

## INTEREST OF STUDENTS TOWARDS HOSPITALITY STUDIES COURSES AND HOTEL INDUSTRY

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### ABSTRACT

*Hospitality industry in Mumbai can be considered as highly increasing business in terms of the generating economy at Maharashtra and national level and thus seduce jobs, this research paper, using the case of University of Mumbai, Mumbai aims to explain the perceptions and awareness of university students towards education and career in Hospitality industry. A questionnaire was developed to identify vision and attitudes of students towards careers in the hospitality industry, and review was properly used to understand what respondents trust behind their perception for the same. Future of students and industry depends on the quality and motivation of its potential employees, base of which starts with students who are in pursuit of be ready for the industry. So as to identify whether the industry's market value is shared by young ones and if it affects their further career decisions, this paper may worked on it. The students who participated gave various types of responses that were further statistically analysed to bring out the encouraging factors for joining hospitality industry. These factors that were compared based on the tastes of the aspirant and the motivation and their own satisfaction offered by the hospitality industry.*

*Keyword: Students, Hospitality, Career*

### INTRODUCTION

Mumbai's Travel & Tourism sector ranks 30th in the world in terms of Mumbai's tourism industry accounted for 5.4% of India's total travel and tourism-related GDP in 2016, and employed 2.4% of the country's total workforce. Foreign tourists accounted for 35.7% of all tourism-related spending in Mumbai in 2016. In FY20, 39 million jobs were created in the tourism sector in India; this accounted for 8.0% of the total employment in the country. International Tourists arrival is expected to reach 30.5 billion by 2028. ... During 2019, FEEs from tourism increased 4.8% y-o-y to Rs. 1,94,881 crore (US\$ 29.96 billion). Tourism in Mumbai is an industry that attracts almost 6 million tourists per year, making it the 30th-most visited location worldwide. This data clearly shows that there are abundant opportunities of growth in the tourism and hospitality sector. Social Media & Television Channel's in today's era, are also helping in motivating and giving direction to young and dynamics students to decide and find out their interest's by giving them with informative programmes or channels such as Cooking Shows by Sanjeev Kapoor, Gordon Ramsey also Celebrity Chef Competitions and channels dedicated to food and hospitality. There is a considerate number of students with high hopes and passion to work in the industry but it is observed that while taking admissions to different courses, their vision and area of interest to work in the hospitality industry reduced. Now, the tourism and hospitality industry worldwide, and in India in Mumbai, has been challenged with the problem of attracting and retaining quality employees that has led to a shortage of skilled personnel to staff the growing number of tourism and hospitality businesses. This problem is complex, with many different contributing factors, out of which vision of the students towards Hospitality industry and education is also an important aspect to study, which became the purpose of this paper.

**BCVB (2005)** identifies Bulgaria has unique selling proposition (USP) of Meetings, Incentives, Conference/ Conventions and Exhibitions/ Events (MICE) tourism is due to Accessibility (280 flights weekly), Accommodation (1500 rooms), Packages, & Entertainment (150 restaurants & clubs) Infrastructure.

**Business Tourism Partnership (U.K)(2003)**, highlight that in U.K the investments in a destination's physical facilities designed primarily for the MICE / Business tourist (hotels, transport and communications facilities, restaurants, attractions and amenities, even conference auditorium) provide revenue which can also be enjoyed by the leisure tourist and the original population.

**McGuire, 1985** have said attitudes are important for explaining and predicting behaviour. Yet, the relationship between attitudes and behaviour is controversial. Most original research supports a small to moderate positive relationship between attitudes and behaviour.

**Murphy (1985)** informs us that individual attitudes are positive when there is a tourism related community involved. An ownership business in such a particular area, thus providing job opportunity to a vast number of local people, has a positive impact on their attitudes and vision. The authors argued that there has been a trend



for more positive attitudes to the industry by those who have some contact than by those who have no direct involvement or perceive that they derive no benefit from tourism.

### OBJECTIVE OF THE STUDY

- 1: To study the mind-set of students towards hospitality studies in Mumbai.
- 2: Benefits of hospitality sectors in Mumbai among young's one.
- 3: To study the job opportunities among students in hospitality sector in Mumbai.

### RESEARCH METHODOLOGY

The study is exploratory in nature, in all 29 students from Shree L.R. Tiwari Degree Collage of Arts, commerce and Science Mira Road Mumbai were selected. The research includes the students of Undergraduate Students of the Mumbai University. The objective of research is to understand an seen make conversation with of a single objective that is to seek interest of the students towards the hospitality studies course. The study was conducted in Shree L.R. Tiwari Degree Collage of Arts, commerce and Science Mira Road Mumbai.

### Demographic Profile of the Students:

Profile of Respondents Frequency

(Valid Percentage) N=29

Sex Male 27

Female 02

Education Qualification Graduation 29 (100)

From the table;

it is clear that most of the respondents were male (93.1%),and (6.9%)female. All of them from the sage group of 18-25 years. As per their educational background all of them were under graduate.

### FINDING

Based on the secondary data 12 variables were identified to know the interest of students towards Hospitality studies course in universities. Through structured questionnaire respondents were asked questions on five point liker scale. Factor analysis method is used to reduce these variables to limited number of factors. The analysis is done with the help of rotated component matrix. Thus reducing 12 variables to underlying 3 factors these are

### Rotated Component Matrix

#### Factor 1-

Good Life Style Five variables have been found in this factors and it reflects More Chance to Explore New Destinations (.786), More Opportunities to work abroad.(776), More Chance to Meet New People.(637), Lavish Life Style (.554) and Attractive Salaries (.498)

#### Factor 2-

Good Career Opportunities Five variables have been found in this factors and it reflects Good Course Curriculum.808, Passion towards Work (.716), Multiple Job Options Available (.643), Professionalism (.642) and Good Job Opportunities (.395)

#### Factor 3-

Practice Base Learning and Good Academic Environment: Two variables have been found in this factors and it reflects Practice Base Learning (.861) and Good Academic Environment (.797)

### CONCLUSION

So it is a very touch and go task to understand the interest of students towards hospitality studies. The objective of the study is to take an originating in or based on observation or experience approach to investigate the various aspects of perception and its rely on the adoption of the students.

Finally it is realize that the study leads to in hence the grasp about the interest of the students towards hospitality studies. Three bunch of interest of students towards hospitality studies have appear these are Good Life Style, Good Career Opportunities and Practice Base Learning & Good Academic Environment. Though the my study is just confined to Shree L.R. Tiwari Degree Collage of Arts, commerce and Science Mira Road Mumbai but still it can be helpful for intellectual and researchers, who are doing research in related field by

applying the same area. The researcher can fix wide range of variables related to interest of students towards hospitality studies.

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