



# Student's Satisfaction towards their Industrial Training: A Review Paper

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## Abstract

Indian hotel industry has seen a remarkable growth in recent years due to heavy inflow of tourists in India. Apparently, hotel industry is one highest foreign exchange earning industries in Indian economy. Being a service-oriented industry, it relies heavily on passion driven individuals who are willing to work in extremely challenging environment. With drastic expansion of hotel industry in these years, a huge demand of quality manpower has aroused. Seeing hotel industry as an exciting career option, there has been great number of aspirants paving their way to academic institutes offering hotel management courses. Such institutes are playing an important role in supplying the quality workforce against demand of passionate individuals in hospitality industry. However, it has become extremely challenging for these institutes to keep their students up to rising standards of hotel industry. While classroom exposure is simply not enough to develop required competent and trained professionals, there is compulsory concept of industrial training that is followed in the courses of hotel management colleges/institutes. Industrial Training is an important segment of these courses in which a student pursuing a hotel management is sent under an industrial training to a hotel for getting exposure of real world in industry outside the classroom. It is a short-term training of 22 to 26 weeks as per the policy of different institutions. In period of industrial training the trainee works in all core departments of hotels and get insights to all real time situations in a working hotel. Trainee experience not only prepares the trainee for industry but also imparts knowledge that cannot be achieved by just studying books. Generally, these training sessions are carried out throughout the year by hotels in summers and winters batches. These trainees help hotels to fill in as extra manpower. In this study 50 papers based on relevant studies has been reviewed to find out the student's satisfaction towards industrial training through various magnitudes, aspects, underlying factors, variables, perceptions and paradigms. This study will provide a analyses on the basis of review of literature which will act as a WIN-WIN situation for industry, academia and students and all other stakeholder's so that purpose of placing industrial training in curriculum is met.

**Keywords:** Industrial Training, Hotel Management, Satisfaction, Perception.

## Scope of Study

Attrition rate in hospitality industry is one of biggest challenges that has come across in these years. Although attrition rate in the hospitality industry has been a well-researched area but there is not enough research work done on areas that deal with reasons that deal with reasons that why many student never join hospitality industry after their graduation and also the impact of industrial training on student's satisfaction and to what extent industrial training influences their decision of joining industry.

Following study can be utilized as:

1. An exclusive insight to the current perceptions and attitudes of the students about the hotel industry.
2. A tool for checking how hotel management schools can prepare students before sending them for industrial training.
3. A guide to understand various possible reasons responsible for affecting the satisfaction level of students.

## Need of study

Following research work focuses on studying the various expectations that hotel management students have before undergoing industrial training and their actual perceptions after completion of training. It seeks to understand the causes and factors that are attracting or repelling students from joining the tourism and hospitality trade.

This study also features an insight to reasons that brought change in the student's perception during their training. This study would be helpful to understand whether the purpose of sending the student for the industrial exposure is actually being met or not.

## Objectives of the study

1. To understand if industrial training has any impact on the satisfaction level of students.
2. To know if the objective of having industrial training in curriculum of hotel management students is met or not.
3. To identify and understand the reasons that are responsible for changed perception of students after industrial training.

## Review of Literature

(Karunaratne et al., 2019) stated that incorporating the industrial training in the degree has been the vital requirement in providing the holistic education to the students. Author also stated that industrial training is very important to make versatile and competent graduate. Study also stated that there should be closer interaction between the university and internship provider.

(Seyitoğlu & Yirik, 2015) determines the internship satisfaction of the tourism student and impact of industrial exposure training on their overall career development and forming perception towards industry. Researcher used the questionnaire method and responses were

collected from 305 tourism students. Questionnaire was prepared to check the internship satisfaction, professional education, paradigm and perception formed. In his study the researcher found that there was a positive impact on the student. Researcher stated that internship provides hands on training, rather it is the first step in the world of professional career. Internship is the opportunity where the students can complement their knowledge and skills. Researcher concluded that internship had a significant impact on the overall professional development of the student, which helps in career development and achieving all his professional aspiration.

(Kukreti & Dani, 2020) states that Industrial training is an important part of curriculum as it relates knowledge with practice in supervised form. Industrial training acts as a bridge between academics and industry. Researcher also highlighted that amongst the various factors affecting the industrial training individual factors are one of the crucial areas. Individual factors like right attitude, self-initiative, academic knowledge, concept clarity also contributes in successful completion of industrial training. The personal and individual qualities have a great impact on the performance of the student on industrial training and making it a big success. Industrial Exposure training is one important task of human resource department and it has benefit for university students and hotels as well. Thus it's a WIN-WIN situation for all stakeholders. The student who has done the training from reputed and branded hotel, it will directly help in the placements as well. A student who does the training effectively instills in himself confidence and clarity about his dream hotel and helps him to perform the task in most effective and efficient way in the times of rush in the hotel. During his training he is being taught about the SOPs i.e Standard Operating Procedures to perform the task effectively as per the instructions laid out by the hotel. Author mentioned in the conclusion that industrial training satisfaction depends on the blend of right attitude, personal factors, academic knowledge. Moreover there should be fixed working hours, roster should be framed, so that the training should get the real feel of the live environment of the hotel.

(Ak Pusiran et al., 2020) discovered that an intern's exposure to working in a variety of hotel departments is crucial since it gives them insight into how each department operates. If the hotel does not have such a strategy, then the interns may only be able to work in two or three departments. Otherwise, the students will have the chance to work in four or five main operating departments.

According to Penny (2015), the majority of paid internships are found in the private sector or in sizable companies that can afford to pay students to complete their coursework while they work. If offered the option, paid internships are unquestionably preferable to unpaid internships. Three parties are involved in the hotel management program: the employer, the student intern, and the educational institution. Each of these parties has requirements, expectations, and beliefs, according to T Lam & Ching (2007). An incompatibility between their expectations and beliefs could lead to conflicts. Therefore, it is imperative to consider potential sources of conflict between these stakeholders to guarantee that the internship process fulfills its intended purpose. Zopiatis (2007) The accomplishment of an internship program boosts students' self-esteem and motivates them to perform effectively.

(Barron, 2008). There is occasionally a disconnect between students' beliefs and real experiences, and as a result of unpleasant interactions with hotel supervisors, some graduates choose to work in other industries after graduation because they feel the profession is not right for them.

(Kim & Park, 2013) During the internship, a student must experience a real working environment as part of the process of transitioning from college life to the real world. Understanding on its own is insufficient; one's application of knowledge is what counts. Depending on a variety of moderating circumstances and their expectations, students may have great or negative experiences from their internship at a hotel. Interns place great importance on the social climate, which includes their contacts with supervisors and coworkers.

Additionally, the research conducted in 2020 by Ravish and Dr. Rakesh reveals that there are several gaps in the hotel management academic curriculum and industry requirements. Numerous students reported that their industrial training experience gave them the knowledge that went beyond what they learned in the classroom during their industrial training program. Since students don't have any prior industrial experience, the "get trained while you study" concept gives them a practical taste of what a job entails. Industrial training also serves as a foundation for employment.

The authors of Chand & Desmukh's (2019) article recommended creating an online platform where students pursuing industrial training can exchange knowledge and discuss issues related to the several tasks involved in the training. Students would collaborate with distinct company This platform would help students discover the issues associated with various tasks and provide the best feasible solution. While previous industrial training models mainly focused on practical learning, this model would be more realistic and assist students in becoming better professionals.

The author of this article, Xi (2012), carried out a qualitative study to ascertain graduate students' satisfaction with the instruction they received from Thai universities. The author studied five of Thailand's top universities' student bodies. the author's study's findings indicated that mostly the range of talents offered by Thai universities satisfied the students. Additionally, graduates stated that in order to improve their practical skills, the training program's duration should be extended. In addition, graduates said that the training program had helped them improve their trade-related practical abilities and had been beneficial in addition to the academic knowledge they had received in class. The author's study also recommended that students' training terms be extended in order to provide real time industry experience.

According to Saad and Mat's (2014) study, training is a crucial component of human resource management that employs a variety of techniques to improve the knowledge and abilities of individuals employed by the company. This department employs a variety of techniques to ensure that the people's knowledge and skills are improved to enable better learning to be given to them; the knowledge gained from different training helps the person carry out different tasks in an efficient manner that aids the company in achieving its objectives. Training serves as a catalyst and a powerful instrument that promotes organizational growth and aids in the development of an individual's range of abilities.

According to Ozerbas (2014), training is an essential component of vocational and technical education. It aids in students' balanced development in a variety of domains, including social, emotional, and intellectual growth and exposes them to a variety of operational fields, where they were exposed to the actual workplace, which aids in the development of all these skills in trainees. The author added that learners obtain information, technical skills, and a variety of professional practices that are necessary in the sector through the training.

## **Conclusion**

After going through data analysis and interpretation, it was found that a big number of students join hotel management because of lack of career options after average school grades. Such students join hotel management school without any prior knowledge, thus most of them experience certain difficulties in understanding the culture of hotel management schools while a very little number of students get settles comfortably and embrace it. Same happens to other students who join hotel management schools without their choice because of reasons like their parent's will etc., whereas students who have genuine interest for working in hotel industry and students who join hotel industry knowing about it find studying in hotel management exciting.

All students have certain perceptions about hotel industry before they go for their industrial training. Most common perceptions about hotel industry were used as variables to see and compare student's responses towards them.

Most common reasons found responsible for changing the perceptions of students during industrial training were:

- Attitude and behavior of hotel staff.
- Working hours/shift timings
- Code of conduct followed in hotel.
- Degree of workload and pressure
- Possibility of work life balance
- Career perspective
- Salary & benefits provided to employees.

With these findings, objectives of this research can be justified. It can be said that industrial training has an impact on the perceptions of hotel management students. This impact either motivates or demotivates the student towards their career in hotel industry. However, this impact relies on various factors like brand of hotel where student went to training, student's general attitude towards hotel industry, his interests and his preparation for industrial training based on his knowledge for challenges in hotel industry.

## **Recommendation**

Institutions and hotels ought to band together to help one another. Due to the fact that hotels require students for training and ODCs during busy times, students assist the business by providing their services by taking a meager remuneration, and in a similar vein, organizations require hotel sponsorship to put students in quality lodging. Meetings with the principal of the

hotel management institution, HODs, and training managers are necessary for hotel training managers and general managers to reach a consensus on the training schedule, meal arrangements, and other matters.

In addition to hospitality management schools, several hotel corporations, like IHG and Marriott Group, have already established Academies. Additionally, this will facilitate positive value exchanges, such as guest lectures given to institutions by chefs and hotel management.

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