

Evaluating the Importance of Industrial Training as a Part of Hotel Management Curricula: Perceptions by Educators of Punjab

Gaurav Bathla¹, Dr.Varinder Singh Rana², Dr. Amrik Singh³

¹Research Scholar - Faculty of Hospitality, GNA University, Phagwara (Punjab)

²Dean - Faculty of Hospitality, GNA University, Phagwara (Punjab)

³Associate Professor - SOHTM, Lovely Professional University, Jalandhar, (Punjab)

Abstract

Industrial training is the only mode which helps the students to gain insights of the hospitality industry and prepare them in professional way to deal with challenges of the industry. This study aims to evaluate significance of industrial training as a part of hotel management curricula. Additionally, this study was also focused to provide suggestions to the stakeholders for better liaison between hotel management institute and industry so as to create a pool of employable candidates. In present study data was collected from the educators of Punjab those acts as the first source of arranging industrial training for students. This paper is based on quantitative research and aims to bring some important realities about industrial training in the hospitality industry that will most likely help hotel management students to groom according to the industry needs and made them job ready after the completion of studies. This study largely deals with hotel management where all knowledge, skills, attitude and ability is seen as essential for the bright future in hospitality industry.

Keywords: Industrial Training, Curricula, Hotel Management, Employable Candidates.

Introduction

The liveliness factor of any city, state and nation can be effectively measured by its eating out choices or the norms of the hospitality industry. Punjab is the main residence to numerous national and global food chains and star category hotels in the greater part of the urban communities. The progression of the hospitality sector has been quite energetic in Punjab as hotels like Hyatt, Radisson, Taj, ITC have established their premises here. International hotel chains are setting out their business in the major urban

areas of Punjab and the competition is becoming progressively aggressive. This has produced the prerequisite of expert and efficient employees to face such competitions of the industry. Hospitality industry is an important pillar to support the economics of any country or state while a few states are literally incredible at indorsing themselves, despite everything others have to do diligent work for it. The hospitality industry is a tremendous benefit generating industry and is

responsible for contributing a significant portion of the national economic growth.

The hotel industry is very much service oriented and heavily dependent on its human resources for the growth and development. If a hotel needs to work easily, it relies upon the contribution of staff from all divisions: from the front-office to back-office divisions (Hayes & Ninemeier, 2009). The human component is a significant means for the hotel business. The hotel's ability to rearward in this competitive world lay on the proficiency of the team members (Kotler, 2006).

With regard to the hospitality industry training is anecessary and inseparable part. When an employee is hiredfor a specific position it is implausible that he holds all the abilities and skill sets required for that job. Training performs as key tool to device the methodology by making a gathering of incredible staff to give a striking level of service and to meet the guests' desires (Decenzo& Robbins 2007). Training is always expected to update and improve learning and in this manner, information improves the conveyance of hospitality products to the visitors (Harris, 2007). Both Training and development are essential and plays a significant role in setting up the employees with true aptitudes for their present and future occupations.

This paper is based on quantitative research and aims to bring some important realities about industrial training in the hospitality industry that will most likely help hotel management students to develop themselves according to the industry needs and made them job ready after the completion of studies.

Literature Review

Tackett et al. (2001) in their investigation enquired who ought to be answerable for orchestrating the internships; most of the students felt staff should work for their Industrial training arrangement. Mihail (2006) stated that most of the interns preferred to have industrial training from minimum time period of six to nine months rather than a quarter of a year. This demonstrates that interns are eager to have more extended internship duration and trust that they can adapt more within six months' duration.

Skill is the entire frame of comprehension and expertise fused and made by the individual, dependent upon his frame of mind and his approach in an advanced context for socialization, questionable and dynamic to effectively complete missions or stains solicitation to satisfy the necessities of consumers (Chris, 2011).

Training is an arranged and orderly movement and planned to upgrade the level of knowledge, expertise, and competency which is important to perform work productively and successfully (Cocke, 2000).

Training is the procedure that builds the worker's knowledge and abilities required and made an employee work inside the frameworks created by management." (Osei et al, 2012). The most fundamental meaning of training is a motion that changes individuals' behavior (McClelland 2002). Training impacts worker's presentation through the advancement of different skills and behavior (April 2010). Skills training that gets prepares employees with the outfits to expand client loyalty isn't overhead, an expense, or an ornament (Daniels, 2008).

The execution may be described as the accomplishment of demonstrated assignments assessed against prearranged rules of exactness (Afshan et al, 2012). The inspiration driving the training is to support the organization's adequacy and to affect employee's performance, just as in connection to hierarchical order which is energized by strategies for employees concert (Shaheen, 2013).

Akhtar et al. (2011) revealed that training has a positive relationship between inspirations alongside job appointments including employees doing work in an organization. Khan (2011) assumed that the job of the appreciated training is to recuperate the quality which gets improvement in the order of workers.

Objectives

1. To assess the significance of Industrial Training as a part of hotel management curricula.

2. To provide suggestions for better Academia- Industry interface for training of students.

Methodology

The study population includes hotel management educators working in various educational institutes of Punjab. A convenience sampling technique was used to get questionnaires filled from educators. A five- point Likert scale ranging from (1 **strongly disagree**-5**strongly agree**) to find out agreement of the educators to various Industrial Training statements developed for this study. First section of the questionnaire contains demographic data about the respondents, for example, gender, age, designation, qualification, and professional experience.

Approximately 57 sets of questionnaires were distributed out of which 38 hospitality educators replied to the survey with 67% as the response rate.

Table 1.Distribution of educators according to demographics profile

Variables	Number	Percentage
Age group (in years)		
20 - 30	6	16
31 - 40	25	66
41 - 50	7	18
More than 50	0	0
Gender		
Male	29	76
Female	9	24
Designation		
Professor	1	3
Associate Professor	4	11
Assistant Professor	24	63
Lecturer	9	24
Highest Qualification		
PhD	2	5
Master's Degree	25	66
Bachelor's Degree	7	18

Post-Graduation Diploma	3	8
Diploma Course	1	3
Others	0	0
Experience (in years)		
0-5 years	18	47
6-10 years	11	29
11-15 years	7	18
More than 15 years	2	5

Table 1 shows distribution of educators in the study according to demographic variables. Majority educators (66%) belonged to 31-40 years age group. Around 16% of them belonged to younger age group (20-30 years). Among educators, 76% were males and 24% females. Most of them were Assistant

Professors (63%) followed by Lecturers (24%) and Associate Professors (11%). Maximum educators had a master's degree (66%) followed by those with Bachelor's degree (18%). Majority of them had less than 5 years of experience (47%).

Table 2. Agreement level to various statements by educators

Statements	SD	D	N	A	SA	Total
Industrial Training is an important part of Hotel Management Curricula	0	0	3	12	23	38
There is high level of liaison between Hotel Management institutes and Industry for arranging training of students	1	1	12	14	10	38
Industrial Training provides a realistic job experience to the student	0	0	6	14	18	38
Monitoring by educational institutes is done for the students placed for Industrial Training	1	1	12	16	8	38
The tenure of industrial training should be increased in order to impart more technical and practical knowledge to students	1	2	7	19	9	38
Hotel Management Institutes arranges Industrial Visits for students regularly	0	0	3	23	12	38
There is a need to restructure Hotel Management curricula to improve employability of students	0	1	17	11	9	38
Industrial Training is used as an important means in shaping competencies of the student	0	0	5	14	19	38
Industrial Training increases the performance level of students	0	0	4	11	23	38
Industrial Training provides practical learning opportunity for students	1	2	9	15	11	38
Industrial Training prepares the students to face challenges of hospitality industry	1	1	6	16	14	38
Industrial Training prepares the students to work hard for their future	0	2	7	14	15	38
* SD - Strongly Disagree , D - Disagree , N - Neutral , A - Agree , SA - Strongly Agree						

Table 2 depicts the educator's agreement level to the various statements developed by the researcher for evaluating importance of Industrial training.

Industrial Training is an important part of Hotel Management Curricula was strongly agreed by 61 % of educators. Only 36 % of the educator's agreed to the fact that high level of liaison exists between hotel management institutes and industry for training of students. With regard to the statement that Industrial Training provides a realistic job experience to the students, 47% of educators strongly agreed. Monitoring by educational institutes is done for the students placed for Industrial Training is agreed by 42% of educators. With regard to statement regarding increasing of industrial training tenure for more employability about 50% of educators. About 60 % of respondents agreed to the fact that hotel management institute arranges industrial visits for the students as a regular part of curriculum. 44 % of educators responded neutrally about the need to restructure hotel management curricula. Most of the educators strongly agreed to the fact that industrial training is an important tool in shaping competencies and increasing performance level of the students. Educators were also of the belief and agreed to the fact Industrial training prepares the students to face challenges of hospitality world and also makes students to work hard to secure better opportunity in future.

Conclusions and Suggestions

Hotel management program has been created to prepare students for the world class hospitality industry. The main aim of hotel management program is to prepare students at par with the industry requirements as nature of the hospitality industry is very dynamic.

Industrial training prepares the students in such a way that they can supervise in the hotels and providing catering with plentiful experience of management capacities. At the point when students advance in the aptitudes which are fundamental for hospitality management, they will ready to adapt up to the work at any position. The industrial training encourages students to think about various components of the hospitality industry, different division forms and their standard working techniques.

Results of this research work has already demonstrated that Industrial Training is a significant element of Hotel Management curricula and without this students can't be made practical sound to face the challenges of hospitality world. Industrial training aims to combine practical work with theoretical implications which enables students to better understand functioning of various hotel operational departments.

Some of the areas which still needs to be worked upon are:

1. There is still scope for improving liaison between institutes and industry for better placing students for industrial training.
2. Mentoring by educational institutes should be increased for the students placed for industrial Training.
3. More industrial visits should be arranged for the students so that they can be made aware about the realities of hospitality world.
4. Tenure of industrial training can be increased for improving employability ratio.

Additionally if institutes provides industrial training to international destinations students will surely joy and learn handling situations

detached societies. An industrial training project can be augmented differently; for example at the students home city, state or country.

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