

To Analyse Role Played By Hotels In Enhancing Skill And Knowledge Among Undergraduate Female Students During Industrial Training Exposure From Haryana And Chandigarh Tricity Hotels

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The hospitality industry is known for its dynamic and service-oriented nature, requiring professionals who are not only knowledgeable but also possess hands-on experience. Up to date skill and knowledge are very important for the students of hospitality. Training plays a pivotal role in the field of hospitality, it helps individuals to increase their competencies, skill and field related newest knowledge and it is an on-going process. Most of the study's conducted on role played by hotels in enhancing skill and knowledge among students are in western countries comprising of less than one third of the females while Indian education system as well as hotel environment is totally different as compared to western countries, by reviewing literature it is observed that there is ambiguity in role played by Hotel Environment in enhancing the skill & knowledge among female students. Therefore, this study is aimed to analyse the role played by hotels in enhancing skill and knowledge among undergraduate female students during industrial training exposure from Haryana and Chandigarh Tricity hotels. Data collected from undergraduate female students who have undergone industrial training exposure from hotels of Haryana and Chandigarh Tricity. A total of 500 questionnaires with 10 items were given to the female industrial trainees during winter and summer training sessions out of which 400 questionnaires were found complete and usable. In order to fulfil the purpose of study a null hypothesis "H₀1 Hotel environment does not play adequate role in enhancing skill and knowledge among female students" was developed and put to the test using multiple linear regression analysis. Suggestions were provided to make the training experience more meaningful by improving the overall quality of the training program for the benefit of both the industry and students. This research will be beneficial for all stakeholders including Institutes running hotel management program, Hotel industry as well as females looking forward to make a career in hospitality sector as it is crucial for the females to comprehend the characteristics of the industry and the position of females within that sector, since they will shortly

become part of this industry.

Key Words: Female Students, Hospitality, Industrial Training, Skills and Knowledge.

INTRODUCTION

The Hospitality sector is an emerging and rapidly expanding industry sector in India, exerting a significant beneficial impact on the country's economy and tourism revenue.(IBEF, 2024) as per this report on Growth of Hotel Industry in India in 2024, the estimated market size of the hospitality industry in India is expected to be around US\$ 24.61 bn. It is predicted to increase to US\$ 31.01 bn. by 2029. Lamba and Mohan (2022) as per this report the Indian hospitality industry has expanded fast in recent decades, accounting for 8.8% of the country's workforce in 2019. Despite of opportunities available it is really becoming harder and harder for the industry to get sufficient skilled students even though a large number of students graduate from hotel management institutes very year. Even after a lot of efforts to decrease the demand-supply gap over time, the demand-supply relationship remains challenging. According to a Ministry of Tourism report, there was a 2.6 million workforce gap in 2018 and a projected deficit of 1.1 million by 2025. To keep up with rising job prospects and demand for educated and trained staff, recently there has been a surge in the number of education institutions offering hotel management courses. A comprehensive degree program encompasses a curriculum specifically designed to provide students with the essential skills and competencies required for success in their professional careers after completing their studies. Industrial training plays a crucial role in improving students' employability abilities. The industrial training course is an important measure of undergraduates' marketability and employability as they prepare for the workforce. The primary goal of industrial training exposure is to provide students a first-hand experience of the actual working environment, while equipping them with practical knowledge and skills that will enhance their confidence and foster their personal growth. However, it has been revealed by various studies that the role to be played by hotels during industrial training in enhancing skills and development is forfeited and rather students are treated as cheap labour. This study is done to analyse role played by hotels in enhancing skill and knowledge among undergraduate female students during industrial Training Exposure.

REVIEW OF LITERATURE

Sonawane et al. (2022) findings indicate that undergraduate hospitality management students have mixed attitudes about hospitality work, including both positive and negative views. Despite initially holding a positive view of the industry, new students' perspectives undergo a transformation after completing their internship or industrial training term, and in certain cases, after part-time work experience. Shrivastava and Sharma (2021) this paper concludes that during industrial training phase, hospitality management students get their initial encounter with the industry. This is the moment when a student determines whether the hotel industry is genuinely their vocation or not. The majority of properties lack a structured, supervised, and quantified training program in place. Sihombing (2021) states that during their participation industrial training exposure, students do not get any form of remuneration, as it is an integral component of the curriculum designed to facilitate the learning process.

Cobanoglu et al., (2021) states that according to the data gathered from the students, around 40% of them reported working for 14 hours per day. They also mentioned facing issues such as irregular meals, delayed duty assignments, difficulty finding transportation, and increased stress due to the long working hours. Ak Pusiran et al, 2020 have found in their research in Malaysia that the experience of working in various departments of the hotel's operations is important to an intern, as it provides an insight into the working process of each hotel department. If the hotel has a structured internship module, then the students get an opportunity to work in 4 or 5 core operational departments, but if the hotel does not have such plan then the students doing internship in such hotels may be restricted to just 2 or 3 departments. Kukreti and Dani (2020) as per study numerous students expressed that their industrial training period provided them with knowledge that went beyond what they learned in the classroom, particularly in terms of standard operating procedures. Industrial training offers a foundation for employment, as it allows students to gain actual job experience while they are still studying. This is particularly beneficial for students who lack prior industrial experience. Hamdan and Rahman (2020) study revealed that the amount of work put into improving the industrial training program to make it positive and appealing is very low when compared to the overall impact of attrition. The hotel sector is expected to develop a program that focuses on long-term benefits rather than treating industrial training students as temporary and inexpensive labor. The study determined that the institute, host hotel, and experts should assess their responsibilities and tasks in order to enhance the program's effectiveness for the future workers of the sector. Ganguli, P. (2019) as per study's findings among the 148 respondents, 102 (68.91%) were male and 46 (31.09%) were female. The working environment in the hotel has a significant impact on interns, particularly when there is a lack of proper maintenance of unity of command and division of work. Inadequate oversight also caused the students to feel anxious and stressed, resulting in an unsatisfactory internship experience that negatively impacted their overall learning experiences. Hospitality students encountered inadequate compensation and perks during their internships, and were also confronted with the industry's low wage system, which exacerbated their frustration. Students' confusion over internships stems from their limited comprehension of the significance of experience learning. Ganguli Pralay (2019) in his another study concluded that students of hotel management commonly have negative experiences during their industrial training, even while working at renowned brands. These negative experiences primarily involve receiving inadequate salary and experiencing poor conduct during industrial training exposure. According to a report by Price Water Cooper, the Indian hospitality industry is facing a significant challenge and competition from other sectors such as airlines, retail, and QSR (quick service restaurants) for skilled and trained human resources. The hotel sector is seeing a decline in its reputation as a viable career option due to several factors, such as demanding work hours, waning interest, and job profiles. Bhinder (2018) author stated that if a student leaves his education in between as a result of experience he had during Industrial Training nothing could be worse than that. It signifies a wastage of educational resources for three entities. The prevailing perspective is that stakeholders must collaborate in the development of industrial training programs to ensure that the collaboration is both fruitful and meaningful for all parties involved. The primary critiques of the industrial placement phase were centered on the working circumstances and the insufficient cultivation of managerial competencies.

There was a prevailing belief that the working conditions offered by the "hosting" organizations were inadequate, particularly for individuals who completed their internships in hotels that only operate during certain seasons. The primary sources of dissatisfaction frequently cited were: inadequate compensation, too long working hours, and the perception that corporations saw them as inexpensive labor or a nuisance.

RESEARCH METHODOLOGY

A null hypothesis **H₀₁** was established and evaluated so as to accomplish the above mentioned objective, null hypothesis states " **Hotel environment does not play adequate role in enhancing skill and knowledge among female students**" since, the purpose called for determining the impact that the Hotel environment had in increasing the skill and knowledge among female students. A multiple linear regression was used to determine the impact of resources and facilities provided to the female students at their Institute on enhancing skill and knowledge among female students. Each assertion had to be rated on a 5-point Likert scale. The respondents rated how strongly they agreed or disagreed with each statement on a scale from strongly agree to strongly disagree. On a 5-point likert scale, the participants' degrees of agreement and disagreement were computed as follows: strongly agree = 5, agree = 4, neutral = 3, disagree = 2, and severely disagree = 1.

DATA ANALYSIS

The questionnaire was circulated to undergraduate female students who have undergone industrial training exposure from Haryana and Chandigarh Tricity hotels. 400 responses were collected in all and data was analysed using a multiple linear regression Test.

LOCATION OF HOTEL IN WHICH THE FEMALE STUDENTS HAVE UNDERGONE INDUSTRIAL TRAINING

It was revealed from data that 55.5 % female students had undergone Industrial Training Exposure from hotels located in different cities of Haryana and 44.5% of female had undergone training from hotels located in Chandigarh Tricity.

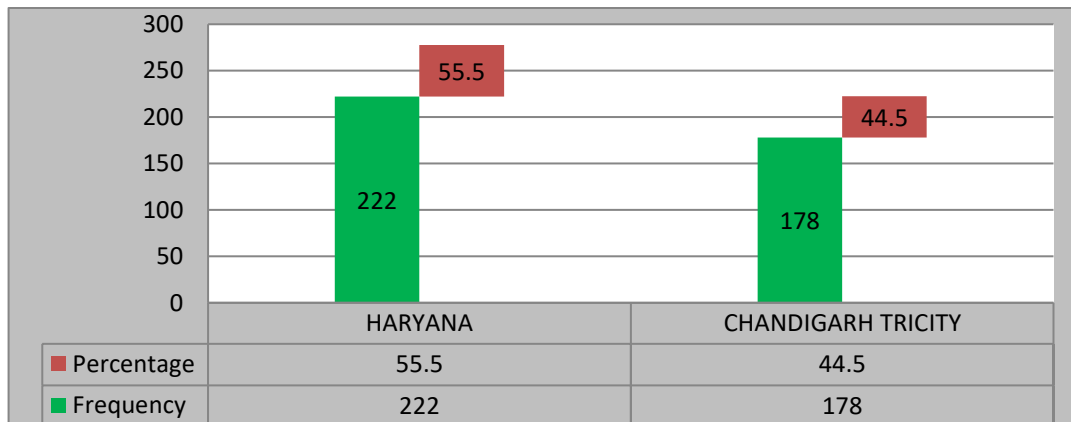


Figure: A Location of Hotel in which the female students have undergone Industrial training

CATEGORY OF HOTEL IN WHICH THE FEMALE STUDENTS HAVE UNDERGONE INDUSTRIAL TRAINING

The data indicated that the majority of female students' i.e. 36% had undergone training in 4star hotels, 32% in 3Star hotels and 32 % in 5star and above category hotels.

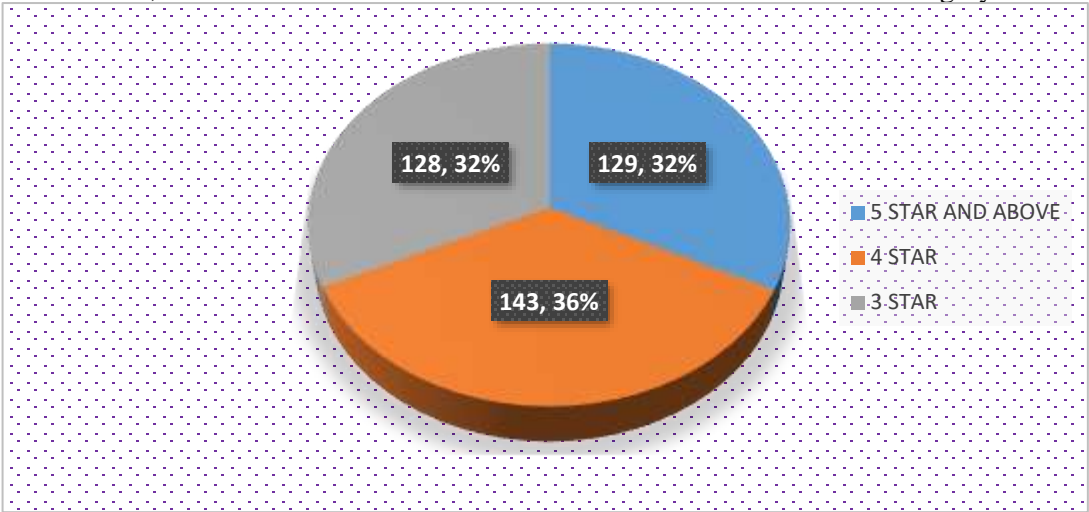


Figure B: Category of Hotel in which the Female students have undergone Industrial Training

TRAINING METHODS USED IN HOTEL TO ENHANCE YOUR SKILLS AND KNOWLEDGE OF FEMALE STUDENTS

Data revealed that 67.5% of female students replied that “Workshops” was the most used method by their institute to enhance their skills and knowledge followed by 55.3% Field visits, 54.13% Role play, 43% videos, 39.5% lecture, 35.3% interaction with guest, 32.5 % Case study, , 27.5% Demonstrations, and least used method is Role play 13.5 %.

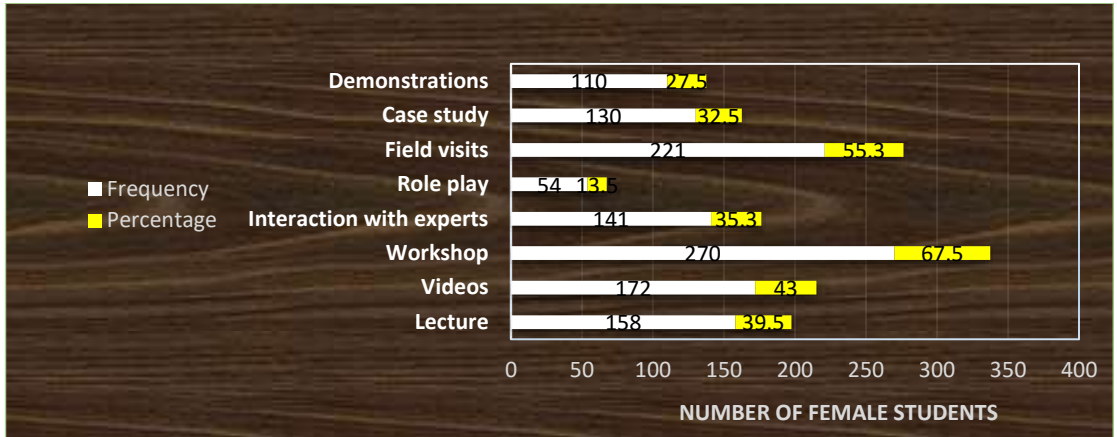


Figure C : Training Methods used in Hotel to enhance your Skills and Knowledge of Female students

It was revealed from data that majority of female trainees i.e.94.5% that Training manuals was the most used tool by hotel to enhance their skills and knowledge followed by PPT's 91%, Audio /video tapes/ DVD's 56.5%, Podcasts / Vodcasts 46.3% , White board 38.3% and Projectors 32.5%.

TRAINING TOOLS BEING USED IN HOTEL TO ENHANCE YOUR SKILLS AND KNOWLEDGE OF FEMALE STUDENTS

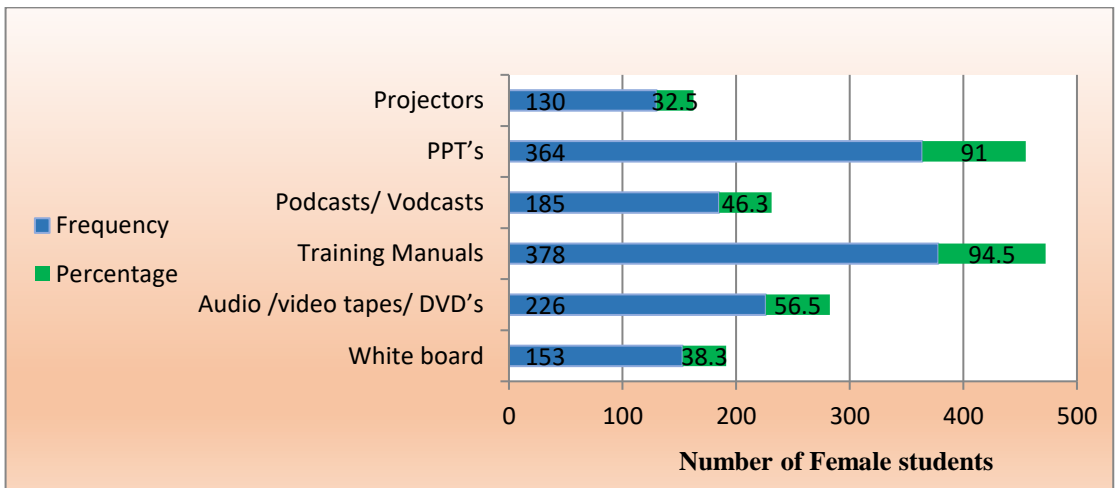


Figure D : Training Tools being used in Hotel to enhance your Skills and Knowledge of Female students

RESULTS AND FINDINGS:

The findings of the survey through the questionnaires are as under:

A null hypothesis **H₀1** was established and evaluated so as to accomplish the above mentioned objective, null hypothesis states " **Hotel environment does not play adequate role in enhancing skill and knowledge among female students**" since, the purpose called for determining the impact that the Hotel environment had in increasing the skill and knowledge among female students. A multiple linear regression was used to determine the impact of resources and facilities provided to the female students at their Institute on enhancing skill and knowledge among female students. Prior to conducting the test, the data underwent testing to ensure that all assumptions of regression analysis were met. These assumptions encompassed no outliers, a normal distribution of data, linearity of data, homoscedasticity, and no autocorrelations.

Table 1: Residual Statistics for Multiple Regression between Hotel Environment and its Role on enhancing Skill and Knowledge among Female Students

	Min.	Max.	Mean	S.D.(Standard deviation)	N
Predicted value	2.4621	4.7505	3.9944	.32867	400
Residual	-2.15090	1.05870	.00000	.40718	400
Standard predicted value	-4.662	2.301	.000	1.000	400
Standard residual value	-5.223	2.571	.000	.989	400

The analysis of residual statistics for outliers (Table 1.1) revealed that the minimum standard residual value was -5.223 and the maximum value was 2.571, indicating that there were no outliers in the collected data. The residuals were found to be normally distributed on the basis that histogram was bell-shaped & symmetrical for regression std. residual & P-P plot is normal for the regression std. Residual. The data satisfied the assumptions of linearity and homoscedasticity, as indicated by a scatterplot exhibiting a random distribution of dots that demonstrates a linear relationship amongst the variables & a constant spread of the residuals in R.M. (regression model).

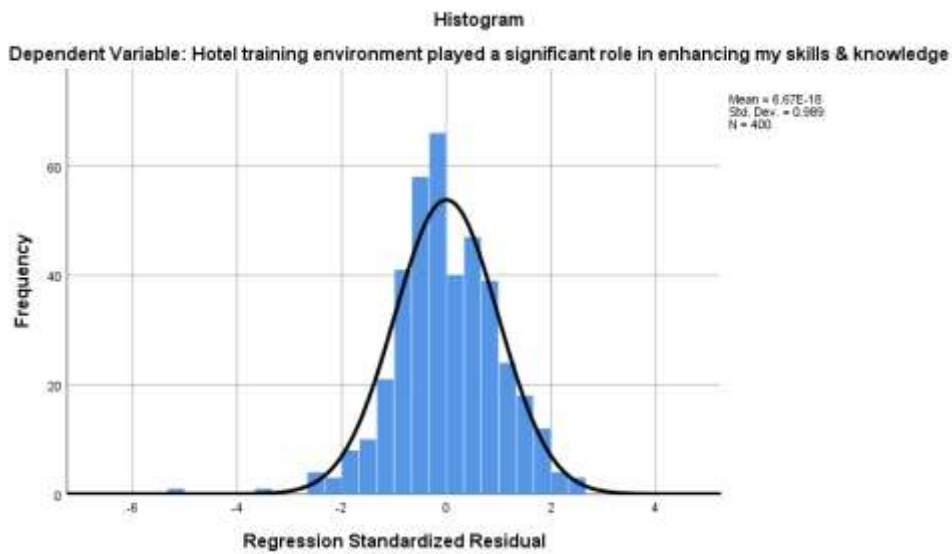


Figure: E Histogram for Multiple Regression between Hotel Environment and its Role on enhancing Skill and Knowledge among Female Students

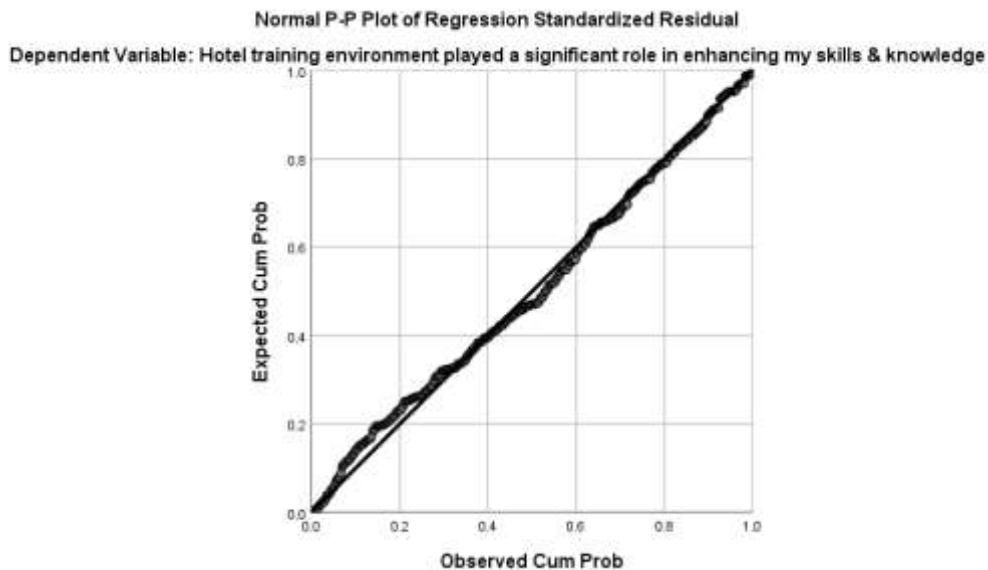


Figure F P-P Plot for Multiple Regression between Hotel Environment and Its Role on enhancing Skill and Knowledge among Female students

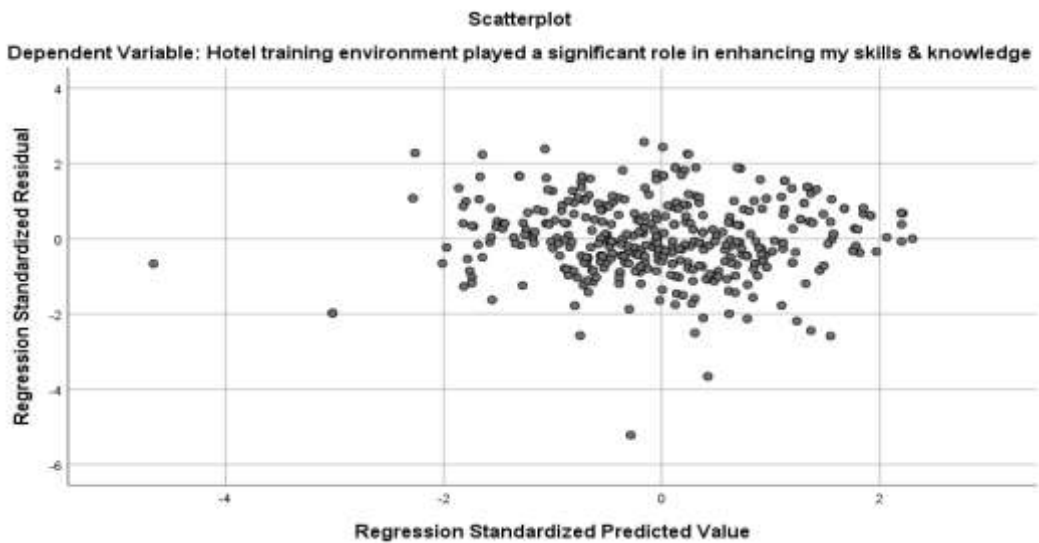


Figure G Scatterplot for Multiple Regression between Hotel Environment and its Role on Enhancing Skill and Knowledge among Female Students

The Durbin Watson test statistic values were observed to check the lack of autocorrelations. The value of Durbin-Watson test was 1.688, indicating that residuals exhibited no autocorrelation since it was close to the value of 2. Following testing of data for all assumptions, a statistical test i.e. MULTIPLE LINEAR REGRESSION ANALYSIS was utilised to ascertain impact of Hotel environment on enhancing skill and knowledge among female students.

Table 2 : Durbin -Watson Test for Multiple Regression between Hotel Environment and its Role on enhancing Skill and Knowledge among Female Students

Models	R	R ²	Adjusted R ²	Standard error of the estimate	Durbin Watson
I	.628	.395	.381	.41185	1.688

Above table clearly shows that the regression model having $R^2 = .395$, contains all nine significant attributes of hotel environment that describe 39.5% of the total variance in enhancing skill and knowledge among female students. Furthermore, the value of F-statistic [$F(9, 390) = 28.234, p < .05$] is significant with p-value = 0.000 which indicates that the regression model is statistically significant (Table).

Table 3: ANOVA for Multiple Regression between Hotel Environment and its Role on enhancing Skill and Knowledge among Female Students

MODELS		SUM OF SQUARES	DF	MEAN SQUARE	F	SIGNIFICANCE
1	REGRESSION	43.101	9	4.789	28.234	.000
	RESIDUAL	66.152	390	.170		
	TOTAL	109.253	399			

Above table revealed that in the regression model, the value of sum of squares of mean is 43.101 and the value of sum of squares of residual is 66.152 indicating that regression model explained a significant amount of variance in establishing the impact of attributes of hotel environment on enhancing skill and knowledge among female students.

Table 4 : Model summary of individual impact of attributes of hotel environment on enhancing skill and knowledge among female students

Attributes of Hotel environment		B	Std. Error	Beta (β)	T	P
Model 1	(Constant)	1.263	.187		6.755	.000
	Hotel has a training manager who is responsible for industrial trainees during Industrial training exposure.	.158	.026	.267	6.114	.000
	There is a structured training program in practice.	.053	.029	.084	1.849	.065
	Hotel offers orientation session to trainees on arrival.	.072	.043	.087	1.679	.094
	Training schedule is being prepared and strictly followed to provide training in all core departments on rotation basis.	.123	.043	.149	2.849	.005

Training manager spot check that relevant task is given to female trainees so as to ensure effectiveness of training and policies in place.	-.004	.010	-.016	-.382	.702
Skill developed is evaluated with the help of an effective evaluation system.	.132	.029	.211	4.604	.000
Training manager is in continuous touch with Institute during training period.	-.009	.026	-.015	-.343	.731
Training manager is in continuous touch with female trainees during training.	.058	.026	.097	2.204	.028
Feedback given by trainees regarding training session is taken and analysed to make changes as per the requirement of the trainees.	.107	.028	.171	3.782	.000

Standardized beta value and t values of the regression model were observed to understand the individual contribution of each attributes of Hotel environment on enhancing skill and knowledge among female students, (Table 4). The p-value (0.000) of the slope coefficients of t statistics (6.755) 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 “Hotel has a training manager who is responsible for industrial trainees during Industrial training exposure” had the highest impact on enhancing skill and knowledge among female students [$\beta = .267$, $t(399) = 6.114$, $p= .000$] followed by variable “Skill developed is evaluated with the help of an effective evaluation system”, [$\beta = .211$, $t(399) = 4.604$, $p= .000$]; “Feedback given by trainees regarding training session is taken and analyzed to make changes as per the requirement of the trainees”, [$\beta = .171$, $t(399) = 3.782$, $p= .000$]; “Training schedule is being prepared and strictly followed to provide training in all core departments on rotation basis.”, [$\beta = .149$, $t(399) = 2.849$, $p= .005$]; and “Training manager is in continuous touch with female trainees during training.”, [$\beta = .097$, $t(399) = 2.204$, $p= .028$]. In addition to this, a significant value which is less than 0.05 is obtained, revealing that there exist a significant relationship amongst these factors and their role in enhancing skill and knowledge among female students. The factors that had no significant impact on enhancing skill and knowledge among female students were “Hotel

offers orientation session to trainees on arrival”, [$\beta = .087$, $t(399) = 1.679$, $p = .094$]; “There is a structured training program in practice”, [$\beta = .084$, $t(399) = 1.849$, $p = .065$]; “Training manager spot check that relevant task is given to female trainees so as to ensure effectiveness of training and policies in place”, [$\beta = -.016$, $t(399) = -.382$, $p = .702$] and variable “Training manager is in continuous touch with Institute during training period.”, [$\beta = -.015$, $t(399) = -.343$, $p = .731$]. Hence the multiple linear regression analysis result implied that out of total 9 attributes 5 attributes of hotel environment played a significant role in enhancing skill and knowledge among female students. This implies that our Hypothesis H_01 “Hotel environment does not play adequate role in enhancing skill and knowledge among female students” was rejected for 5 out of 9 variables.

CONCLUSION

Industrial Training Exposure or internship is the first exposure for the students to get experiential learning and it depends on the support offered by the Institution and the Hotel. Here how the students are handled and offered training and support from hotel are very crucial since the students get their first-hand experience and based on their experience they may decide hotel job is good or bad for their future. This study revolved around to analyse role played by hotels in enhancing skill and knowledge among undergraduate female students during industrial training exposure from Haryana and Chandigarh Tricity hotels. A multiple linear regression was utilised to ascertain individual impact of 9 resources and facilities provided to the female students at their hotel on enhancing their skill and knowledge. By analysing the test results, it was observed that variable “Hotel has a training manager who is responsible for industrial trainees during Industrial training exposure” had the highest impact on enhancing skill and knowledge among female students, followed by variable “Skill developed is evaluated with the help of an effective evaluation system”, “Feedback given by trainees regarding training session is taken and analysed to make changes as per the requirement of the trainees”, “Training schedule is being prepared and strictly followed to provide training in all core departments on rotation basis.”, and “Training manager is in continuous touch with female trainees during training.” However, the factors that had no significant impact on enhancing skill and knowledge among female students were “Hotel offers orientation session to trainees on arrival”, “There is a structured training program in practice”, “Training manager spot check that relevant task is given to female trainees so as to ensure effectiveness of training and policies in place”, and variable “Training manager is in continuous touch with Institute during training period.” In addition to this all these variables didn’t had a significant value which is less than 0.05, revealing that there exist no significant relationship amongst resource and facility provided to the female students at their hotel and their role in enhancing skill and knowledge among female students. Hence, result of the multiple linear regression analysis postulated out of 9 a total of 5 attributes of hotel environment played a significant role in enhancing skill and knowledge among female students. This implies that Hypothesis H_01 : “Hotel environment does not play adequate role in enhancing skill and knowledge among female students” was rejected for 5 out of 9 variables.

RECOMMENDATIONS

Despite of opportunities available in hospitality sector it is really becoming harder and harder for the industry to get sufficient skilled students even though a large number of students graduate in hotel every year. Even after a lot of efforts to decrease the demand-supply gap over time, the demand-supply relationship remains challenging. Therefore, to address this issue undergraduate female industrial trainees should be treated and trained well during industrial training exposure. Based on study conducted so as develop skilled workforce it is recommended that role plays, demonstrations and case study methods must be used more frequently by hotels for enhancement of skills and knowledge of female students. Similarly, training tools such as projectors and white boards must be used more frequently by hotels for enhancement of skills and knowledge of female students. Hotels must offer orientation session to female trainees on arrival so that they are well acquainted with all the section of hotels, hotel hierarchy, training conditions, and working policies. More focus is required on refining the structure of the hotel industrial training program for female students. This can be achieved by taking the regular feedback from the trainees and accessing their basic needs and requirements and problems they are facing during their training hours. It is recommended that the training manager at the hotel must be continuous touch with Institute during training period of the female student to communicate the feedback of the female trainee to and from the hotel to ensure that the female trainees are doing well in all aspects of training.

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