



ERJ

Educreator Research Journal



Volume–IX, Issues–I
Jan – Feb 2022

Original Research

INTERNSHIP SATISFACTION LEADING TO SKILL DEVELOPMENT
AMONG STUDENTS FROM HOSPITALITY MANAGEMENT PROGRAM

Dr. Hema Mehta

Assistant Professor, Tolani College of Commerce, Andheri-East.

Abstract :

This study aims to understand the impact of internship satisfaction of hospitality students and the impact of their internships on their professional development and industrial perception. In line with this purpose, an implementation will be conducted on the students who had pursued internship during or after the completion of hotel management program This implementation will involve a questionnaire form which shall be filled by at least 30 students, who had had pursued internship under the hospitality program. The findings will include demographic information; 5-point Likert scaled questionnaire form which will be intended to determine the internship satisfaction, practical knowledge and skills enhancement, and professional development and industrial perception of the students, that can be analysed by taking mean scores of the scales of the form; using appropriate statistical techniques, the relations between the scales will be studied, and the results will be interpreted. The aim of this study is that the results should be able to show that internship satisfaction of the students had a positive impact and impact by itself on their professional development and industrial perspective, along with education that the students received.

Keywords: *Internship, Hotel Management, Hospitality Program, Satisfaction, Skill Enhancement, Professional Development*

Copyright © 2022 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

Introduction :

Hospitality training schools and industry experts have been persistently working together to provide internship opportunities that introduce students to different sectors of the hospitality industry, as well as to enable students to the corporate culture and skills required by the hospitality industry, the student could eventually work with the studies. But if industry professionals and students are to be kept on par one another's skills and resources for a successful internship experience, understanding underlying key desires and motivations. According to Meredyth Thomas, Director of Career Services and External Relations at Boston University's School of Hospitality Administration, students also accept internships for brand exposure. "Students wish and intend to

work with as many good popular organizations as possible to experience the culture, learn and cultivate skills the brands value that are not so easy to learn in the classroom. For example, Kimpton values empowering employees in 'guest-facing' roles to make own decisions without consulting a manager. A student who had completed internship with Kimpton noted she was empowered, skilled and capable to make judgement calls at the Front Desk so that she was always able to be with the guest to attend him or her. Making spontaneous decisions isn't easy to reproduce in the classroom, and was certainly paramount achievement to her learning." Indian hospitality industry is growing leaps and bounds. This is definitely because of the increasing demand of hospitality in domestic and global market. According to Federation of Hotel and Restaurant Association of India, India currently has more than 200,000 hotel rooms spread across hotel industry and guest-houses and is still facing a deficiency of over 100,000 rooms. Hospitality is a booming industry in India. Tourism and hospitality are the third largest net earners of foreign exchange in India and they are expected to be number very soon.

The progressing hospitality sectors have given rise to diversifying of the number of hotel management schools in the country with the aim of providing trained professionals. With increasing globalization, career opportunities in this field are also diversifying and expanding within the country but there are chains of hotels, which operate internationally providing scope of a career abroad.

The hotel management schools have been offering programmes with the main intention of offering and preparing the students to take up jobs in hospitality sector at either at entry level, mid management level or management level in various important departments of the hotel. The recent trend that has been observed amongst the hospitality students is that of taking up post graduate studies and move to other country, subsequently the number of students joining the hotels is dropping continuously. The interest is to study and identifying the factors that are contributing to the selection of hotel management course by aspirants. And during the course what are the changes that happen in their ideologies about the course and what are the factors which contribute to such changes. The various studies also tried to explore the opportunities available to the aspirants and the factors and circumstances which lead to selection of the same by the students.

Research of Objectives :

- To understand the factors influencing the students choice for accepting internship under Hotel management course
- Does industrial training have any impact on changing their perceptions?
- To study the pattern of opinions of interns in towards learning of different types of skills.
- To understand various factors that can affect an intern positively and negatively.
- To understand whether interns also would like to give feedback to the industry and receive feedback from them at the same time.
- To understand whether it has led them to get a better job opportunity and that has led to sustainable development in their life.
- Lastly to understand does whether internship led to satisfaction and improvement in the level of confidence.

Significance of the study :

This investigation was vital in light of the fact that it approved the apparent significance of the employability skills as depicted by many experts and furnishes work environment learning and advancement experts with

data about current mix of new aptitudes into authority improvement programs and saw level of significance for what is desirable.

Limitations of the Study :

All the necessary efforts were taken, to guarantee that the research is composed and led to amplify the capacity to accomplish the examination objective. Notwithstanding, there are a few imperatives that don't approve the research, so this study suffers from the following limitations and the same need to be acknowledged.

1. This study has been restricted to the Mumbai region.
2. This study and evaluation are in view of the essential information produced through an organized survey and the observational technique which is collected from randomly selected respondents and hence its findings depend on the accuracy and reliability of data.
3. As the essential information and observational technique for research have its own confinements, hence one has to be a bit conscious while, making the results applicable to the many such students who while pursuing Hospitality Management Program from the other parts of the Mumbai city or to the entire population.

Review of Literature :

1. Petrillose, M.J., & Montgomery R., (1998) states that by depicting the degree of hierarchical responsibility understudies have, the cordiality business will have new knowledge into the achievement of entry level position programs. The hierarchical responsibility can be explained with the assistance of the investigation of the relationship among organized and unstructured temporary position programs, for the scholarly field.
2. Scott Richardson, (2009) clarifies zones that students have worries over respondent's relationship with their administrators, advancement openings, development in vocation ways, and the compensation and conditions offered inside the business. The most disturbing finding to emerge from this examination is that over half of respondents are as of now leaning toward vocations outside the business. Of those had been working in the business, 43.6% case that they won't ever work in the travel industry and accommodation industry after graduation, with 96.3% of these respondents' asserted that hands on preparing experience in the business as the principle purpose behind this choice.
3. Waryszak, R., Morda, R., & Kapsalakis, A., (1999) infer that the temporary job program has demonstrated compelling in contributing towards the improvement of the board capabilities for this partner of understudies and it has supplemented the administration abilities they created during their coursework. A portion of the understudies' administration skills have shown more noteworthy improvement than others.
4. Wen-Hwa Ko, (2008) accentuated that instructional courses had a huge effect in fulfilment with the director and instructive program. The relapse investigation showed that fulfilment from preparing assumed a positive part as an indicator of members' work fulfilment and certainty about future professions. The impact of fulfilment with preparing on understudies' certainty about future vocations was interceded by their fulfilment with the temporary job. The variables slanted towards learning regarding members' fulfilment during the temporary position were discovered to be critical components of their helped certainty about future professions, yet other imperative abilities like oversight, climate, and relational relations were definitely not.

Research Methodology :

Data was collected using primary and secondary methods. A structured questionnaire of 40 questions was distributed 23 responses were received of which 10 were valid responses. The source of the data is questionnaire filled by hotel management students who had undergone internship, to share their responses after undergoing internship. To test the reliability of the data, analysis was done to understand how the various skills leads to confidence among the learners in getting satisfaction leading to sustainable development and employability in the present world.

Researcher used 31 questions asked from the respondent which was measured on Likert 5 point scale ranging response 1-Strongly Disagree 2- Disagree 3- Neutral 4 Agree 5- Strongly Agree, range included various factors of internship satisfaction along with the personal details .This study took a period of 2 months (January 2021 to February 2021).

Hypothesis :

Ho = There is no change in the skills after completion of internship among the students.

H1 = There is change in the skills after completion of internship among the students.

Definition for Understanding the Terms :

Hospitality: Hospitality is the relationship between the guest and the host, or the act or practice of being hospitable. This includes the reception and entertainment of guests, visitors, or strangers. (SOURCE: Wikipedia)

Hotel industry (India): In India hospitality is based on the principle Atithi Devo Bhava, meaning "the guest is God". This principle is shown in a number of stories where a guest is literally a god who rewards the provider of hospitality. From this stems the Indian approach of graciousness towards guests at home, and in all social situations. (SOURCE: Wikipedia)

Hotel: A hotel is an establishment that provides lodging paid on a short-term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with modern facilities. (SOURCE: Wikipedia)

Hotel Management: Hospitality Management is the study of the hospitality industry. A degree in the subject may be awarded either by a university college dedicated to the studies of hospitality management or a business school with a relevant department. Degrees in hospitality management may also be referred to as hotel management, hotel and tourism management, or hotel administration. (SOURCE: Wikipedia) <https://www.orfonline.org/expert-speak/putting-vocational-education-centre-stage-implementation-nep-2020/>

Analysis :

By using calculating simple mean we got the following results.

| Sr. No. | Questions | Strongly Agree (5) | Agree (4) | Neutral (3) | Disagree (2) | Strongly disagree (1) | Total responses | Mean Score | Result |
|---------|---|--------------------|-----------|-------------|--------------|-----------------------|-----------------|------------|--------|
| 1. | Academic knowledge of intern is proper to hotel operation | 2 | 5 | 2 | 1 | 0 | 10 | 3.8 | Good |

| | | | | | | | | | |
|-----|---|---|---|---|---|---|----|-----|--------------|
| 2. | Intern uses his knowledge in internship | 2 | 5 | 2 | 1 | 0 | 10 | 3.8 | Good |
| 3. | Knowledge of intern can affect hotel operation | 5 | 1 | 2 | 2 | 0 | 10 | 3.9 | Good |
| 4. | Intern's expectations differs from what happens in the hotel | 3 | 4 | 2 | 0 | 1 | 10 | 3.8 | Good |
| 5. | Education increases intern's expectations | 6 | 3 | 1 | 0 | 0 | 10 | 4.5 | Very Good |
| 6. | Intern's expectations effects his working quality | 3 | 4 | 1 | 1 | 1 | 10 | 3.7 | Good |
| 7. | Intern's perception differs from his expectations | 0 | 0 | 6 | 3 | 1 | 10 | 2.5 | Satisfactory |
| 8. | What an intern perceives effects his working quality | 1 | 5 | 3 | 1 | 0 | 10 | 3.6 | Good |
| 9. | Intern should have supervision skills | 3 | 3 | 3 | 0 | 1 | 10 | 3.7 | Good |
| 10. | Intern should have communication skills | 8 | 2 | 0 | 0 | 0 | 10 | 4.8 | Very Good |
| 11. | Intern should have computer skills | 5 | 4 | 0 | 1 | 0 | 10 | 4.3 | Very Good |
| 12. | Intern should have problem solving skills | 4 | 4 | 2 | 0 | 0 | 10 | 4.2 | Good |
| 13. | Intern should be able to develop hotel programs | 3 | 4 | 2 | 1 | 0 | 10 | 3.9 | Good |
| 14. | Intern should be able to adapt with hotel | 6 | 2 | 0 | 2 | 0 | 10 | 4.2 | Good |
| 15. | Intern should be able to work long hours | 3 | 5 | 1 | 1 | 0 | 10 | 4.0 | Good |
| 16. | Intern should do the tasks responsibly | 6 | 2 | 1 | 0 | 1 | 10 | 4.2 | Good |
| 17. | Intern should provide a report of learning at end of the internship to university | 5 | 5 | 0 | 0 | 0 | 10 | 4.5 | Very Good |
| 18. | Intern should provide a daily written report | 5 | 2 | 2 | 1 | 0 | 10 | 4.1 | Good |

| | | | | | | | | | |
|-----|---|---|---|---|---|---|----|-----|-----------|
| 19 | Intern could learn jobs well in the assigned period | 3 | 5 | 2 | 0 | 0 | 10 | 4.1 | Good |
| 20. | Hotel offers orientation session to intern in the beginning | 4 | 3 | 3 | 0 | 0 | 10 | 4.1 | Good |
| 21. | Hotel offers program guide book to intern | 2 | 6 | 1 | 0 | 1 | 10 | 3.8 | Good |
| 22. | Hotel should prepare environment for internship program ready | 3 | 5 | 2 | 0 | 0 | 10 | 4.1 | Good |
| 23. | Hotel should clarify intern's responsibilities | 4 | 6 | 0 | 0 | 0 | 10 | 4.4 | Very Good |
| 24. | Hotel should pay intern | 4 | 5 | 0 | 0 | 1 | 10 | 4.1 | Good |
| 25. | Hotel should provide job opportunity to intern | 4 | 4 | 2 | 0 | 0 | 10 | 4.2 | Good |
| 26. | Hotel should provide employment opportunity to intern | 5 | 2 | 2 | 0 | 1 | 10 | 4.0 | Good |
| 27. | Hotel should provide a feedback to intern | 3 | 5 | 1 | 1 | 0 | 10 | 4.0 | Good |
| 28. | Intern should provide a feedback to hotel about internship | 2 | 5 | 3 | 0 | 0 | 10 | 3.9 | Good |
| 29 | Internship led to improvement in skills and job opportunity among the interns | 5 | 4 | 1 | 0 | 0 | 10 | 4.4 | Very Good |
| 30. | Internship led to satisfaction and improvement in the level of confidence | 2 | 6 | 1 | 0 | 1 | 10 | 3.8 | Good |
| 31. | Finally led to better job with sustainable development | 4 | 5 | 0 | 1 | 0 | 10 | 4.2 | Good |

NOTE-1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Mean interpretation: 1 - 1.80 = Unsatisfactory, 1.81-2.60 = satisfactory, 2.61-3.40 = Neutral, 3.41- 4.20 = Good, 4.21- 5.0 = Very good

From the above analysis through mean calculation shows that our H0 stands rejected i.e There was no change in the skills after completion of internship among the students.

and our H1 Stands accepted that i.e There was change in the skills after completion of internship among the students.

Findings and Interpretation :

- The research paper examined the relationship between the independent variable (Internship offered by University/Institute Support and Organizational Environment) with the dependent variable internship satisfaction among the undergraduates of hospitality management in the major hospitality institutes.
- According to H1: Findings of the study revealed that there is a positive relationship between the Internship offered by University/Institute Supervisor or Training and placement coordinator with the industrial training satisfaction of hospitality undergraduates.
- Hence H1 is accepted i.e There was change in the skills after completion of internship among the students.

Conclusions :

This study on, changing perception of students towards hotel management course while pursuing the course is based on the students of the hotel management course of various institutes in Mumbai. It is a study to find out about the perceptions of the students of hotel management before they join the course, during and after the completion of the course and even after their industrial training.

Post analysis of the hotel management students and their perceptions towards the hotel management course and hospitality industry before and after their industrial training, this study concludes that:

The students select the hotel management course with a background of good knowledge about the course and are also aware of various career opportunities available to them after completion of the course. Although some students are not able to cope up with course content, working hours and the hardship, still most of them are found to continue with the course and complete the same in due course. Industrial training help the student in gaining actual knowledge of hoe the hotel Industry work and it also contributes in improving their learning as they co-relate theory with what they observe in the Industry operations. The training also aids them in improving their personalities and overall confidence. With this most of the students want to opt for hospitality as their career option while some of them would like to go for higher studies and others want to join their family hotel business or become entrepreneurs. And ultimately it may be concluded that the students are satisfied with the course.

The study describes internship students perceptions about their internship experience at hospitality industry. Drawing upon the responses of the students who participated in the internship programs at different hospitality institutions in Dhaka city reveals that students rate their internship experience as very good. The findings of this study indicate that students' value their internship program design, training and faculty involvement in the internship program most. Students assessed positively the internship experience regarding the overall understanding (satisfaction, future career and recommendation), industry involvement and skills in order to get employed in the workplace. The internship experience allowed them to be dedicated to the work environment and learn new knowledge. It helps them to choose hospitality industry as their future work area. Qualified instructors should participate in the learning process with assessment and opinion of the overall learning experience. This evaluation is necessary as the working and learning environment provided at hotels for internships are different from any other corporate or service institutions. At the entry level of hospitality industry is characterized by

low pay, routinized tasks, the lack of decision-making, and long working hours, educators should prepare students on the expectations and the working culture in hospitality organizations. At the same time, they should choose such establishments that offer the best possible working conditions for training students. In this way, internship experience can enhance students' dedication to learn and dedication to work, which negatively affect students' self-commitment. In addition, students should value their participation in professional networks and the social interaction with colleagues at school and at work. This interaction enhances their experiences and helps them at minimizing the dissatisfaction created by the long working hours and the occasional poor organization of work. It should be noted that hospitality institutions should inform students about the hierarchy and the demands of work in the industry, and other stakeholders involved in the internship should be informed of the importance of creating a learning environment for students that will enhance their perceptions of the industry and urge them to continue their careers in the sector.

The findings of the study have implications for all stakeholders involved: students, academic institutions and internship providers. Students should have a clear understanding of the reasons why they should participate the internship program and what they have to do in order to reap the maximum benefit from it, may increase their employability prospects. Teaching institutes that incorporate internship within their curricula should smoothen out the transition of their students from academia to the business world, and thus increase their reputation [25]. Faculty members who decide and design the internship component in the curriculum's structure should consider the type of skills that the internship will foster and how the students can build a bridge between those skills and their classroom learning. Furthermore, an effective screening process should be implemented to allow a very good fit between the students and placement provider. This will enhance the effectiveness of the internship experience for both parties and eventually be considered as a pre meeting between potential job candidates to their future employer. Companies could work closely with the universities or other academic institutions to improve or update the skills set of their prospective human capital addressing the evolving needs of a globalized workplace. This study is not without limitations. The exploratory nature of the study and the chosen study area are mainly its limitations. A larger sample could be employed to confirm reliability and examine construct validity. Had there been an opportunity of random sampling of the respondents, parametric probability distribution techniques with hypothesis tests can be implemented. Future research can be conducted gathering firms and business schools' perceptions about the internship programs. It can be extended to students of different majors of studies to find out their perception. Even, future studies can also be conducted by comparing internship programs of different countries.

Recommendations :

It is suggested that the latest trends followed by hotels should be included in the curriculum and the curriculum designed by the University should be upgraded on regular basis.

1. The faculty of respective colleges must counsel students about the course and the nature of work the students will be experiencing while perusing the course and during their training period.
2. Based on the student's feedback about the Industrial training, which they undergo during their course, it may be suggested that hotels should have policy for limited working hours and training in all the core departments for the trainees instead of continuing in one or two departments for the entire training duration.

3. It is also suggested that a well-designed training module prescribing the training outcome should be followed by all the hotels.

Future Implications :

Recollecting the marvellous citations of the best Economist Chanakya, 'Self-acknowledgment and self-activity are the two most intense weapons for washing destitution and unemployment out from the frame of the world maps.' Simultaneously understanding the significance of internship, the Twelfth Five Year Plan (2012-17) watched, that almost each industry would be needing skilled employees.

- It is suggested that the latest trends followed by hotels should be included in the curriculum and the curriculum designed by the University should be upgraded on regular basis.
- The faculty of respective colleges must counsel students about the course and the nature of work the students will be experiencing while perusing the course and during their training period.
- Based on the student's feedback about the Industrial training, which they undergo during their course, it may be suggested that hotels should have policy for taking feedback from the students, having limited working hours and training in all the core departments for the trainees instead of continuing in one or two departments for the entire training duration.
- It is also suggested that a well-designed training module prescribing the training outcome of various types should be followed by all the hotels.

References :

1. Burgidge DJ. Student perception of preparation for success: A view from Europe. *Journal of Hospitality and Tourism Educators*. 1994;6(4):45-50.
2. Carey ML, Franklin JC. Industry output and job growth continues to slow into the next century. *Monthly Labor Review*. 1991; 114(11):45.
3. Kay C, Russette J. Hospitality management competencies, *Cornell Hotel & Restaurant Administration Quarterly*. 2000;41(2):52-63.
4. Li L, Kivela JJ. Different perceptions between hotel managers and students regarding levels of competency demonstrated by hospitality degree graduates. *Australian Journal of Hospitality Management*. 1988; 5(2) : 47-54.
5. Molloy, J., & Davies, J. (Eds.), *Proceedings of the Annual National Research Conference* (pp. 131-140).
6. Pauze, E.F., Johnson, W.A., & Miller, J.L., (1989) "Internship strategy for hospitality management programs" *Hospitality and Education Research Journal*, 13(3), 301- 307.
7. Petrillose, M.J., & Montgomery R., (1998) "An exploratory study of internship practices in hospitality education and industry's perception of the importance of internships in hospitality curriculum" *Journal of Hospitality and Tourism Education*, 9(4), 46-51.
8. Scott Richardson, (2009) "Undergraduates' perceptions of tourism and hospitality as a career choice", *International Journal of Hospitality Management*, Volume 28, Issue 3, September 2009, Pages 382-388.
9. Tas RF, LaBrecque SV, Clayton HR. Property-management competencies for management trainees. *Cornell Hotel & Restaurant Administration Quarterly*. 1996; 37(4):90-6.

10. Waryszak, R., Morda, R., & Kapsalakis, A., (1999) "Student perceptions of cooperative education placements in hospitality and tourism industries: Theoretical framework"
11. Wen-Hwa Ko, (2008) "Training, Satisfaction with Internship Programs, and Confidence about Future Careers among Hospitality Students: A Case Study of Universities in Taiwan", *Journal of Teaching in Travel & Tourism*, Vol. 7, Iss. 4.

Cite This Article:

Dr. Hema Mehta, (2022). Internship satisfaction leading to skill development among students from Hospitality Management Program. Educreator Research Journal IX Feb 2022. 24-33