

A Study on Current Career Trends of Hospitality Students in PCMC Area

Sandeep Narayan Naik*, Atul Ramagade**

Abstract

Hospitality industry is a worldwide phenomenon with vast career avenues to be offered to the hospitality students and with an intention to cope this demand of the industry, academia has groomed itself with a well-structured hospitality courses. But drastic changes are seen among the students attempting these courses in terms of attitude, expectation, more defined future planning and less struggling patience. This research looks forward in studying the current career trends of passing out hospitality students from PCMC area that will be beneficial to the employers to know students expectation. Since a gap between both of them will make the employers difficult to run this labour intensive business.

Keywords: Current, Career Trends, Hospitality Students, PCMC Area

INTRODUCTION

India is a large market for travel and tourism. It caters a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural, dark and religious tourism for domestic and international tourists. Total contribution by travel and tourism sector to India's GDP is expected to increase from Rs 15.24 trillion (US\$ 234.03 billion) in 2017 to Rs 32.05 trillion (US\$ 492.21 billion) in 2028. India was ranked 7th among 184 countries in terms of travel & tourism's total contribution to GDP in 2017. Travel and tourism is the third largest foreign exchange earner for India. During January-October 2018, FEEs from tourism increased 8.30 per cent year-on-year to US\$ 23.54 billion. World Travel and Tourism Council (WTTC) states that according to data, the sector created 40.3 million jobs in 2016, which

ranks India 2nd in the world in terms of total employment generated. The sector accounts for 9.3% of the country's total jobs. Total employment in the sector is expected to rise to 52.3 million jobs by 2028.

The Government has also been making serious efforts to boost investments in tourism sector. Total FDI received by Indian hotel & tourism sector was US\$ 11.39 billion between April 2000 and June 2018. India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. This clearly states that Hospitality industry has a bright present and brightest future. The Hospitality institutions under Savitribai Phule Pune University with its revised curriculum in coordination with the industry are striving hard to create Industry employable workforce. There are three courses available under SPPU named Bachelors of Hotel Mgmt. & Catering Technology [4yrs], Bachelors of Science in Hospitality Studies and Bachelors of Business Administration in Hospitality and Facilities Management with more than 1200 students taking admissions collectively every year. The Academia focuses on the overall development of the students including the core department that is, Food Production, Food & Beverage service, Accommodation Operations and Front Office along with management aspects like Human Resources Mgmt., Total Quality Management, Managerial Economics, Environmental Studies, etc. Traditionally the students used to prefer careers in conventional pathway in five star Hotels, restaurants and related business. In this contemporary era the scenario has seen drastic change with ample career niche avenues that are very rewarding also. The current aspirants are very open-minded and are ready to explore other options along with the conventional one.

* Assistant Professor, Dr. D.Y. Patil Institute of Hotel Management & Catering Technology, Pune, Maharashtra, India. Email: sandeepnaik75@gmail.com

** Associate Professor, Dr. D.Y. Patil Institute of Hotel Management & Catering Technology, Pune, Maharashtra, India.

PURPOSE AND IMPORTANCE OF STUDY

It is been observed and felt everywhere that the current generation of passing out students in hospitality courses are very different from a decade old generation in terms of attitude, aptitude, exploration and approach. Hence their way of thinking and decision making about choosing career path has also seen radical change as they are consecrated with a wide range of option of jobs. It is very important to know the current trends for the employers as they also have to choose their employees from this generation of passing out students or else they might be affected if they don't meet with the expectation of this contemporary generation.

REVIEW OF LITERATURE

As hotels fall under the service industry, the impetus of hotel management courses in India is to prepare the students to face the challenges of this competitive world. The hotel industry focuses intensely and profoundly on customer that means one must be able to demonstrate a genuine interest in providing excellent customer service. It is a social business too, so the employee needs to be friendly, outgoing and have good networking skills.

Hospitality students are now more concerned about their careers due to the on-going challenging labour markets, particularly for youngsters, found in many countries (Choi, Kwon and Kim, 2013). Many students pursue a university degree with a main reason to obtain a satisfying career. (Docherty and Fernandez, 2014; Fidgeon, 2010). However, the complexity of the graduate labour market can present a significant challenge for students to negotiate as they find themselves approaching graduation (Docherty and Fernandez, 2014; Green, Hammer and Star, 2009; Connor and Shawn, 2008).

Career decision-making can be described as the psychological process in which "one consolidates information, ponders among alternatives, and makes a commitment to a course of actions" (Harren, 1977:119). It reflects a cognitive process in which beliefs, perceptions, attitudes and intentions evolve as knowledge and experiences are processed (Nabi, Holden and Walmsley, 2006). Thus, career decisions are based on the collection and combination of information in a cognitive, bounded and rational process subject to individual preferences

(Gati and Asher, 2001).

The deliberation involved in making a career decision may lead to confusion, anxiety and indecisiveness (Gati, Krauz and Osipow, 1996). In uncertain labour markets, poor self-awareness, and adaptability has a negative effect on decisional status and commitment to career choices as individuals feel less confident and more ambivalent about their decisions (Gaffner and Hazler, 2002).

Career opportunities that fail to meet basic economic needs are more likely to be eliminated from consideration (Gati, Krauz and Osipow, 1996). According to Osipow (1999) career decisions are not driven primarily by the wishes and desires of the individuals or their own rational approach to the process.

Ecole Hoteliere Laussane states that It's frustrating to discover that one can't get a job without experience when one certainly can't get experience without a job. Unlike many industries that demand years of work experience even for low-level positions, the hospitality industry offers a wide range of career options for relatively inexperienced individuals with the proper training. Because it often values a strong work ethic, a dedication to quality service and an outgoing personality more than years of experience, the hospitality industry is brimming with opportunities for new grads.

CAREER OPPORTUNITIES FOR HOSPITALITY GRADUATES

Hotel Industry: The boom in the tourism industry has resulted in the immense growth of hotel industry in India; hence the preferred choice of the passing out students, traditionally has been working in five stars and four star Hotels properties in India and Abroad. The students can make their career in various departments like Food Production, Food & beverage services, Accommodation Services, Front Office, HRD, Marketing, etc.

Quick Service Restaurants: Chain Outlets like Dominos, KFC, Hard rock Café, etc.

Own Enterprise or Business: Small food outlet, Small catering unit, food vans, Bakery, Chocolatier, franchisee outlets etc.

Industrial Canteen: They can begin as a Canteen Supervisor in the Company on the company payroll or under third party contractor.

IT Company Food Courts: Work as an in charge for the vendor contractor in IT company food courts.

Cabin Crew in National and International Airlines: Hotel management is one of the most interesting career options in the contemporary job market.

Cruises: Head out to sea. Very similar to a hotel, but you are floating from port to port. Work in food and beverage, housekeeping, front Office.

Tourism Sector: Start owns Travel agency, Travel agency Sales Executive, Travel agency retail booking Office, Tour Guide escorts, Tour manager, Executive at Tourist Information Centre, Private Guides, ITDC, MTDC, Tourism related website office etc.

Event Management: is also a good option for hotel management students because they can bring in their organizing skills to good use in this field and go up in the ladder. Event managers may also be involved in more than just planning and execution of the event but also brand building, marketing and communication strategy. The event manager is experts at the creative, technical and logistical elements that help an event succeed. It is a multi-dimensional profession. It can be very diverse right from simple thread ceremony events to a wedding planner and IT company get together to MICE event management. This is one of a rewarding career.

Merchant Navy or Cargo Ship Catering Officers: oversee the purchase, preparation and serving of food and drink to crew members and passengers.

Retail Sector: has a wide range open for hotel management graduates. It includes PVR, Malls, and Back Office jobs, joining as receptionist in corporate offices, Hospitals and BPO industry. It depends on what position you have in retail industry.

Wedding Coordination: It all comes down to the details and building relationships. Brides want to have confidence in their wedding coordinator and in doing so, this individual needs to be extremely organized and love executing special events with many moving components, balancing a need for both structure and creativity in the workplace. A rewarding career for the right individual, making lasting memories.

Facility Sector: This is one of the new sectors where the students can start as Facility Supervisor or Facility

Excutive under the Company payroll or a third party contractor.

Food Bloggers: Food blogging represents a complex interweaving of “foodie” or gourmet interest in cooking with those of blog writing and photography. This is a digital blessed initiative in which one can be anyone of this category-

The Cooking and Posting Bloggers: who cook extensively, and post about their cooking stories along with super appetising pictures.

The Restaurant Reviews: These bloggers are the people we can count on to review restaurants for quality of food, ambience, service, price range and so on.

The Super Niche Blogs: No Bake blogs, Gluten-Free blogs, Vegan blogs etc

Food Photographer: takes pictures of food for packaging, magazine articles, cookbooks, and advertisements. The pictures taken must evoke the delicious smell, texture and taste of the product and this takes a high degree of expertise to get absolutely right every time.

Teaching Faculty: They can choose to be a faculty in hotel management or food craft industries and share their knowledge with aspirants. They may join one of the IHMs or private colleges after approx. 2 year of experience depending upon their academic performance.

Amusement Parks: Manage the overall operations as a member of the leadership team or be ready to welcome amusement park, supervising a food and beverage outlet.

Casinos: The gaming service industry is huge and jobs are typically found in casinos or at the racetrack. Someone interested in this career may work as a dealer, slot machine attendant, pit boss or an overall operations manager dealing with the activities, in addition to any lounges or food and beverage outlets offered to the players.

Apart from having so many varied and attractive avenues it is being observed many of the student think of changing the path with a possibility of: initial struggle, long working hours, hard work, required to be away from families during festive period etc.

Other possibilities can be many students opt for this course with less knowledge, non-willingness to join,

mis-information about the course or decision in a state of infatuation.

The current passing out students is apparently mix of all types students who are smartly aware of all the options.

RESEARCH METHODOLOGY

Research Objectives

- To study the various career options available for hospitality graduates.
- To analyse the behaviour and attitude towards the course outcome.
- To find out the career trends of the graduating students.

Research Area and Research Design

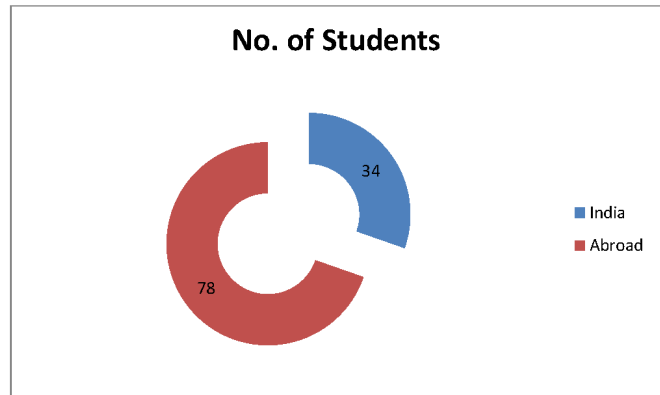
In the last two decades, Pimpri Chinchwad is the third fastest growing city in the country with a Population of 1.72 million residents and major centre of quality education with several colleges and Universities. It is a prominent location for IT, automobile and manufacturing. Pimpri-Chinchwad (Pune) has the eighth largest metropolitan economy and the sixth highest per capita income in the country. The areas studied for the coverage in the paper or the subtopics covered directly or indirectly in the paper are limited to Hospitality colleges in Pimpri-Chinchwad area only. The research study is supported by keen observation, well-tailored verbal questionnaire, and literature review.

The research is quantitative research, the secondary data is collected from the books, magazines and websites, while the primary data is based on observation, experience and structured close ended questionnaire circulated among 120 passing out students pursuing Hospitality degree from SPPU affiliated institute from PCMC region of Pune district out of which 112 students responded.

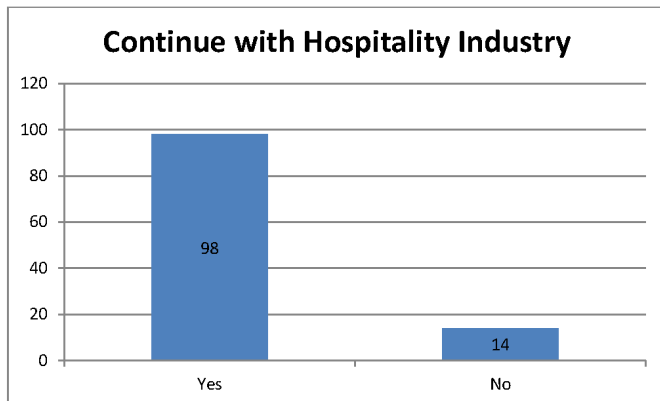
DATA ANALYSIS

The data was analysed with the help of percentage analysis and the analysed data is presented in the form of tables and graphs.

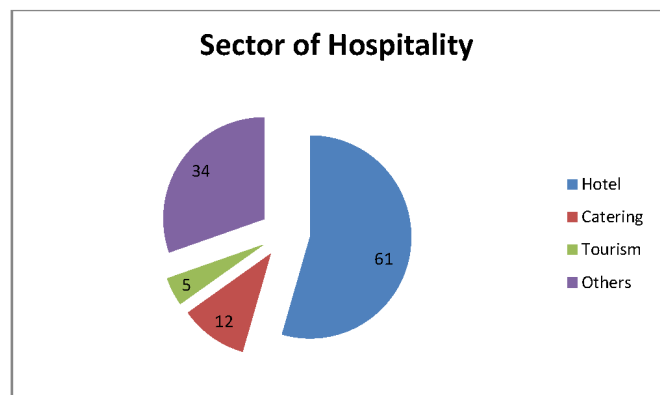
Findings & Analysis from the Questionnaire, Interviews and Keen Observations



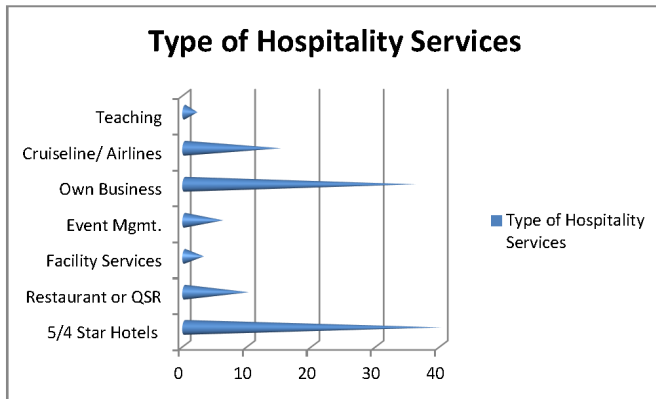
It is been observed that one of the possible reasons low salary levels as compared to working hours and slow growth almost 69% students are preferring various options to start their career abroad.



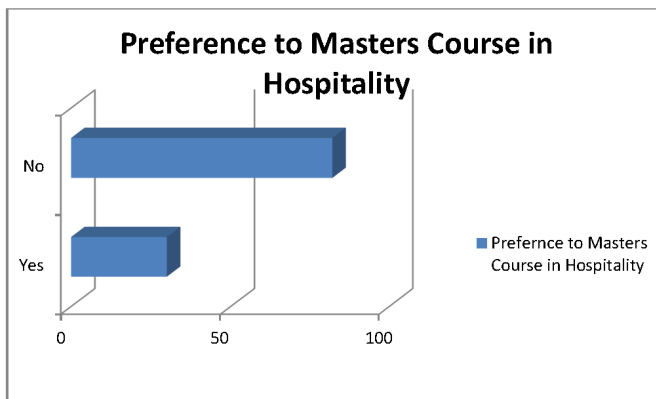
The students apparently were more optimistic to continue their career with hospitality industry, only 13% students said they are interested to change the career path.



A major chunk (54%) of students wished to join hotels, but surprisingly 30% students were interested in other sectors other than the core sectors of hospitality.



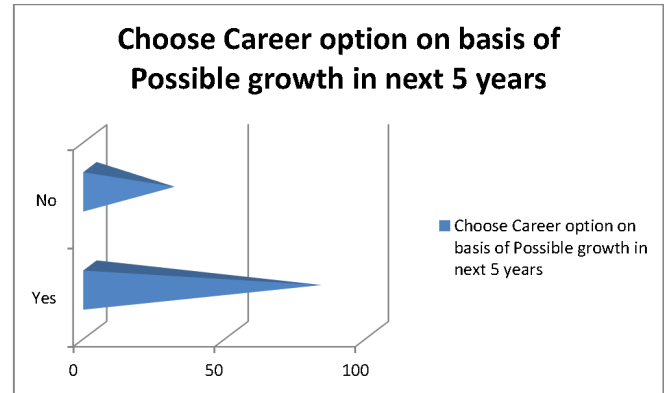
36% of students showed keen interest in joining hotel industry followed by 32% who showed their desire to start their own catering outlets or hotels, while 13% wanted to join cruise lines. The result shows the dipping inclination towards hotel industry.



73% of student denied about any possibility for further education, while 27% showed interest in joining Masters Course in Hospitality.



55% students said that they take their career decision on the basis of starting salary offered by the employers as the return on investment in education should be faster.



The students seemed to be more career oriented as 73% said that they take their placement options on the possible growth shown by the employer in next 5 yrs.

CONCLUSION

The Hospitality industry offers a wide range of employment and it is very labour intensive service industry hence it is very important for them to get well acquainted with the new generation of passing out hospitality student as they are very much changed in comparison with the decade ago generation. The students have shown keen interest in making their career abroad rather than working in India. Even though majority of students wish to continue with hospitality industry sizable chunk of them is opting for other sectors apart from the core sectors. The better financial conditions of the family members and excellent funding options available in the market is provoking a substantial number of passing out students for thinking to start their own business, it is alarming situation as this reflects low period employment just to gain experience or a major portion not joining the industry. The students were not keen in pursuing further education in Hospitality with an assumption that graduation is sufficient to perform well in this sector. The passing out students seemed to be money minded while choosing their employers and were also very much conscious about their career growth in next five years.

REFERENCES

Connor, H., & Shaw, S. (2008). Graduate training and development: Current trends and issues. *Education and Training*, 50(5), 357-365.

- Gati, I., Krauz, M., & Osipow, S.H. (1996). A taxonomy of difficulties in career decision making. *Journal of Counselling Psychology*, 43(1), 510-526.
- India Brand Equity foundation (Oct 2018) p. 23.
- Cucumber Town Magazine (Feb 2013) p. 20.
- Ecole Hoteliere Laussane brochure
- Gaffner, D. C., & Hazler, R. J. (2002). Factors related to indecisiveness and career indecision in undecided college students. *Journal of College Student Development*, 43(1), 317-326.
- Nabi, G., Holden, R., & Walmsley, A. (2006). Career-making: Graduating into self-employment. Leeds: National Council for Graduate Entrepreneurship.
- Naik, S., & Deore, G. (2018). *Tourism operations*. Himalaya Prakashan p. 16.
- Harren, V. A. (1979). A model of career decision making for college students. *Journal of Vocational Behavior*, 14(2), 119-133.
- Gati, I., & Asher, I. (2001). The PIC model for career decision making: Pre-screening, in-depth exploration, and choice. In F. Leong and A. Barak (Eds.), *Contemporary models in vocational psychology* (pp.7-54). New Jersey: Lawrence Erlbaum Associates
- Osipow, S. H. (1999). Assessing career indecision. *Journal of Vocational Behaviour*, 55(1), 147-154.
- Choi, Y., Kwon, J., & Kim, W. (2013). Effects of attitudes vs experience of workplace fun on employee behaviors: Focused on Generation Y in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 25(3), 410-427.
- Green, W., Hammer, S., & Star, S. (2009). Facing up to the challenge: Why is it hard to develop graduate attributes? *Higher Education Research and Development*, 28(1), 17-29.
- Fidgeon, P. (2010). Tourism education and curriculum design: A time for consolidation and review?. *Tourism Management*, 36(1), 699-723.
- Docherty, D., & Fernandez, R. (2014). Career Portfolios and the Labour Market for Graduates and Postgraduates in the UK. Higher Education Funding Council of England. Retrieved from: <http://heer.qaa.ac.uk/SearchForSummaries/Summaries/Pages/HEER000436.aspx>
- Nachmias, S., & Walmsley, A. (2015). Making career decisions in a changing graduate labour market: A Hospitality perspective. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 17, 50-58. ISSN 1473-8376.