

Factors Influencing Prospect Students to Enrol for Hotel Management Course at Undergraduate Level

Karmjeet Kaur¹

Research Scholar, Department of School of Management Studies,
Punjabi University, Patiala (Punjab)

karm.sidhu@ymail.com

Dr. Hardaman Singh Bhinder²

Assistant Professor, Department of Tourism, Hospitality & Hotel Management
Punjabi University, Patiala (Punjab)

Hardaman.bhinder@pbi.ac.in

Abstract

The most important & challenging task in everyone's life is to select right course or stream after passing higher secondary education. Students usually get attracted to professional courses due to wider job prospects available in future as perceived by them. Present paper aims to explore literature review to identify various factors that influence students' choice for pursuing Hotel Management course at the undergraduate level. Secondary data sources such as books, journals and articles were used to summarise various factors that influence prospect students to get enrolled for hotel management course. Extensive review of literature reveals that choice of Hotel Management course depends on a few elements arranged as: Personal Interest, Field Attractiveness, Job Opportunities, Ease of study, External Influence, Abroad Settlement Plan/Foreign Experience, Familiarization of Course and Working Environment and so forth.

Keywords: Hospitality Students, Course Choice, Study Motivations, Attitude

Introduction:

Indian Tourism has huge potential due to availability of natural magnificent places, cultural and heritage sites to visit. The Indian hospitality and travel sector is blossoming and risen as one of the significant drivers of financial advancement. India has climbed to 52nd position from 65th and came to in 13 positions in Tourism and Travel focused file as per India Brand

Equity Foundation Report (2016). The travel industry and hospitality segment is among the best 15 parts in India to draw in the most astounding Foreign Direct Investment (FDI). According to as Hotel Sector Analysis Report (2016), the lodging and the travel industry segment pulled in around US\$ 8.5 billion of FDI between April 2000 and September 2015 the information discharged by Department of Industrial Policy and Promotion (DIPP).

A few star hotels are including in the present hotel inventory of our nation. Hotel players are expanding in luxury and budget segment of Indian hospitality sector. Due to this there will be a prerequisite for competent and skilled prospects to acquire employment positions to serve guests of varied needs. As per as the report of Aspiring Minds National Employability (2014), the level of Hotel Management students those are legitimately hireable for an accommodation work after school is very low (6% to 18%). Several researchers pointed out that students found to be enthusiastic at the time of seeking admission in hotel management course but later on found to be negative about hotel industry. In India Hotel management education has the most part risen because of the market powers, at the undergrad level. Due to supply gap of manpower in Indian hospitality & tourism sector, several school boards at senior secondary level and polytechnics have started offering vocational education in tourism & hospitality to fill the gap. Ministry of Tourism also offering capacity building programs to fulfill the rising demand of hospitality sector. Academic institute's holds superior reputation due to achievement of their passed out graduates in the employment marketplace. Hence attracts higher quality prospective students. So it is the accountability of the educational institutions to produce knowledgeable employees to meet the expectation of the hotel industry.

Objective of the Study:

- To study various factors that impact students' profession decision for selection hospitality course.
- To compare factors of course selection (like Personal, Environmental, Opportunity and Other Factors).

Research Methodology:

In the present study, secondary data sources were used to explore various factors affecting student's decision for pursuing hotel management course. Information was gathered from the

auxiliary sources, for example, diaries, magazines and paper articles identified with the supportive to know various factors that impact students' profession decision for selecting hospitality degree course at undergraduate level.

Chart shows the diagrammatically various Factors Influencing students' choice for course selection:



Factors influence students' career intention for selection of hospitality course is categorized as:

Personal Factors	Environmental Factors
● Peer ● Parents ● Friends ● Relatives ● Teachers ● Self- Actualization	● Field Attractiveness ● Ease of Study ● Media

Opportunity Factors	Other Factors
● Perceived Career Opportunities ● Intention to go abroad	● Academic marks in HSC ● Pursue University level Qualification

Personal factors:

The researchers attempted to explore the directing factors that impact an understudy's choices to go into a hospitality management programme. The researchers conducted questionnaires from students enrolling in a variety of diploma programme offered by Malaysian hospitality institutions. The study revealed that students had gotten solid consolation from guardians, relatives and companions who applied an effect on their choice about a lifelong decision (**Zahari, Sharif & Ismail 2005**). The reasons behind choosing HTM as a major by undergraduates in China, Taiwan, and Korea at both undergraduate and postgraduate dimension were recognized and furthermore investigated the inspirations for considering abroad and favored nations. The study showed six domains which were produced by the factor investigation for undergrad respondents' examination inspirations, for example, opening for work, enthusiasm for useful perspectives, academic accomplishment, and clear fascination, enthusiasm for outside nation and straightforwardness in contemplating. Furthermore, nine components were extricated by the factor examination for postgraduate respondents' investigation inspirations, for example, fellowship, better position or advancement, clear fascination, enthusiasm for useful viewpoints, academic accomplishment, and enthusiasm for outside nation, opening for work, show and simplicity in contemplating. The researchers examined that Taiwanese undergraduates commonly exhibited the most elevated amount of inspiration among these three national gatherings at both the undergraduate and postgraduate dimensions though Korean undergraduates demonstrated relatively lower dimensions of inspiration than both other national undergraduate gatherings (**Kim, Guo, Wang & Agrusa 2007**). Several researchers tried to determine the impact of parental effects on hospitality and travel management undergraduate student towards their profession decision

goal as to the accommodation and the travel industry (H&T) industry in China. The researchers have explored understudies' impression of parental impacts on profession decision by a self-directed survey containing parental impacts properties. The study showed that there were three reasons to be specific “perceived parental supports of the H&T industry”, “perceived parental career concerns about welfare & prestige” and “perceived parental barriers to career choice”, which are silent indicators for understudies' H&T profession decision goal. The researchers found that guardians with H&T working background scored higher than Parents without H&T involvement in connection to saw parental help of H&T vocation and saw parental profession worries about welfare and renown. Thus the study revealed that guardians with H&T experience welcome the business and bolster their kids to join the field while guardians without H&T experience expect more for welfare and distinction out of the children profession (**Wong & Liu 2010**). Many studies also attempted to discover the reasons why students desire to obtain an entry into hospitality management like tertiary education field in India. The researchers aimed to examine the moderating factors which were responsible for determination of hospitality programs and proposed subsequent vocation with the business. The researchers have taken an example size of 100 first year hotel management understudies from a hotel management institution. The results showed that gender wise there was a considerably distinction exist among female and male understudies concerning the two factors, for example, Self Development and Field Attractiveness while no noteworthy distinction as for gender was found for the other three variables viz. Self-observation, Ease of Study and Pedagogic Achievement (**Rao & Patwardhan 2013**). Many researchers have investigated the students 'perceptions about influencing factors which influence their vocation alternatives in the friendliness division of a polytechnic school in Guanghoucity, China. The researchers found that most of the students made their own carrier choice rather than traditional values and their family members. The researchers also explored that no huge contrast was found among male and female understudies. The study revealed that 'understudies self-adequacy and word related yearning' was the most significant variables from the five affecting elements, for example, customary and social esteem, profession direction, support from guardians and outside conference (**Qiu, Dooley & Palkar 2017**).

Environmental factors:

Several researchers tried to investigate inspirations of college understudies in preferring a HTM program in two countries such as Mainland China and Taiwan. The study indicated five factor spaces, for example, Easiness in examining, Attractive openings for work, Better correspondences, more premiums in field and Scholastic improvement for college understudies' inspirations for contemplating HTM in the two spots. The study also revealed some significant similarities as well as some significant differences between the motivations of students studying HTM in Mainland China and Taiwan. The researchers found that both groups conferred greatest weight to the factor of scholastic improvement and the lowest to easiness of studying and better communications. Taiwanese students gave larger weight to "Attractive job opportunities" and "More interests in the field" however Mainland Chinese undergraduate students showed lower interest in the job opportunities (**Guo et. al.2003**). The factors such as personal, environmental and opportunity that influence students' decision to select the hospitality management programme were explored. The researcher had taken the sample size of 120 students of hospitality department of Moi University in Kenya. Survey method was used for collecting the data related to variables that impact vocation decision among understudies. The study revealed that greater part of the students were impacted by circumstance and environment factors and very less were affected by personal factors such as family tradition, gender, grades attained in secondary school and income of those in the industry that influenced their choice of hospitality career. The study also demonstrated that understudies picked, chose and favored the hospitality profession instead of selecting different options because hospitality career were available to them (**Korir 2012**). Several researchers tried to recognize the fundamental reasons that drive understudies to consider Tourism Hospitality. The researchers collected the data from 235 respondents through questionnaires to investigate the understudies' inspiration to consider Hospitality Tourism Program in Jordan. Seven motivational factors were utilized, for example, societal position, openings for work, present day significant, uncommon intrigue, appealing real, ease in examining, satisfaction of dreams. The study showed that the students consider 'social statuses' as the most significant factor to think about Hospitality Tourism Program. The researchers also analyzed that male understudies were firmly conceded to simplicity of considering this significant contrast and female understudies (**Mohammed and Alsaleh**

2013). One of the researchers explored investigated the variables that impact male and female understudies in joining lodging the board division and Food and Beverage administration office in Jordan. Respondents were chosen from deliberate irregular example method from two colleges in Jordan. The researcher identified that social and cultural components impact understudies' decision of specialization in hotel management rather than personal factors. The study also showed that there was a distinction in the effect of social and cultural factors due to gender because it was found that the responses of males were higher than females' respondents (**Alanzeh 2014**). Many studies inspected factors that impact understudies' decision to ponder nourishment and drink the executives program which prompts a vocation in the hospitality business. Surveys were led to a deliberately chosen test of 120 understudies considering FBM program from four chose schools in Eldoret Town. The investigation demonstrated that despite the fact that understudies were somewhat forced to pursue the FBM program, a definitive intention behind their decision was the fascination they considered for the business (**Kinyua & Burugu 2017**).

Opportunity factors:

Numerous endeavors have been made to examine the inspirations of the travel industry understudies. The study explored that students of hospitality tourism management were very enthusiastic about careers in tourism in Sweden. The results point out three main motives such as an open door for a lifelong abroad or with a transnational organization, the estimation of projects in the travel industry enterprises and inclination to work with new individuals. Moreover, the understudy wishes to examine friendliness the travel industry the executives since they think about that they can accomplish a good employment in this field (**Hjalager 2003**). A few analysts led concentrate to recognize the reasons why U. S. undergrads need to ponder hospitality and the travel industry and in which subject areas within HTM want to specialize and which destinations they choose for their HTM studies. The aftereffects of the observational investigation of 479 college understudies uncovered six inspirational factors, for example, self-completion, opening for work, field-engaging quality, remote experience, outside impact and simplicity of study. The researchers pointed out 'Opening for work' and 'Self-realization' as top two inspirations among the six components. The study showed that the majority of students prefer their investigation region between inn/resort the board and

café/culinary. The researchers examined that male understudies were progressively intrigued by café/culinary as opposed to female understudies. Anyway female understudies showed solid enthusiasm for lodging/resort the executives and occasion arranging. In conclusion, the researchers also inspected understudies' enthusiasm for contemplating HTM abroad and found that the majority of the understudies demonstrated enthusiasm for considering HTM abroad. The examination likewise called attention to that female understudies were more anxious to think about HTM abroad than male understudies (**Lee, Olds & Lee 2008**). Many researchers identified the reasons in their studies that why Hong Kong' college students want to think about hospitality and the travel industry (HTM) and why they wish to seek after HTM degrees abroad. The researcher conducted an experimental investigation on 384 HTM understudies to decide their thought processes in their decision of HTM, their aims and inspirations for examining HTM abroad, their favored outside goals for HTM considers, and their favored examination territories inside HTM. The outcomes showed that there were five inspirational variables among HTM understudies: self completion, opening for work, field appeal, simplicity of study, and academic accomplishment. The investigation uncovered that from these five inspirational variables, opening for work was considered as the most significant motivation to ponder HTM by understudies. The study also recognized understudies' inspirations for considering HTM abroad was their longing to encounter remote culture, language and individuals. Gender wise students' preferred study field within HTM female understudies demonstrated an enthusiasm for Airline (Aviation) Management than male understudies and male understudies picked Restaurant (F/B) Management as the most favored investigation zone (**Lee, Kim & Lo 2008**). The researchers have identified Jordanian students' reasons for selecting hospitality & tourism management as a major. The study also tried to investigate the intentions of students to pursue graduate degree in HTM abroad. The researchers also examined favored majors inside HTM and favored abroad examination goals. The study found the motivations such as opening for work, scholastic achievement, saw effortlessness of study, field engaging quality and highlights of this field as a result of these Jordian' understudies select to study HTM. The study showed the main reason behind pursuing graduate degree in HTM abroad was cultural motives. Near about three-fourths of surveyed respondents showed interest due to cultural motives (**Alrawadieh & Alrawadieh 2015**). The researchers tried to examine college understudies' inspirations to look for study

T&H as their major in a Taiwanese private college and whether the understudies were eager to additionally contemplate abroad. Questionnaires were distributed to students within two different programs for data collection. The study revealed that students had to choose tourism and hospitality as majors since they couldn't acquire a superior score on the joint college placement test to choose another major and the likelihood to reach individuals from different nations and the potential for vocation development. The researchers inspected the top explanations behind picking T&H, for example, Environment, educational programs, and study opportunity. It was accepted that guardians impacted their kids to incline toward these majors yet the outcomes demonstrated that the understudies select their real themselves and guardians were the following component in choosing T&H. The study additionally discovered that most of the understudies were not searching for a postgraduate qualification after graduation (**Jamnia & Pan 2017**).

Other factors:

Most of the studies investigated the reason the reasons why understudies join up with a hospitality degree course at Victoria University in Melbourne, Australia. The researchers have collected the data by adopting focus group interviews & questionnaire. In the study it was discovered that the job of guardians, educators, school advisors or companions was not seen as major affecting components for understudies to take a crack at a hospitality degree course. The investigation reported that the main reason to enroll in hospitality course was to pursue a university level qualification prior to choosing a career and most of the students did not achieve the entry requirements to study in university level qualifications so they have made a compromise and elected for hospitality courses (**Williams, Mahony & Whitelaw 2001**). Some of the researchers found that tourism programs was not top choices though students prefer these projects as a result of the low normal scores they got on a general test. Simplicity of study, abnormal state compensation, unknown dialects and more basically than hypothesis, suggested by others, a simple qualified calling to land and gorgeous position with charming scenes were the primary thought processes to consider T&H (**Okumus and Yagci 2005**). Several researchers found that course reasonableness and scholarly notoriety were the basically significant determinants of college decision for most of understudies who want to go to Ryerson University for the Hospitality and Management. While there are lots of

colleges/universities offering cordiality and the travel industry programs in the more noteworthy Toronto district however it is the notoriety, instructing and profession prospects which are drawing in understudies. Ryerson appears to have developed an exclusive brand status which helps to position itself as a first-choice school for entering students (**Dodds & Muchnick 2008**). The researchers examined Factors that influence certificate understudies to proceed with further two years of concentrates to extend their degree in friendliness and the travel industry the board at a similar private school subsequent to finishing their two-year recognition course. The study indicate mainly four factors, for example, scholastic industry acknowledgment, escape, profession objectives and social factors that were huge weigh intensely in understudies' basic leadership. (**Thuraiselvam & Lim 2010**). The study identified components that impact understudies' decision and endeavored to comprehend the distinctions in school decision among in-state understudies, out-of-state understudies, and universal understudies. For this reason, researchers led a contextual analysis to perceive the selection of understudies who favored the Hotel College at the University of Nevada Las Vegas (UNLV). The study had the option to take out 11 huge elements of school decision, for example, family support, condition, influencers, media, additional exercises, institutional character, money related, offices, motivation, net expense and vocation support. The investigation uncovered that profession support was the most critical factor for understudies picking the Hotel College at the University of Nevada Las Vegas (UNLV). Furthermore the researchers analyzed the contrasts between the components among three distinct gatherings: in-state, out-of-state and global understudies. The researchers found the distinctions in Net cost, Facilities, Environment and Media among the three unique gatherings (**Chatfield, Lee & Chatfield 2012**). Many researchers tried to understand the variables influencing the choice of freshmen understudies in following Hospitality and Tourism programs in LPU–L. The researchers administrated independent surveys from a sum of 174 respondents to decide the statistic profile and to decide whether there is a critical connection between the statistic profile and the components. The investigation demonstrated that the respondents were for the most part in the age of 17 to 19 years of age, female Filipino, International Travel and Tourism Management understudies and monetarily fit. The study found that the essential factor influencing the choice of first year recruits understudies in seeking after Hospitality and Tourism programs was the monetary factor which incorporates the financial stable wages

and employment request. The study also uncovered the critical connections among age and social components, nationality and financial variables (**Malubay et.al. 2015**).

Conclusion:

Present study is an attempt to showcase various factors such as personal, environmental, opportunity and other factors that affect prospect students to enrol for Hotel Management course at undergraduate level. The present study found that greater part of the students were impacted by circumstance and environment factors and very less were affected by personal factors such as family tradition, gender, grades attained in secondary school and income of those in the industry that influenced their choice of hospitality career. (**Korir 2012**). Some of the researchers found that tourism programs was not top choices though students prefer these projects as a result of the low normal scores they received on a general test. Simplicity of study, abnormal state compensation, unknown dialect and more basically than hypothesis, recommended by others were the main motives to study T&H (**Lee, Kim & Lo 2008, Okumus and Yagci 2005**). The results showed that gender wise there was a considerably distinction exist among female and male understudies concerning the two factors, for example, Self Development and Field Attractiveness while no noteworthy distinction as for gender was found for the other three variables viz. Self-observation, Ease of Study and Pedagogic (**Rao & Patwardhan 2013**).

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