

## **An Exploratory Study of Importance of Industrial Training in Hospitality Curriculum as perceived by Employers, Educators and Students of IHM Guwahati**

Vikram Singh<sup>1</sup> & Srijani Chatterjee<sup>2</sup>

**Abstract.** The highly competitive environment in which the hospitality industry operates today requires training as an essential process that should be cautiously designed and implemented within all organisations to ensure an efficient, motivated workforce. Industrial training is a future investment and hotel contribution to the hospitality industry. It is only exemplary how various hotels have embraced industrial trainees during this deadly pandemic and helped them grow in their very short tenure. The hospitality industry needs to invest in human resources through training to improve the organization's competitive position. Because of enhanced quality, innovation continued increased productivity and improved profitability that can be achieved through this. As educators, it is our responsibility to ensure that our students are exposed to the industry after their primary education in college to develop the passion and dedication seen in hoteliers everywhere. This helps them understand the importance of integrity, hard work, and appropriate knowledge. This helps understand the challenges faced in practical operations, which help develop problem-solving abilities and management skills. This study is aimed to analyze the perceptions of employers, educators, and students about industrial training. It also explores the importance of Industrial training in the hospitality curriculum. The study is based on the Institute of Hotel Management Guwahati, India. Primary data (interviews and questionnaires) and secondary data (books, articles, and websites) have been considered for this study.

**Keywords:** Training, Exposure, Knowledge, Skill Development

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## 1 Introduction

Industrial Exposure Training is an integral part of hospitality education. Being an industry where the human touch makes an experience, hands-on experience is an essential part of education in the field. This exposure helps our students of IHM Guwahati to relate their classroom learning with day-to-day hotel operations. This exposure not only helps our students develop knowledge and skill but also helps in developing the right attitude. This 18-24 weeks tenure as an essential component is a character-building exercise as knowledge and skill development. When students are exposed to the actual industry scenario, it is easier for us as educators to teach management and operational aspects of subjects as they can relate a practical experience. It also often shows that students develop unique situation handling abilities, which are significant in this industry.

The main objective of the industrial training program is:-

- To allow students to experience and observe real operational scenarios.
- To allow students to develop skills and knowledge under the guidance of very experienced hoteliers
- To aid confidence and attitude building are essential characteristics to succeed in the hospitality industry.

### 1.1 Importance of industrial training:-

**For hotels:** Hotels providing industrial training can quickly identify prompt and more responsive trainees to the training process. This helps them develop a skilled trainee who can contribute efficiently to the organisation. Hotels help build teamwork skills, and individual performance may benefit students who absorb and apply these skills. The hotels, in this way, contribute actively to developing the next generation of hoteliers and building the future of hospitality.

**Importance for students:** Industrial exposure training is a component through which our students develop both individually and as hospitality personnel. This helps them understand the education provided in college and genuinely imbibe the essence of hospitality.

**Importance for educators:** Institutes benefit from this process as it bridges classroom teaching and the natural hotel environment. This helps educators and students be on the same page and develop a method of sharing knowledge through discussion and practical reference. Students are often far more readily receptive to classroom education when they come back from the industry. Students' knowledge, skill, and attitude development reflect in their campus placements. Students who are more receptive to the overall expertise irrespective of their academic performance tend to fare better and reap satisfactory responses while securing jobs through campus placements.

## 2 Review of Literature

Industrial Exposure is a part of the curriculum that aims to provide hands-on experience in core areas of the hotel under experienced professionals. This industrial exposure gives the students the actual benefit of practical work in a real hotel scenario. Students get an opportunity to be a part of and work under leading hotels and under-skilled hoteliers.

In their research, Dutta and Jha (2015) concluded that students who have not undergone training have a more positive outlook towards training than those who have completed it. Their findings are much contrary to what we found out through our surveys. Manoj AS (2013)-The author concluded that the industrial exposure program may be considered successful and is helpful for both students and the employer hotels. Both the parties depend on cooperation for the smooth functioning of the hotel. Suvidha Khan (2013)-The author concluded that a skilled employee could make maintaining a high quality of service standards easier. Jog Amol (2013)The author, in his conclusion, states that the education and training provided is not adequate to train students for their professional life. Manisha (2013), in conclusion, mentioned that regular training could improve not only employee performance but also the organisation. Dasgupta (2020) noted that working in hotels for a short span during semester breaks and weekends helps students generate ideas about Industrial training. He has also stated that industrial training is essential in the hospitality curriculum. Ravish Kukreti & Dr. Rakesh Dani (2020) The authors note that Industrial training provides students with the benefit that helps the students while they work in the industry and are successful in their jobs. Gaurav Bathla, Dr.Varinder Singh Rana, Dr. Amrik Singh (2019) The authors concluded that Industrial Training is an integral part of the curriculum. Students need it to have sound knowledge of their subject. This training contributes to practical and theoretical expertise giving students the necessary knowledge of hotel operations required by a professional.

## 3 Objectives:-

- To analyse the importance of industrial training as a part of hospitality curriculum according to the perception of students, educators, and employers.
- To study the satisfaction level among students of IHM Guwahati about the Industrial training program.
- To study the outcomes of industrial training as perceived by educators and employers.

## 4 Methodology

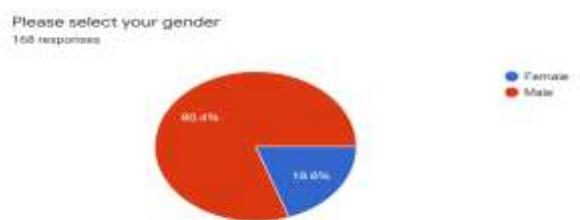
Primary data- The primary data required for research was collected using questionnaires. Three different questionnaires were drafted and circulated among students, educators, and employers of Institute of Hotel Management Guwahati to obtain their responses. Secondary data was collected from articles, websites, published research papers, etc.

## 4 Data Analysis

The survey was done in 3 parts with three sets of questionnaires. The total number of participants was 202, out of which 169 students from IHM Guwahati, twenty-three educators, and ten employers. We have considered their gender, age, and experience as educators. This data has been collected via an online survey. The first part contains personal information, gender, experience, etc. In the second part, the survey tries to understand three perspectives on how important Industrial Exposure Training is for the students, educators, and employees. In the last part, we attempt to assimilate each group's satisfaction level and preferences to understand how training impacts them.

### Students:

Here follows the analysis of the questionnaires sent to all the students.

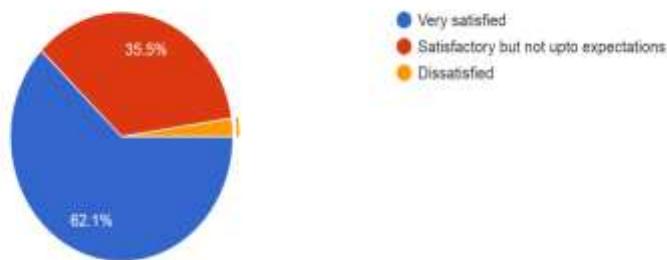


Among the students, we had approx 80% male and 20% female students fill up this form.



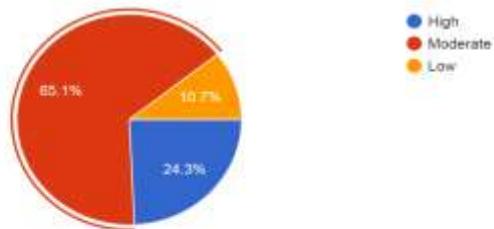
The majority of hotel management students of IHM Guwahati have believed that Industrial Training has proved to be very important for them, and they have benefitted from the experience.

Kindly rate your satisfaction level after undergoing industrial training.  
169 responses



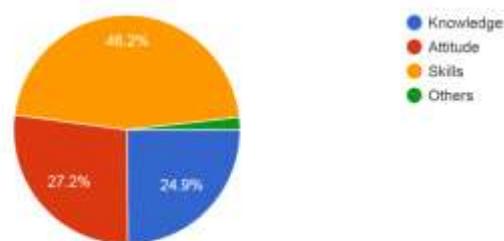
We have found that a very small percentage of students have been dissatisfied whereas majority has been satisfied with Industrial Training.

Kindly rate the amount of theoretical knowledge applied during industrial training?  
169 responses



The majority of students have found theoretical knowledge learned in college has been used moderately but not wholly during their Industrial training.

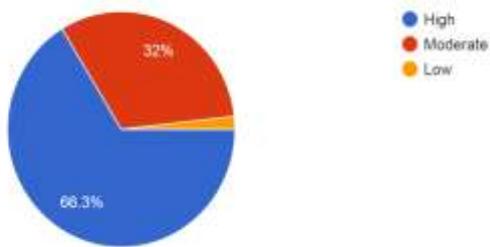
Which of your following attributes has improved the most after industrial training.  
169 responses



According to students' opinion majority of the students have improved their skills the most followed by attitude and knowledge.

Kindly rate the level of learning opportunities you get during your industrial training.

169 responses



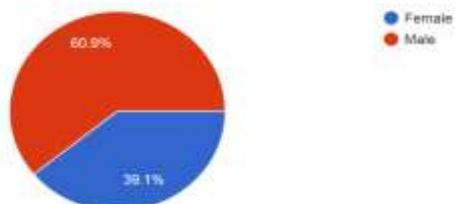
Most of the students felt they had great learning opportunities during their Industrial Training period.

#### Educators:

Twenty-three educators from IHMs across India filled out the forms, and their views about Industrial Training are reflected in the following analysis of the questionnaire.

Please select your gender.

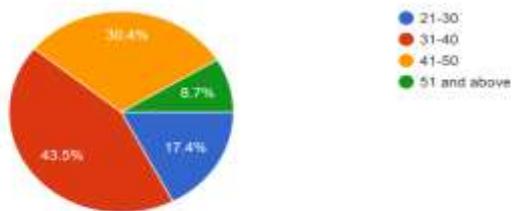
23 responses



Educators who filled the form consisted of approx 60% male and 40% female educators.

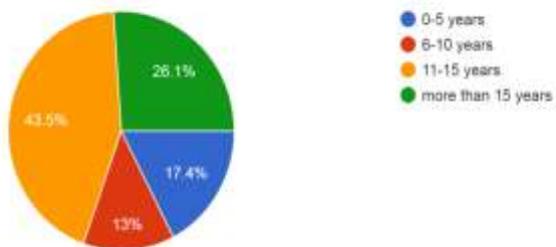
Please select your age group.

23 responses



This survey had a healthy balance of educators from varied age groups.

Please mention your teaching experience  
23 responses



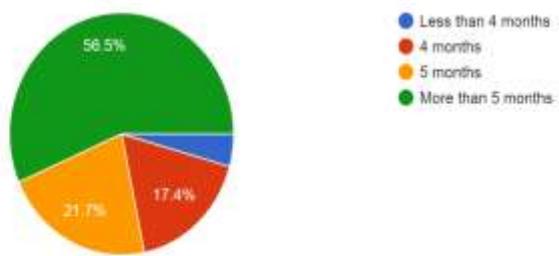
In this survey, we had a healthy balance of educators with varying experience levels.

Kindly rate the importance of industrial training in hospitality curriculum.  
23 responses



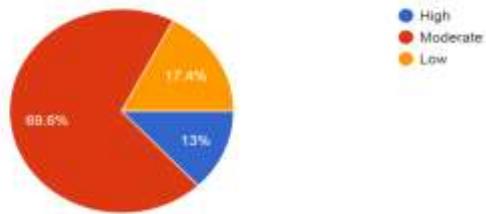
All educators believe Industrial Training is very important in the hospitality curriculum.

What should be the appropriate duration of industrial training?  
23 responses



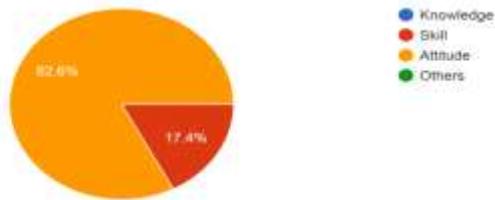
The majority of educators feel that Industrial Exposure should be more than five months, which will give them enough time to be prepared for their career as hospitality personnel.

Rate the level of challenge faced for placement of students in hotels as trainees.  
23 responses



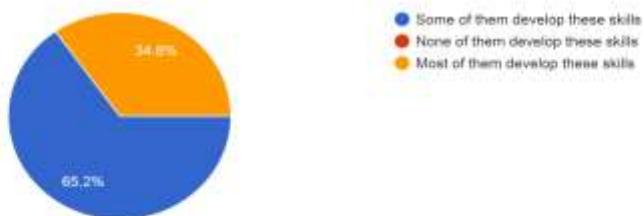
The majority of educators, almost 70% of them, found it moderately challenging to place Industrial Trainees in Hotels.

Which attribute undergoes the highest level of change in students after they return from Industrial Training.  
23 responses



Unlike students majority of the educators feel the most prominent change seen in students after Industrial Training to be the attitude.

Are students able to develop managerial and problem solving skills after Industrial Training?  
23 responses



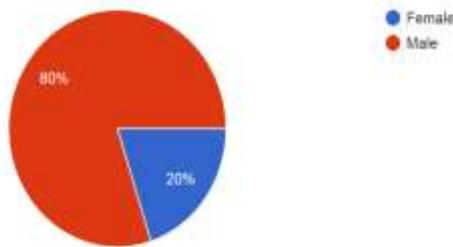
According to the majority opinion of educators, some students develop managerial and problem-solving skills.

#### Employers:

Ten employers or hoteliers across India from various hotels have given their opinions in this survey.

Please select your gender

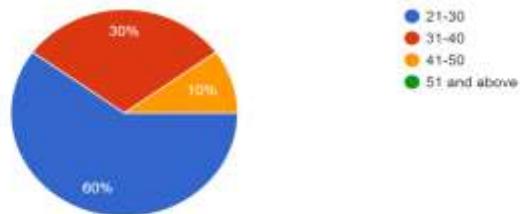
10 responses



Among the employers, 80% were male, and 20% were female.

Please select your age group.

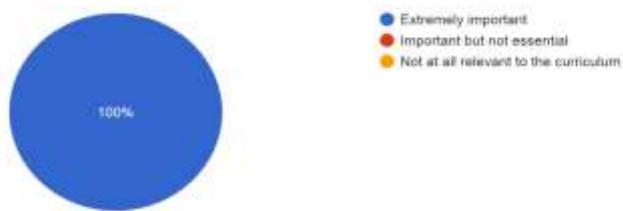
10 responses



We have hoteliers of various age groups providing their opinions for this survey.

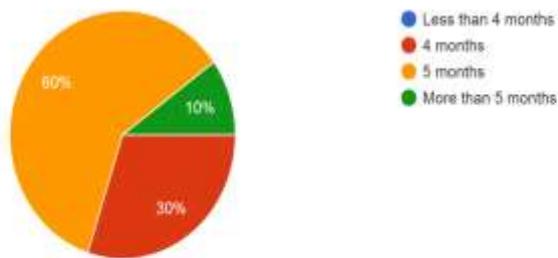
Kindly rate the importance of industrial training in hospitality curriculum.

10 responses



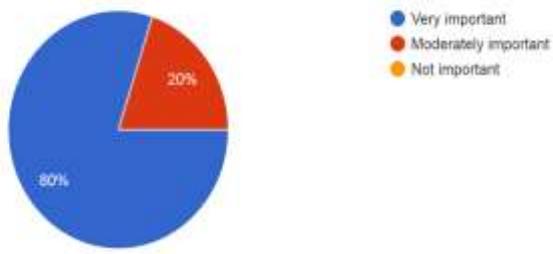
All hoteliers find that Industrial training is of very high importance as a part of the hospitality curriculum.

What should be the appropriate duration of industrial training?  
10 responses



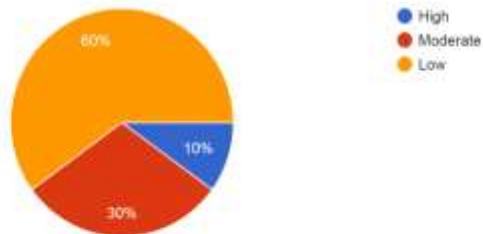
The majority of employers feel Industrial Training should be of 5-month duration.

Rate the importance of trainees for hotel operations  
10 responses



80% a vast majority of hoteliers believe trainees are essential for the smooth functioning of hotel operations.

Rate the expense incurred by hotel in providing training to students.  
10 responses



The majority of employers feel the expense incurred during the training of students to be lower.

Please mention your preferred source for recruitment of trainees.  
10 responses



Employers across India have unanimously agreed to prefer IHM over private colleges to recruit trainees.

## 5 Conclusion

Through the research done above among the students and employers of the Institute of Hotel Management Guwahati and employers from 5-star hotels across India, it has been found that all three groups of hospitality industry stakeholders agree that the importance of Industrial Training in the hospitality curriculum is utmost. It has also been found that Industrial Training helps the most in building skills and positive attitude, which are the two most important traits of a hotelier. Through this, we have also realised that theoretical knowledge only moderately helps students in the practical application, which shows that we need to update their academic curriculum to match the ever-changing trends of the hospitality industry. Hoteliers have also agreed that trainees are essential for the operations. With the above findings, we can easily conclude that Industrial Training is a process that highly benefits students, educators, and employers.

## 6 Limitation

Due to the current COVID scenario, the surveys were conducted online through Google Form. A complete effort was given to get information from various demographic locations and segments of hotels though it was not possible to cover all parts of India.

## 7 Recommendations

During the research, it was felt that the following points might be helpful for the students, educators, and employers:

1. A more updated theory curriculum would help students be prepared for industry and apply the knowledge gained in college to their full potential during Industrial Training.
2. The training period can be made five months as per majority suggestions.

3. As trainees are an essential part of hotel operations and it has been majority opinion that cost of maintaining trainees is low, reconsideration of their stipend may increase productivity and student motivation.
4. Though not the majority but many students have been dissatisfied with the training process, these students can be counselled to find the root cause of the dissatisfaction, and a healthy exchange of feedback should be made between colleges and hotels.

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