is more advantageous as it is easy accessible to pursue from any preferred location [9]. Distance education is more flexible and easy curriculum to study [10], less cost than regular class, easy material availabilities and no physical space required for classes [11].

The communication or teaching medium for the distance education is through mails, letters, mass medias or internet facilitated technologies [12]. Early history of India reveals education have been a practice of learning new concepts in leisure, distance education have a long back history being originated in Great Britain; initiated by Frenchman Charles Toussaint and the German Gustav Langenscheidt to teach language in correspondence classes [13]. For the past few decades distance education had a tremendous reach among the scholars interested in acquiring their degrees in correspondence. Many universities at state, national or international level of universities started introducing and providing their course in regular and correspondence with well planned strategies and regulations [14].

Distance education distinguishes itself from the regular education by the following characteristics it is not a self study program but carried out by institutions with geographical separations between the institution, instructor and students. Distance educations build up an education community with improved communicative facilities; the development in features and facilities of distance education is directly proportional to the science and technological developments [8].

Distance education or the correspondence courses have to be executed with clearly framed strategies or regulations. There exist few important steps in framing out the courses on distance education, those formulated involves few steps like defining a institutional goal, conduction if institutional analysis, analyse the performers characteristics and behaviours, develop the instructional methods and materials, finally form and conduct formative and summative evaluations [15]. The grading for the students involves in assignment submissions and end semester examinations, distance education plays a very important role for the student to acquire an eminent job, the degree or diploma from these universities are widely accepted by the employers worldwide [16].

Distance education is more appropriate for employee, jobseekers; women dropped out due to family situations [17] physically disabled students etc to continue their studies. Hereby the distance education systems get hold of many advantageous factors like valid certifications, saving time, flexibility in choosing subjects, any time accessibility, cost effective, etc. [18, 19]. These facts creates and promotes the satisfaction level among the students undergoing their courses in distance education modes [20].

Distance education has been a boon for the hoteliers to upgrade their educational qualification. Many hoteliers into industry underwent their higher education in distance mode of learning, recently it has been announced by the University Grand Commission [21] the body that organizes and regulates higher educational institutions in India as no institutions can provide hotel management course in distance learning mode [22, 23]. The study involves in documenting the view points of hoteliers and hotel management students in their view about undergoing the higher studies in hotel management courses in distance mode.

II. MATERIALS AND METHODS

The study was designed as a descriptive research, was carried out to evaluate the perspective opinions of the hoteliers and hotel management students in their points of view in acquiring their master degree or post graduation course through distance mode of learning.

Data Composition: The study is a compose of primary data collected as the opinions, suggestions and recommendations of the respondents and the secondary data that includes a vivid and valid study materials from various online and offline sources from journals, magazines, library books and internet resources.

Period of Study: The work was initiated during the month of January 2020 and carried out for a period of twelve months due to the pandemic situation of COVID-19.

Study's Research Tool: A well structured questionnaire was organized constituting questions to prevail the opinions of the respondent was framed. The questionnaire consist of both open and closed end questions majority part of the questionnaire are open ended question to record the actual response.

Population and Sample: Hoteliers and hospitality management students were the respondents for the study, the sampling method used is convenient and stratified methods since the respondent into hotel background were selected for the study. The population of the study should also possess an idea of procuring a post graduation programs in hotel management discipline and knowledge about distance learning mode.

Mode of Data Collection: Initially the survey was planned to be done personally distributing the questionnaire and recording the opinions, due to the pandemic situation only 28 percentages of responses have been collected personally remaining responses were collected through google form online.

Reliability of Data and Statistical Analysis: The responses collected either online or offline were checked for their completeness and the data were fed into SPSS (24) software and data were statistically analyzed as per the study's requirement. The reliability of variables cum data were checked using the statistical tool, the analysis exhibits that the data and variable are more consistent and reliable with Cronbach's Alpha value (0.895) which is an excellent consistent value for the study.

III. RESULTS AND DISCUSSIONS

The project was surveyed through online and offline mode among 181 respondents that includes students and hoteliers. The Table I shows the demographic facts of the respondents according to the study there were about 83 percentages male and 17 percentages of female respondents. The age groups of respondents were below 20 years 31 percentages (21 to 25 years) 54 percentages and above 25 years were mere 15 percentages. Respondents as hoteliers above 35 years were not much interested in doing their post graduation programs due to their family and financial situations. About 23 percentages of the respondents have already acquired or undergoing their post graduation through distance education and 61 percentages of respondents are interested in doing their post graduation program online.

TABLE I: DEMOGRAPHIC FACTS OF RESPONDENTS

Sr. No.	Demographic Factor	Particulars	Percentages (%)
1	Gender	Male	83
		Female	17
2	Age	Below 25 Years	31
		21 to 25 Years	54
		Above 25 Years	15
3	Interested in Online Mode of Learning	Pursued/Pursuing PG in Online Mode	23
		Pursued in Regular Mode	16
		Interested in Pursuing in Online Mode	61

A. Respondents View on Post Graduate Courses

The respondents were asked for their opinions on the levels of concur in advantages and limitation of post graduation course in distance learning mode, the opinions were recorded with a five point likert scale with the points ranging from 1 – Highly not Satisfied to 5 – Highly Satisfied; the Table II exhibits the consolidated opinions of the respondents.

The Table II exhibits the respondent’s opinions in acquiring the post graduation programs in distance learning mode, according to the study about 64 percentage of the respondents feels that though acquiring a post graduation program in distance mode it is valid and useful; 74 percentages of respondents suggest that the program must constitute a curriculum with management skill enhancing subjects. The study also shows that 78 percentages of respondents have an opinion that undergoing a post graduation program in distance mode is more convenient, there exist no issues in collecting any study notes or materials as there exist a plenty of sources online and offline (65%). The

respondents (71%) also have a very confident opinion that undergoing a post graduation program even in a distance mode will help them in their career and achieving promotions.

TABLE II: RESPONDENTS VIEW ON POST GRADUATE COURSES

Sr. No.	Particulars	Agree (%)	Neutral (%)	Disagree (%)
1	Acquiring a PG Degree is Valid and Useful	64	12	24
2	The Program Must Acquire Skill and Management Enhancing Curriculum	73	6	21
3	Undergoing a Post Graduation Degree in Distance Mode can be More Convenient	78	12	10
4	More Study Materials are Easy Available in Online or Offline Sources	65	9	26
5	The PG Courses can Help in Promotions and Better Career	71	18	11

B. Respondent’s Belief About the Necessity for Distance Education Mode

The responded populace of the study have a very positive belief in registering their post graduation programs of hotel management courses in distance mode. 81 percentages of the respondent accepts that registering post graduation program in distance mode is wise management of time, 75 percentages of respondents have an opinion that they have more possibilities of option to choose their department to work during their study period. The respondents (91%) have an opinion that registering a post graduation program in distance mode will provide them a degree with a good number of job experiences as they start up their job early. The learning while earning provides them a high level of confidence and can execute their curricular learning into their day to day work functions (69%).

The respondents (92%) also feel that they have a good work balance experiences and having a very good opportunity to find a full time jobs into the hotel industry than working into some other sectors or running for a part time jobs. Working into the same department while undergoing their education will enhances the understandings and knowledge of their work (74%). Thus the respondent hoteliers and undergraduate students have a good belief towards acquiring a post graduation program in distance education mode, 89 percentages of them have a very positive opinion that it will provide them a good number of job experience with a degree that develops their education value and job career.

TABLE III: RESPONDENT'S BELIEF ABOUT THE NECESSITY FOR DISTANCE EDUCATION MODE

Sr. No.	Particulars	Agree (%)	Neutral (%)	Disagree (%)
1	Wise Management of Time	81	7	12
2	More Options and Possibilities to Choose Departments	75	12	13
3	Early Start of Job Provides Good Amount of Work Experiences	91	2	7
4	Learn While Earn	84	9	7
5	Possibility to Execute the Curricular Aspects into Work	69	25	6
6	Balance Work and Education	71	18	11
7	A Full Time Job Can be Taken	92	3	5
8	Acquisition of Good Knowledge of Industry	74	22	4
9	Get Real Job Experience with a Post Graduation Degree	89	7	4
10	Enhances the Resume Value for Career Development	74	11	13

C. Respondent's Opinion in Registering PG Course in Distance Mode

One sample t - test was conducted to check the interest of the respondents in registering for post graduation courses in distance education mode, the analysis shows that a positive note revealing in Table IV that majority of respondent are interested in registering for post graduation only in distance mode with a t - value (79.433) and significant at (0.00) level of significance.

TABLE IV: RESPONDENT'S OPINION IN REGISTERING PG COURSE IN DISTANCE MODE

t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
79.433	180	.000	1.144	1.12	1.17

D. Chi Square Test

The data collected was analysed for chi square test to check the influence of age and respondents level of designation with the variable respondents opinion in pursuing post graduation

courses, the test proves that there exist a positive and significant influences, Table V shows that the age influences the respondents opinion of procuring higher education with chi square value (98.23) significant at (0.02) level of significance and level of designation influences with chi square value (66.13) and significant at (0.05) level of significances. Hence the chi square analysis interprets that the respondents at younger ages and at lower levels of designations are very much interested in applying and procure a post graduation program in distance mode, the actual motto of their interest in applying post graduation program is their belief that it may help in developing their career.

TABLE V: CHI SQUARE TEST

Variables		Chi Square Value	Level of Significance
Respondents Interest to Procure Post Graduation Program in Distance Mode	Age	98.23	(0.02)
	Designation Level of Respondents	66.13	(0.05)

IV. CONCLUSIONS

The study is purposively exhibits the actual need for the post graduation programs in hotel management discipline in a distance mode of education. Hoteliers into any part of hospitality industry are with least free time; could not continue their education that enhances their career. Provision of hospitality courses in distance education mode with a curriculum constituting more managerial subjects are more preferred among the hoteliers to improve their education value and professional careers.

V. RECOMMENDATIONS

A study or survey can be organized among the hotel related populace to bring out the actual idea in conducting the hotel management courses in a distance mode. Policy makers, faculties and education boards can arrange a meet and discuss about the advantages and limitations of provision of courses in distance mode, issues can be cleared and more keys or alternations can be done to execute the programs. Further studies can be carried out to determine the importance of acquiring master degrees for hospitality students, evaluation of curriculum, executing possibilities and limitations for post graduation programs in distance mode etc.

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