



STUDY OF CAREER PERCEPTION OF HOTEL MANAGEMENT STUDENTS AFTER UNDERGOING AN INTERNSHIP

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ABSTRACT

The hospitality industry is one of the fastest-growing industries in the world. It provides numerous job opportunities for hotel management students. As a result, more and more students are pursuing courses in hotel management. However, students often have a vague idea about what kind of jobs they will get after completing their education. Therefore, internships are essential for students to gain experience and understand their career prospects. This study aims to understand the career perception of hotel management students after undergoing an internship. The study surveyed a sample of 200 hotel management students who had completed their internship. The data was collected using a questionnaire and analyzed using statistical techniques of multiple correlation.

Keywords:Hospitality Industry, Hotel Management Students, Internship, Career Perception

INTRODUCTION

The hospitality industry is a vital contributor to the global economy, providing millions of jobs worldwide. Hotel management is an important field of study that prepares students for a wide range of careers in the hospitality industry. With the increasing number of hotel management students, it has become essential to understand their career perception and their preparedness to enter the industry. Internships are an integral part of hotel management education as they provide students with practical experience and exposure to the industry. Internships help students develop skills that are essential for success in the hospitality industry. Internships also help students to understand the nature of the work in the hospitality industry, and what to expect from their careers. Therefore, it is essential to study the impact of internships on the career perception of hotel management students.



Hospitality industry is one of the largest and rapidly growing industries in the world, and hotel management students are a crucial part of it. These students undergo a rigorous academic curriculum and practical training to prepare themselves for a successful career in the hospitality industry. One of the significant components of their practical training is internship, which allows them to gain real-world experience and apply theoretical knowledge to practical situations; **Mehrotra& Gupta (2015)**. This experience is expected to have a profound impact on the career perception of hotel management students.

Career perception refers to the beliefs, attitudes, and expectations of individuals about their careers; **Lent et al. (2000)**. It is a significant factor that influences career decision-making, job search behavior, and career success. The career perception of hotel management students after undergoing an internship is a crucial area of research because it can provide valuable insights into the effectiveness of their internship programs and their readiness for the job market.

SIGNIFICANCE OF THE STUDY

This study aims to contribute to the existing literature on the importance of internships in the hospitality industry. The study investigates the impact of internships on the career perception of hotel management students. The findings of this study will provide valuable insights into the importance of internships in shaping the career perception of hotel management students, which will help both academia and the hospitality industry to better prepare students for their future careers. Therefore, the research study is entitled “**STUDY OF CAREER PERCEPTION OF HOTEL MANAGEMENT STUDENTS AFTER UNDERGOING AN INTERNSHIP**” to assess the impact of internships on the career perception of hotel management students.

REVIEW OF LITERATURE

Several studies have examined the career perception of hotel management students after undergoing an internship. For example, a study by **Kim et al. (2015)** explored the impact of internship on the career perception of Korean hotel management students. They found that the students who completed their internships had a more positive perception of their career prospects than those who did not. The study also showed that the students' perception of their job preparedness increased significantly after the internship.



Similarly, another study by **Kaur and Singh (2016)** investigated the career perception of hotel management students in India after their internship. The study found that the students' perception of their career prospects improved significantly after the internship, and they felt more confident about their job search and career development. The study also highlighted the importance of internships in developing students' professional skills and competencies.

Moreover, a study by **Sharma and Mahajan (2016)** examined the impact of internship on the employability of hotel management students in India. The study found that the students who completed their internships had a higher employability rate than those who did not. The study also revealed that the internship experience enhanced the students' communication skills, customer service skills, and problem-solving abilities, which are essential for a successful career in the hospitality industry.

Ali, A. N. (2018) suggests that internships have a positive impact on the career perceptions of hotel management students. Internship experiences can influence students' career aspirations and perceptions, and can provide them with valuable practical knowledge and skills that can be applied in their future careers.

Ahmed and Rahman's (2019) study aimed to explore the influence of internships on the career perception of hotel management students. The study was conducted in Bangladesh, and the participants were students enrolled in hotel management programs who had completed internships as part of their curriculum. The study used a survey to collect data from 227 participants, and the data was analyzed using regression analysis. The study found that internships had a positive influence on the career perception of hotel management students. The students who had completed internships had higher career aspirations and perceived greater career opportunities than those who had not completed internships. The study also found that the quality of internships, such as the level of training and mentoring received during the internship, had a significant impact on the students' career perceptions.

Venkatraman et al. (2019) study objective is to analyze the students' satisfaction levels after completing their internship at the hotel. Another objective was to check, depending on their internship experience, whether the students would further like to continue in the field of Hospitality. The study also helped to identify different sectors of Hospitality that the students



would like to join after completing the graduation. The findings suggested that the students were happy with their industry exposure. Due to this most of them wants to rejoin the same hotel property.

Mundra & Thomas (2020) study was conducted to establish a relationship between internships in hospitality industry and their effect on individual's social personality. Aim of the project is to identify how internships in hospitality industry affect an individual's personality traits. It also aims at clarifying how we can maximize the positive outcomes of internships and the future careers of their participants. The study was conducted through Big Five personality trait model. Each of these traits was analyzed with individual's internship experience and results were summarized. A survey was conducted among 243 candidates from Bangalore who had undergone a minimum of 2 months of internship in hotel industry. It was found out that openness, conscientiousness, agreeableness and work environment has a significant impact on willingness to join the industry.

Choudhary (2021) study highlighted the importance of internships in developing students' professional skills and competencies and found that the students' perception of their career prospects improved significantly after the internship.

PROBLEM STATEMENT

The purpose of this study is to investigate the career perception of hotel management students after completing an internship program. The hospitality industry is rapidly growing, and students interested in pursuing a career in this field must be equipped with the necessary skills and knowledge. Internship programs provide students with the opportunity to gain hands-on experience in the industry and develop their professional skills. The study will explore the students' perception of their career prospects after completing their internships and the impact of the internship experience on their career choices. The study will employ a quantitative research approach, with a sample of hotel management students who have completed an internship in the hospitality industry. The study aims to address the following research questions:



1. How do hotel management students perceive their career prospects after completing an internship?
2. How does the internship experience shape students' perception of the hospitality industry as a career option?

OBJECTIVE OF RESEARCH PAPER

- To analyze the career perception of hotel management students after undergoing an internship.

RESEARCH METHODOLOGY

Research Design

In order to evaluate the career perception of hotel management students after undergoing an internship, the researcher used the descriptive survey research method in the current study.

Sample Size

Total number of Respondents –200 Students

Research Area

In present research the researcher has selected the Delhi & NCR area.

Collection of Data

Primary Data: Data has been gathered from 200 students of hotel management of several institutions of Delhi & NCR area. The primary data has been collected from the respondents based on career perception of hotel management students after undergoing an internship.

Secondary data: Through research papers, journals, reviews of articles, and other sources, secondary data have been gathered.

ANALYSIS OF DATA

The data collected through questionnaires from the students of hotel management have been analyzed & interpreted through pie charts. The hypothesis testing is also considered as important guidelines to draw the conclusions.



HYPOTHESIS

H₁: There is positive relationship between internship and career perception for students of hotel management.

STATISTICAL TECHNIQUE USED IN THE STUDY

The researcher has used multiple correlation analysis to analyze the various aspects in the present research like ability to succeed in the hotel industry, interest in pursuing a career in the hotel industry, familiar with the different career paths available in the hotel industry, prepared for a career in the hotel industry, future career prospects in hotel industry.

ANALYSIS RELATED TO CAREER PERCEPTION OF HOTEL MANAGEMENT STUDENTS AFTER UNDERGOING AN INTERNSHIP

Table 1: Response to the statement “How has your confidence in your ability to succeed in the hotel industry changed after completing your internship?”

S. No.	Response	No. of Respondents	In Per Cent
1	Increased significantly	78	39
2	Increased slightly	93	46.5
3	Remained the same	21	10.5
4	Decreased slightly	8	4
5	Decreased significantly	0	0

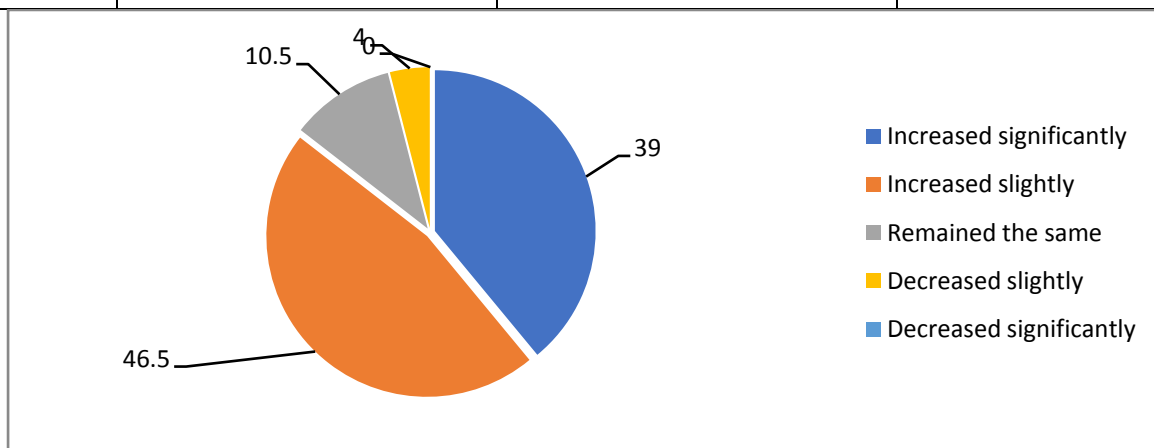


Figure 1: Response to the statement “How has your confidence in your ability to succeed in the hotel industry changed after completing your internship”



Analysis: It is clear that mostly the respondents were agreed that confidence in their ability to succeed in the hotel industry increased significantly and majority were agreed that internship increased confidence slightly in their ability to succeed in the hotel industry whereas few were remained same and only 4 per cent disagreed to it.

Table 2: Response to the statement “How much has your interest in pursuing a career in the hotel industry changed after completing your internship?”

S. No.	Response	No. of Respondents	In Per Cent
1	Increased significantly	103	51.5
2	Increased slightly	63	31.5
3	Remained the same	18	9
4	Decreased slightly	16	8
5	Decreased significantly	0	0

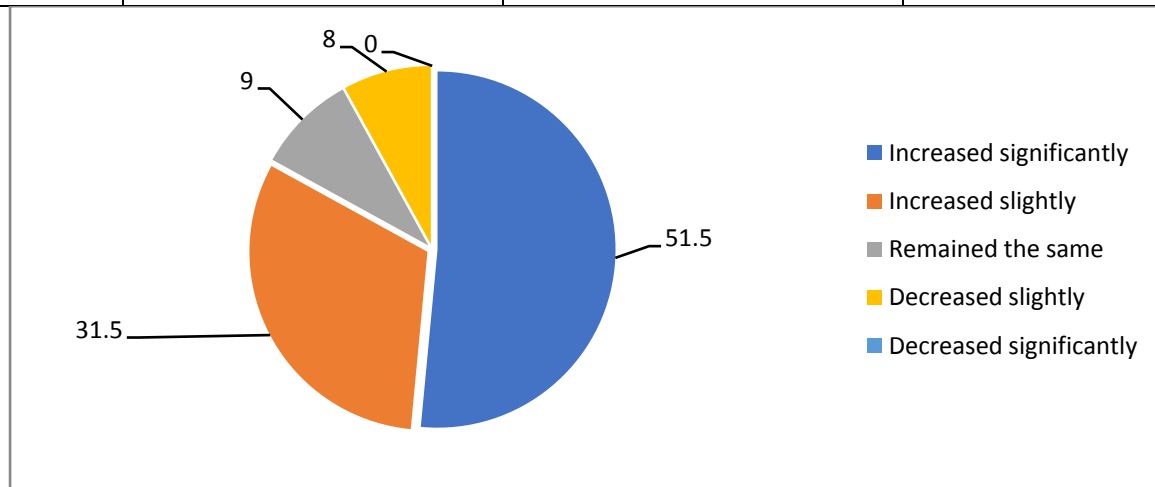


Figure 2: Response to the statement “How much has your interest in pursuing a career in the hotel industry changed after completing your internship?”

Analysis: It is clear almost half of the respondents were agreed that their perception regarding career in the hotel industry changed after completing their internship increased significantly, almost one third of respondents felt that their perception regarding career in the hotel industry changed after completing their internship increased slightly, whereas few were remained same and 8 per cent felt that their perception decreased slightly.

Table 3: Response to the statement “How much more familiar are you with the different career paths available in the hotel industry after completing your internship?”

S. No.	Response	No. of Respondents	In Per Cent
1	Much more familiar	78	39
2	Slightly more familiar	89	44.5
3	Remained the same	6	3
4	Slightly less familiar	25	12.5
5	Much less familiar	2	1

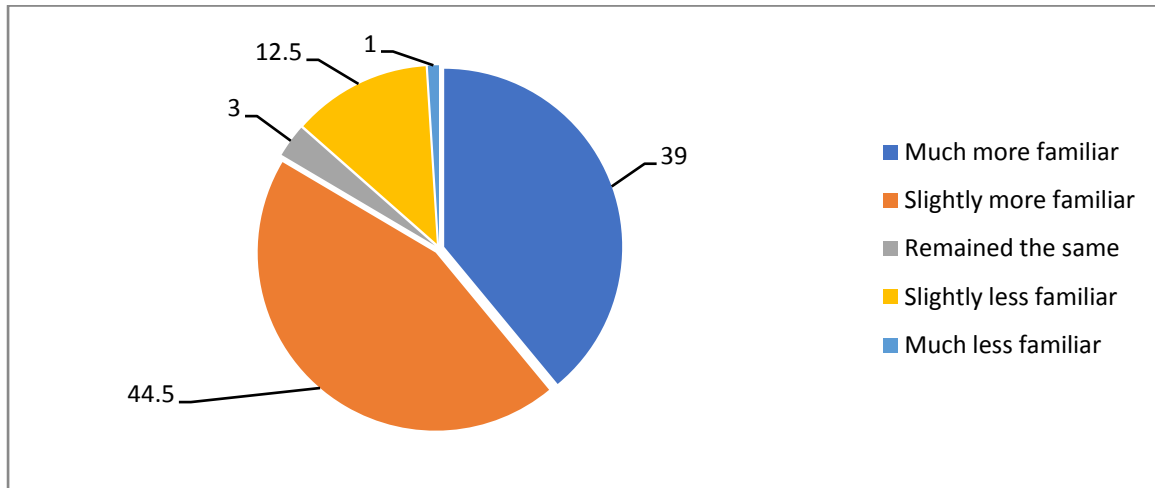


Figure 3: Response to the statement “How much more familiar are you with the different career paths available in the hotel industry after completing your internship?”

Analysis: The analysis clearly indicate that majority of respondents felt that after completing the internship they are more familiar with the different career paths available, very few were remained same and most of the respondents felt that they were less familiar with the career path and only 1 per cent much agreed that they were much less familiar.



Table 4: Response to the statement “How much do you think your hotel management education, in combination with your internship experience, has prepared you for a career in the hotel industry?”

S. No.	Response	No. of Respondents	In Per Cent
1	Much more prepared	108	54
2	Slightly more prepared	74	37
3	Remained the same	8	4
4	Slightly less prepared	10	5
5	Much less prepared	0	0

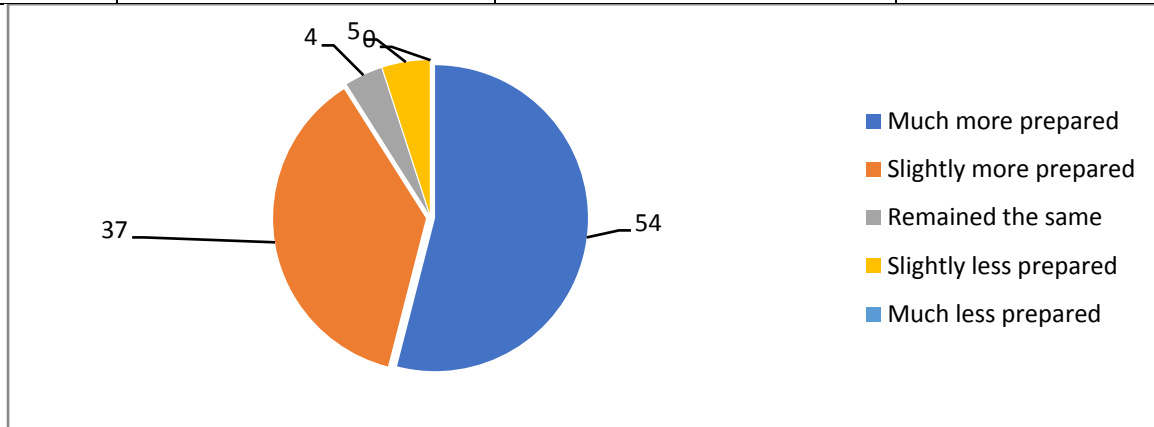


Figure 4: Response to the statement “How much do you think your hotel management education, in combination with your internship experience, has prepared you for a career in the hotel industry?”

Analysis: The result clearly found that majority of respondents felt that they were much prepared for career aspects in hotel industry due to combination of hotel management education and internship experience, mostly the respondents felt slightly more prepared, very few were remained same and few of the respondents felt that they were slightly less prepared for career aspects in hotel industry due to combination of hotel management education.

Table 5: Response to the statement “How much impact do you think your internship in the hotel industry will have on your future career prospects?”



S. No.	Response	No. of Respondents	In Per Cent
1	A great deal	119	59.5
2	Quite a bit	47	23.5
3	Some	23	11.5
4	Very Little	11	5.5
5	None at all	0	0

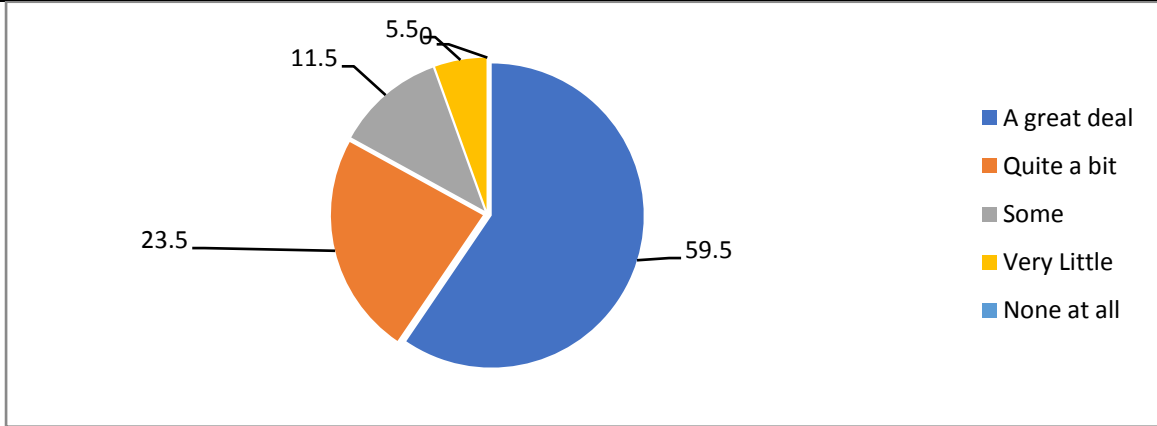


Figure 5: Response to the statement “How much impact do you think your internship in the hotel industry will have on your future career prospects?”

Analysis: The result clearly found that highly majority of respondents felt that internship in the hotel industry have positive impact on their future career prospects with great deal, almost one fourth of respondents agreed to quite a bit and almost one tenth of respondents agreed to some extent whereas few were agreed to very little impact of internship in the hotel industry on their future career prospects.

	a	b	C	d	E
a	1	0.889	0.962	0.921	0.77
b	0.889	1	0.89	0.991	0.972
c	0.962	0.89	1	0.928	0.758
d	0.921	0.991	0.928	1	0.941
e	0.77	0.972	0.758	0.941	1



Table 7: Correlations for all pairs of data series with p-values

pair	Pearson r	Spearman rho	Kendall tau
a;b	0.889	0.9	0.8
p-value	(0.0436)	(0.0833)	(0.0833)
a;c	0.9624	0.9	0.8
p-value	(0.0087)	(0.0833)	(0.0833)
a;d	0.9205	0.8	0.6
p-value	(0.0266)	(0.1333)	(0.2333)
a;e	0.7703	0.9	0.8
p-value	(0.1275)	(0.0833)	(0.0833)
b;c	0.8899	0.8	0.6
p-value	(0.0431)	(0.1333)	(0.2333)
b;d	0.9913	0.9	0.8
p-value	(0.001)	(0.0833)	(0.0833)
b;e	0.9717	1	1
p-value	(0.0057)	(0.0167)	(0.0167)
c;d	0.9277	0.9	0.8
p-value	(0.0231)	(0.0833)	(0.0833)
c;e	0.7578	0.8	0.6
p-value	(0.1378)	(0.1333)	(0.2333)
d;e	0.9414	0.9	0.8
p-value	(0.0169)	(0.0833)	(0.0833)



Result: The above analysis clearly shows the high degree of correlation between all aspects of the present research likeability to succeed in the hotel industry, interest in pursuing a career in the hotel industry, familiar with the different career paths available in the hotel industry, prepared for a career in the hotel industry, future career prospects in hotel industry.

Hypothesis Testing (Chi Square Test)

H₁: There is positive relationship between internship and career perception for students of hotel management.

Statement 1: How has your confidence in your ability to succeed in the hotel industry changed after completing your internship?

Solution: Null Hypothesis (H₀): It is assumed that the variables are independent in nature i.e. internship and ability to succeed in the hotel industry.

Table 8: Worksheet of Chi square test regarding relationship between internship and ability to succeed in the hotel industry

S. No.	Observed Frequency(fo)	Expected Frequency(fe)	(fo-fe)	(fo-fe) ²	(fo-fe) ² /fe
1	78	40	38	1444	36.1
2	93	40	53	2809	70.25
3	21	40	-19	361	9.02
4	8	40	-32	1024	25.6
5	0	40	-40	1600	40
Total	200				χ^2 = 180.97

(fe) = 200/5=40

$$\chi^2 = \frac{\sum(fo - fe)^2}{fe}$$

$$\chi^2 = 180.97$$

d.f. = (5-1) =4

Table Value at 5 % level of significance for 4d.f. is 9.488

Result: χ^2 test value i.e. 180.97 is more than table value i.e. 9.488, so H₁ is accepted.



Statement 2: How much has your interest in pursuing a career in the hotel industry changed after completing your internship?

Solution:

Null Hypothesis (H₀): It is assumed that the variables are independent in nature i.e. internship and pursuing a career in the hotel industry.

Table 9: Worksheet of Chi square test regarding relationship between internship and pursuing a career in the hotel industry.

S. No.	Observed Frequency(fo)	Expected Frequency(fe)	(fo-fe)	(fo-fe) ²	(fo-fe) ² /fe
1	103	40	63	3969	99.25
2	63	40	23	529	13.22
3	18	40	-22	484	12.1
4	16	40	-24	576	14.4
5	0	40	-40	1600	40
Total	200				χ^2 = 178.97

(fe) = 200/5=40

$$\chi^2 = \frac{\sum(fo - fe)^2}{fe}$$

$$\chi^2 = 178.97$$

d.f. = (5-1) =4

Table Value at 5 % level of significance for 4d.f. is 9.488

Result: χ^2 test value i.e. 178.97 is more than table value i.e. 9.488, so H₁ is accepted.

Statement 3: How much more familiar are you with the different career paths available in the hotel industry after completing your internship?



Solution:

Null Hypothesis (H₀): It is assumed that the variables are independent in nature i.e. internship and career paths in the hotel industry.

Table 10: Worksheet of Chi square test regarding relationship between internship and career paths in the hotel industry

S. No.	Observed Frequency(fo)	Expected Frequency(fe)	(fo-fe)	(fo-fe) ²	(fo-fe) ² /fe
1	78	40	38	1444	36.1
2	89	40	49	2401	60.02
3	6	40	-34	1156	28.9
4	25	40	-15	225	5.62
5	2	40	-38	1444	36.1
Total	200				$\chi^2 = 166.74$

(fe) = 200/5=40

$$\chi^2 = \frac{\sum(fo - fe)^2}{fe}$$

$$\chi^2 = 166.74$$

d.f. = (5-1) =4

Table Value at 5 % level of significance for 4d.f. is 9.488

Result: χ^2 test value i.e. 166.74 is more than table value i.e. 9.488, so H₁ is accepted.

Statement 4: How much do you think your hotel management education, in combination with your internship experience, has prepared you for a career in the hotel industry?

Solution:

Null Hypothesis (H₀): It is assumed that the variables are independent in nature i.e. combination of internship and education and career in the hotel industry.



Table 11: Worksheet of Chi square test regarding relationship between combination of internship and education and career in the hotel industry

S. No.	Observed Frequency(fo)	Expected Frequency(fe)	(fo-fe)	(fo-fe) ²	(fo-fe) ² /fe
1	108	40	68	4624	115.6
2	74	40	34	1156	28.9
3	8	40	-32	1024	25.6
4	10	40	-30	900	22.5
5	0	40	-40	1600	40
Total	200				$\chi^2 = 232.6$

(fe) = 200/5=40

$$\chi^2 = \frac{\sum(fo - fe)^2}{fe}$$

$$\chi^2 = 232.6$$

d.f. = (5-1) =4

Table Value at 5 % level of significance for 4d.f. is 9.488

Result: χ^2 test value i.e. 232.6 is more than table value i.e. 9.488, so H₁ is accepted.

Statement 5: How much impact do you think your internship in the hotel industry will have on your future career prospects?

Solution:

Null Hypothesis (H₀): It is assumed that the variables are independent in nature i.e. internship and future career prospects in the hotel industry.



Table 12: Worksheet of Chi square test regarding relationship between internship and future career prospects in the hotel industry

S. No.	Observed Frequency(fo)	Expected Frequency(fe)	(fo-fe)	(fo-fe) ²	(fo-fe) ² /fe
1	119	40	79	6241	156.02
2	47	40	7	49	1.22
3	23	40	-17	289	7.22
4	11	40	-29	841	21.02
5	0	40	-40	1600	40
Total	200				χ^2 = 225.48

(fe) = 200/5=40

$$\chi^2 = \frac{\sum(fo - fe)^2}{fe}$$

$$\chi^2 = 225.48$$

d.f. = (5-1) =4

Table Value at 5 % level of significance for 4d.f. is 9.488

Result: χ^2 test value i.e. 225.48 is more than table value i.e. 9.488, so H₁ is accepted.

CONCLUSION AND FINDINGS

The career perception of hotel management students after undergoing an internship is a crucial area of research because it can provide valuable insights into the effectiveness of their internship programs and their readiness for the job market.

- It is clear that mostly the respondents were agreed that confidence in their ability to succeed in the hotel industry increased significantly and majority were agreed that internship increased confidence slightly in their ability to succeed in the hotel industry whereas few were remained same and only 4 per cent disagreed to it.
- It is clear almost half of the respondents were agreed that their perception regarding career in the hotel industry changed after completing their internship increased significantly, almost one third of respondents felt that their perception regarding career in the hotel industry changed after completing their internship increased



slightly, whereas few were remained same and 8 per cent felt that their perception decreased slightly.

- The result shows that majority of respondents felt that after completing the internship they are more familiar with the different career paths available, very few were remained same and most of the respondents felt that they were less familiar with the career path and only 1 per cent much agreed that they were much less familiar.
- The result clearly found that majority of respondents felt that they were much prepared for career aspects in hotel industry due to combination of hotel management education and internship experience, mostly the respondents felt slightly more prepared, very few were remained same and few of the respondents felt that they were slightly less prepared for career aspects in hotel industry due to combination of hotel management education.
- The result clearly found that highly majority of respondents felt that internship in the hotel industry have positive impact on their future career prospects with great deal, almost one fourth of respondents agreed to quite a bit and almost one tenth of respondents agreed to some extent whereas few were agreed to very little impact of internship in the hotel industry on their future career prospects.
- The testing of chi square test shows the positive relationship between internship and among all variables of present research such as ability to succeed in the hotel industry, interest in pursuing a career in the hotel industry, familiar with the different career paths available in the hotel industry, prepared for a career in the hotel industry, future career prospects in hotel industry.



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