Impact Of Industrial Training On Career Perspective Of Female Hotel Management Students With Reference To Haryana And Chandigarh Tricity Hotels

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This study investigates the impact of industrial training experiences on the career perceptions of female hotel management students in Haryana and Chandigarh Tricity, India. Despite the hospitality industry's potential for gender-balanced employment, there remains a notable disparity in female representation, particularly in career longevity post-graduation. The research aims to identify how industrial training exposure influences female students' views on pursuing careers in the hotel industry. Employing a mixed-methods approach, the study collected data from 400 female students who completed industrial training in the specified regions. A carefully designed questionnaire based on a 5-point Likert scale was used to gather responses. Multiple linear regression analysis was applied to evaluate the impact of 13 attributes of industrial training exposure on career perceptions.

Key findings reveal that 10 out of 13 attributes significantly influenced career perspective. Factors such as skill improvement, safe work environment, and enhanced industry understanding showed the strongest positive impacts. Conversely, the presence of female role models in higher positions, handling challenging guests, and perceptions of job stress did not significantly affect career outlooks. This research contributes valuable insights for hotel management institutes, industry stakeholders, and policymakers. It highlights areas requiring attention to enhance the industrial training experience and, consequently, improve the retention of female talent in the hotel industry. The findings can guide the development of more effective training programs and workplace policies, potentially leading to a more inclusive and diverse hospitality workforce.

While focused on a specific geographical area, this study lays the groundwork for broader investigations into gender-related challenges in hospitality education and training across different regions and contexts.

Introduction

The Indian hospitality sector is experiencing rapid growth, significantly impacting the country's employment landscape. In fiscal year 2020, the tourism sector generated 39 million jobs, with projections indicating an increase to 52.3 million by 2028. This growth necessitates strategic measures to ensure a skilled workforce that is proficient, experienced, adaptable, and technologically savvy (Altintas, 2018). Historically, hospitality has been viewed as a noble virtue. Louis de Jaucort, a significant figure in encyclopedic history, characterized it as a quality associated with those of noble disposition, emphasizing concern for others' well-being and comfort. This philosophical underpinning continues to influence the modern hospitality industry.

According to the World Travel and Tourism Council's (WTTC) Economic Trends Report, India ranks 6th among 185 nations in travel and tourism's contribution to GDP, accounting for 6.8% of the national GDP. This significant economic impact has garnered considerable attention from the Indian government. Despite the industry's growth and employment opportunities, there's a noticeable gender disparity. While female enrollment in hotel management courses has increased, numbers remain disproportionately low compared to males. Moreover, concrete data on female graduates transitioning into the industry post-graduation is lacking. This study aims to analyze factors influencing female trainees' perceptions of the hotel industry and their subsequent career choices post-industrial training. By exploring these evolving perceptions, we seek to understand how the industry and educational institutions can better support and empower women during their training.

Hotel Management and Catering Technology in India

The field of Hotel Management and Catering Technology encompasses various aspects of hotel operations, catering services, and their societal impact. The National Council for Hotel Management and Catering Technology (NCHMCT), established in 1982, coordinates the sector's growth and development. Currently, India has 71 Institutes of Hotel Management (IHMs), including 21 Central IHMs, 35 State IHMs, and 12 Food Craft Institutes, alongside government-owned and private institutions.

Other Institutes

Numerous private institutions offer courses in travel, tourism, catering, and hotel management across India. Over 180 private and government institutes provide certificate, diploma, or degree courses in hotel management or specialized areas. Some hotels, like Taj and Oberoi, operate their own training institutes. Additionally, about 25 institutes offer short-term courses on specific industry skills, following guidelines from the All India Council of Technical Education. Various universities across India offer bachelor's and master's degrees in Hotel Management.

Bahl (2020) emphasizes that internships are an obligatory component of hospitality education curricula. The rapid rise of hospitality education in India is attributed to industry growth, expansion of the hotel and catering sectors, and the Ministry of Tourism's support.

As the sector evolves, so does the perception of industrial training, particularly among women who are increasingly breaking traditional barriers in this once male-dominated field. This shift reflects broader societal changes and warrants exploration of female perceptions towards industrial training in the hotel industry.

LITERATURE REVIEW:

In the field of study pertaining to hospitality and hotel management, a number of studies have been carried out, each of which has thrown light on a distinct facet of this ever-evolving sector. The journey starts with a paper written by **Srinivasan and Karmarkar** in **2014**, which goes into the intricacies of the Indian hotel sector and focuses on the difficulties that are associated with recruitment and retention. Moving forward, **Ibrahim et al. (2020)** studied the factors that influence undergraduate students' opinions of the hotel industry within the context of the University of Technology, Malaysia, and Penang. This study concluded and suggested better working conditions to attract young minds. Moving forward in time to the year **2018**, **Khatik and Sharma** investigated the essential components seen as indispensable for securing starting employment in the hotel business. Their research solicits responses from three distinct groups of people—faculty members, industry experts, and students in their last year—in order to conclude the variety of perspectives on vital qualities. Moving forward to the year 2020, **Natarajan and Raman** investigated the projected annual earnings of respondents and their preferred profession sectors in hotels. The purpose of this research is to shed light on the salary expectations and a career preference of hospitality students. This study also shows the financial motivation is crucial to join hotel industry as a career option. In addition, **Christou (2020)** highlights the complex nature of hospitality management education, highlighting the necessity for graduates to possess a diversified skill set in order to flourish in this growing sector. Christou makes this point to emphasise the need for graduates to possess a diverse skill set. Last but not the least, **Kumar Bairwa (2021)** focuses on understanding the perspectives and expectations that interns have during their internship experiences. He also discusses the obstacles that female interns confront during this vital phase and offers solutions for strategic interventions in the development of career-oriented internship programmes. These diverse research endeavours, when taken together, lead to a more in-depth understanding of a variety of features that fall under the umbrella of the hotel management and hospitality industry. **Mohammed & Sayed, Fatma Abdelaa** in **2018** explored the main factors that affect the low enrolment of female students in the hotel department, factors explored were mainly after actual industry exposure, i.e., industrial training in the Egyptian governmental universities is defined on a scale of 19 items consisting of 6 dimensions representing the factors affecting the lack of female students' enrolment in the hotel department at the level of Egyptian tourism and hotel colleges. The results indicated that the job income dimension was the most influential factor among the universities' sample. While the job opportunities factor came in second place, followed by Socio-culture, Department image, Parental desires, and then Admission & learning was the least influencing factor. Another study by Mst Khadijatul Kobra in 2019 focussed to identify the factors or reasons for the less number of women employees and managers in the tourism and hospitality industry and to find possible solutions to enrich the tourism industry with competent female human resource.

RESEARCH GAP

Despite the growing recognition of the importance of industrial training for career development in the hotel industry, there is a noticeable dearth of empirical research specifically addressing the influence of industrial training exposure on the career perception of female students in this sector. While there is a body of literature on career perceptions and training in the broader context, there is a significant research gap in terms of understanding how industrial training experiences uniquely shape the career perception/perspective of female students pursuing careers in the hotel industry. This gap represents an opportunity for further investigation to clearly understand the impact of industrial training on perception of female students.

RESEARCH METHODOLOGY

The core objective of study is to understand **the impact of Industrial Training on career perspective of female students in Hotel Industry. To achieve this objective a null hypothesis "H_0: There is no Impact of Industrial Training Exposure on career perspective of female students in Hotel Industry"** was developed and tested. A mixed technique that included analysis of both qualitative and quantitative data was applied. A total of 400 responses were collected through questionnaire, which was vigilantly designed based on 5 point Likert scale. The testing, in-depth findings, and conclusions for this hypothesis are listed below. A multiple linear regression was applied to determine the impact of 13 attributes of Industrial Training exposure on career perception of female students in Hotel Industry. However, before applying the test, data was tested for all the assumptions of regression analysis, which included assumptions of no outliers, normal distribution, data linearity, homoscedasticity and no autocorrelations.
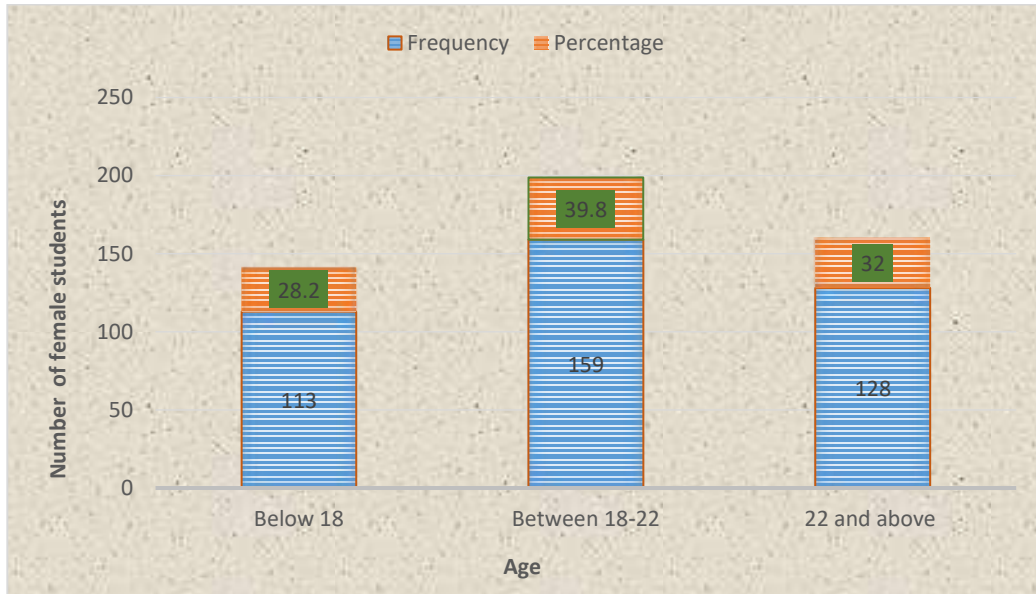
DESCRIPTIVE PROFILE OF THE FEMALE STUDENTS

Various factors were examined in order to study the profile of the undergraduate female industrial trainees. Each and every question had a nominal or ordinal scale. Below is provided a thorough study of all these variables, together with percentage values and statistics on frequency distribution.

1. Age of the Female Students

It was observed from the responses received from all the 400 female students that 28.2 % of the girls were of age below18 years, 39.8% of the girls were of age between 18-22 years and 32.0 % of the girls were of age 22 and above.

Figure: 1 **Age of the Female Students**

2. Course pursued by the female students :

It was observed from the responses of the female students that 49.8% girls were admitted in 3-year degree course, 45% girls were admitted in 4-year degree course and 5.3% of the girls were pursuing Diploma.

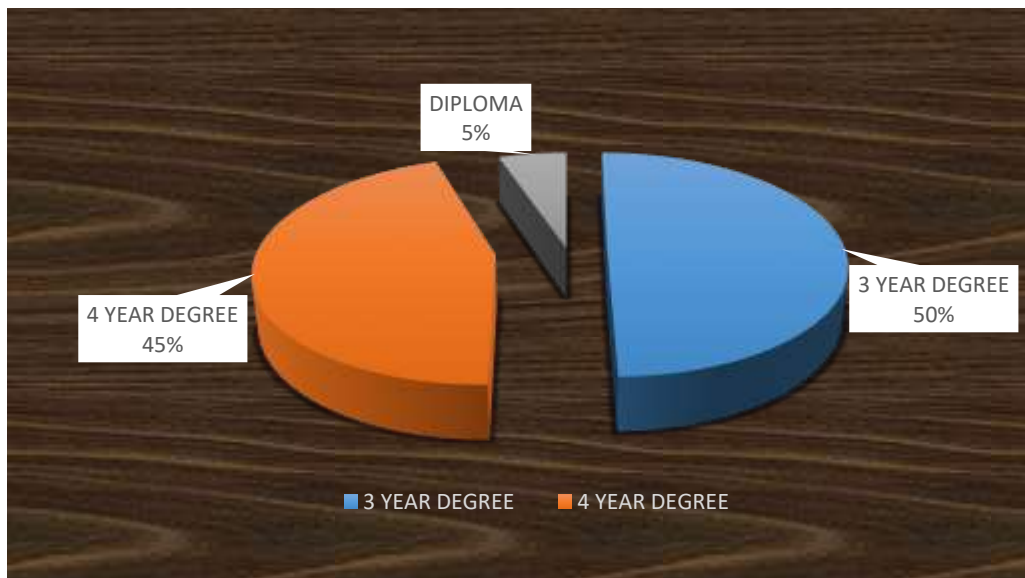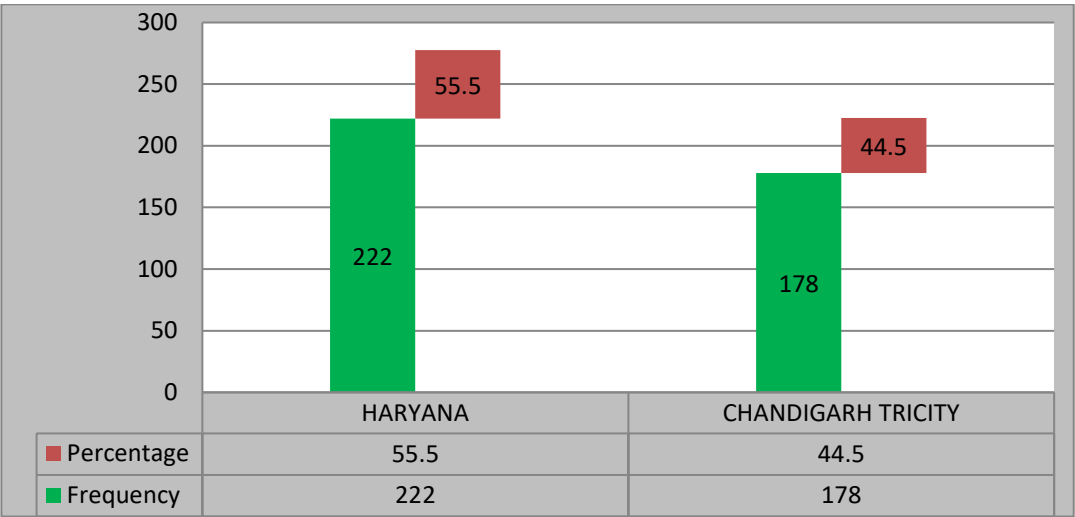**Figure: 2 Course pursued by the female students**

Figure: 4 Location of Hotel in which the female students have undergone Industrial training

For the purpose of survey a questionnaire was framed with 13 statements on 5 points Likert scale. A null hypothesis was constructed for the viability of study and tested for some evidential conclusion.

H0: To study the impact of Industrial Training exposure on career perception of female students in Hotel Industry

The null hypothesis **"H₀: There is no Impact of Industrial Training Exposure on career perception of female students in Hotel Industry"** was developed and tested in order to fulfill the above mentioned objective. The testing, in-depth findings, and conclusions for this hypothesis are listed below. A multiple linear regression was applied to determine the impact of 13 attributes of Industrial Training exposure on career perception of female students in Hotel Industry. However, before applying the test, data was tested for all the assumptions of regression analysis, which included assumptions of no outliers, normal distribution, data linearity, homoscedasticity and no autocorrelations.

Table: 1 Residual statistics for Multiple Regression between attributes of Industrial training exposure and career perception of female students in Hotel Industry

	Minimum	**Maximum**	**Mean**	**Std. Deviation**	**N**
Predicted Value	2.1043	4.8657	3.9046	.49976	400
Residual	-3.43526	.41857	.00000	.33119	400

Std. Predicted Value	-3.602	1.923	.000	1.000	400
Std. Residual	-10.202	1.243	.000	.984	400

Table: 2 Multiple Regression between attributes of Industrial training exposure and career perception of female students in Hotel Industry

Models	R	R^2	Adjusted R^2	Std. Error of the Estimate	Durbin-Watson
1	.834	.695	.685	.33672	1.980

It is evident from table above that the regression model having R^2 = .695, contains all 13 significant factors that describe 69.5% of the total variance in career perception of female students in Hotel Industry. Furthermore, the value of F-statistic [F (13, 386) = 67.609, p < .05] is significant with p-value = 0.000 which indicates that the regression model is statistically significant (Table).

Table: 3 ANOVA for Multiple Regression between attributes of Industrial training exposure and career perception of female students in Hotel Industry

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.655	13	7.666	67.609	.000
	Residual	43.766	386	.113		
	Total	143.421	399			

It is revealed from Table above that in the regression model, the value of sum of squares of mean is 99.655 and the value of sum of squares of residual is 43.766 which indicates that regression model explained a significant amount of variance in establishing the impact of attributes of Industrial training exposure on career perception of female students in Hotel Industry.

Table: 4 Model summary of individual impact of attributes of Industrial training exposure on career perception of female students in Hotel Industry

	attributes of Industrial training exposure	B	Std. Error	Beta (β)	t	P
Model 1	(Constant)	.339	.135		2.513	.012
	During Industrial training presence of a number of female role models on higher positions motivated female trainees to join hotel industry.	.058	.032	.065	1.775	.077
	I found hotel job as peaceful and calm instead of stressful and tiring as I had heard.	.041	.024	.057	1.665	.097
	Industrial training exposure helped me to gain a better understanding of the hospitality industry.	.079	.023	.119	3.470	.001
	Industrial training plays a vital role in deciding area of interest by students.	.075	.026	.105	2.842	.005
	During Industrial Training I found find it normal to face and handle fussy/troublesome guests.	.043	.025	.063	1.708	.088
	The Industrial training made me feel completely committed to my work.	.068	.026	.094	2.673	.008

While on Industrial training I got a chance to meet new people and interact with renowned personalities which gave them an immense pleasure.	.064	.022	.098	2.867	.004
I learned to adapt in hotel work environment during industrial training.	.058	.023	.083	2.509	.013
Industrial training helped me to improve knowledge and skills.	.118	.023	.190	5.115	.000
Industrial training helped to improve students overall personality.	.065	.026	.097	2.494	.013
After Industrial training I become confident that I will get a desired job during campus placement.	.049	.026	.079	1.927	.050
There is sufficient time for hobbies and leisure activities during Industrial training exposure.	.085	.022	.133	3.828	.000
Hotel offered me a very safe, professional and respectful environment	.101	.020	.164	4.999	.000

To understand the individual contribution of each attributes of Industrial training exposure on career perspective of female students in Hotel Industry, standardized beta value and t values of the regression model were observed (Table). The p-value (0.000) of the slope coefficients of t statistics (2.513) was less than 5% significance level (p=.000) which means that significant relationship has been observed between the variables. By looking into the values of standardized coefficients, variable "Industrial training helped me to improve knowledge and skills" had the highest impact on enhancing skill and knowledge among female students [β = .190, t (399) = 5.115, p= .000] followed by variable "Hotel offered me a very safe, professional and respectful environment", [β = .164, t (399) = 4.999, p= .000]; "There is sufficient time for hobbies and leisure activities during Industrial training exposure.", [β = .133, t (399) = 3.828, p= .000]; "Industrial training exposure helped me to gain a better understanding of the hospitality industry",[β = .119, t (399) = 3.470, p= .001]; "Industrial

training plays a vital role in deciding area of interest by students", [β = .105, t (399) = 2.842, p= .005]; "While on Industrial training I got a chance to meet new people and interact with renowned personalities which gave them an immense pleasure", [β = .098, t (399) = 2.867, p= .004]; "Industrial training helped to improve student's overall personality", [β = .097, t (399) = 2.494, p= .013]; "The Industrial training made me feel completely committed to my work", [β = .094, t (399) = 2.673, p= .008]; "I learned to adapt in hotel work environment during industrial training", [β = .083, t (399) = 2.509, p= .013] and variable "After Industrial training I become confident that I will get a desired job during campus placement", [β = .079, t (399) = 1.927, p= .050]. In addition to this, all these variables had a significant p-value (p < 0.05), meaning that there is a significant relationship between these factors and their role in career perspective of female students in Hotel Industry. The variables that had no significant impact on career perspective of female students in Hotel Industry were "During Industrial training presence of a number of female role models on higher positions motivated female trainees to join hotel industry", [β = .065, t (399) = 1.775, p= .077]; "During Industrial Training I found it normal to face and handle fussy/troublesome guests", [β = .063, t (399) = 1.708, p= .088] and variable "I found hotel job as peaceful and calm instead of stressful and tiring as I had heard", [β = .057, t (399) = 1.665, p= .097]. Hence the results of the multiple linear regression analysis implied that 10 out of 13 attributes of Industrial training exposure had a significant impact on career perception of female students in Hotel Industry. This implies that our null hypothesis H_03: "There is no Impact of Industrial Training Exposure on career perspective of female students in Hotel Industry" was rejected for 10 out of 13 attributes of Industrial training exposure.

CONCLUSION
This study's findings demonstrate the significant influence of industrial training exposure on female students' career perspective in the hotel industry. The statistical analysis, utilizing a p-value threshold of 0.05, revealed strong correlations between most examined variables and career perceptions. Notably, 10 out of 13 attributes of industrial training exposure showed a significant impact on how female students view careers in hospitality. This result led to the rejection of our null hypothesis for these attributes, confirming that industrial training does indeed affect career perceptions. However, three factors did not demonstrate significant impact: the presence of female role models in higher positions, the experience of handling difficult guests, and the perception of the job as less stressful than anticipated. These findings suggest that while practical exposure is crucial, certain preconceptions about the industry may persist despite training experiences. The strong correlation between industrial training and career perceptions underscores the importance of these programs in shaping students' professional outlooks. It indicates that hands-on experience plays a vital role in encouraging female students to consider long-term careers in hospitality.

This research provides valuable insights for educational institutions and industry stakeholders. It highlights the need for well-structured industrial training programs that accurately represent the realities of the hospitality sector. Additionally, it suggests areas where perceptions might be improved, such as stress management and the visibility of female leadership. In conclusion, this study evidences the substantial impact of industrial training in forming positive

perceptions among female trainees towards full-time careers in the hotel industry. It emphasizes the need for continued focus on practical exposure as a means of attracting and retaining female talent in hospitality.

RECCOMMENDATIONS
To enhance the inclination of female industrial trainees to pursue full-time careers in the hotel industry, it is crucial to establish a supportive and inclusive work environment that promotes diversity and gender equality. This study identified three factors that, while not showing significant impact on career perceptions, warrant attention for improvement. First, addressing the lack of female role models in higher positions, hotels should develop mentorship programs pairing female trainees with successful women in the industry. Organizations should actively promote and showcase female success stories and create leadership development programs specifically targeting female employees to prepare them for managerial roles. Second, to address concerns about handling challenging guests, hotels should implement comprehensive training programs on professional guest handling techniques. Clear protocols for dealing with inappropriate guest behavior, particularly those targeting female staff, should be developed. Establishing a support system where trainees can report and receive assistance with challenging guest situations is also crucial. Third, to counter perceptions of the job as stressful and tiring, hotels should introduce wellness facilities such as yoga classes, meditation spaces, and gym access. Implementing stress management workshops, considering flexible working hours or part-time options, and regularly assessing workload distribution can help improve work-life balance and prevent burnout. By addressing these areas, hotels can create an environment that not only attracts female trainees but also empowers them to build long-term careers in the industry. These initiatives will contribute to a more diverse, equitable, and appealing workplace for all employees.

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