

The Significance of ODC Payments for the Students of Hospitality Institute in Pune

Geetanjali Kale*, Pranali Thorat**

Abstract

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the service sector in India. As the growing sector the demand of labor is also high. Students from hospitality colleges are invited by the hotels for outdoor catering when demand of the business is more to support the operation. Many students prefer going for outdoor catering and it has significant role to improve their practical skills. The exposure will help them for their career growth as they get clarity about services and boost their confidence level. Late working hours and payment need some changes to increase the number of outdoor catering. Providing transport facility for all the students will also have positive impact on the student's frequency to go for outdoor catering. Students feel outdoor catering to be made mandatory which will help each individual to develop.

Keywords: ODC Payment, Hospitality, Students

sector where the hotels get support from the students of Hospitality institute in the peak period. The students are used to assist in the jobs in Food Production and food & Beverage service departments mainly. As per the requirement, the institutes send the students to the various star hotels considering it is a good opportunity for the students to get practical exposure and understand the actual working of the hotel. This is beneficial to the students to get more clarity about the task which they have learnt theoretically. Opportunity to handle the guest or interact with the guest helps the students to gain more confidence. A change in the personality of the students has been seen as they observe the other staff of the hotel. Outdoor catering also adds some extra perks to the student's pocket money. The first approach of student about outdoor catering is most of the time horrible because they do not have clear idea on what they need to do but eventually they understand the benefits and start liking it. Outdoor catering is beneficial for the students as it help them fetching a good deal of job.

INTRODUCTION

Hospitality is a broad group of business which provides services to the customers. The main focus of the industry is customer satisfaction and providing a specific experience to them. The primary areas are accommodation, food and beverage service and travel & tourism. As the industry is growing widely it is important for the service provider to provide high level customer service. In the busy period to match these customer satisfaction organizations need an extra staff for smooth functioning. Outdoor catering is the catering services given to the outside organizations. Outdoor catering is the concept developed in Hospitality

OBJECTIVES OF RESEARCH

- To know the students opinion about ODC.
- To understand the payment structure of ODC.

RESEARCH METHODOLOGY

As a research methodology Primary data collection is done. The fact that all the respondents were the students of the hospitality institutes in Pune. The data collected through with the help of a structured questionnaire. Researcher has approached 100 Hospitality students from

* Research Student, Department of Commerce, Savitribai Phule Pune University, Pune, Maharashtra, India.
Email: gitanjalikale@gmail.com

** Faculty, Ajeenkya D. Y. Patil University, School of Hotel Management, Pune, Maharashtra, India.

the institutes at Pune. There were 60 respondents replied to the Email & Google survey form, from the various Hospitality Institutes.

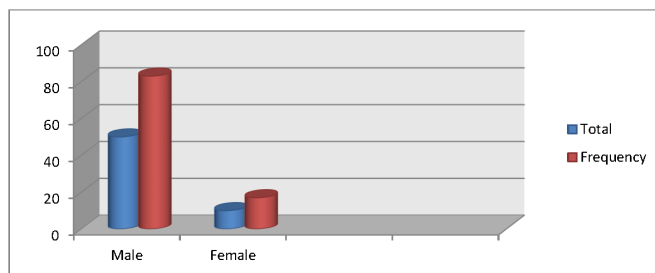
DATA ANALYSIS

The responses to the structured close-ended questions were rated in Percentages. The percentage of respondents for each alternative was given and the data was analyzed by simple percentage method.

Socio-Demographic Profile of the Respondents

Gender of the Respondents

Data related to gender of the respondents is presented in the Table No 4.1



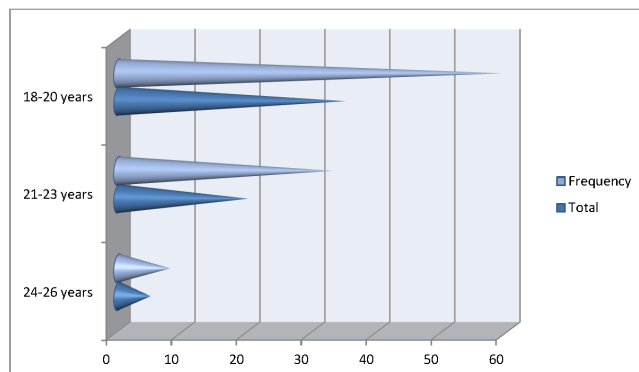
(Source: Primary Data)

Fig. 1: Gender of the Respondents

It is quite clear from fig. 1 that almost 83% of the respondents were male as compared to female respondents.

Age of Respondents

The details of age of respondents is presented in fig. 2



(Source: Primary Data)

Fig. 2: Age of the Respondents

The data presented in Fig. 2 reveals the age groups of the respondents that have been recorded were aged less than 26 years, the major age group indicates that the 55% of the respondents were between 18-20 years.

Following are the findings of researcher arranged in proper sequence

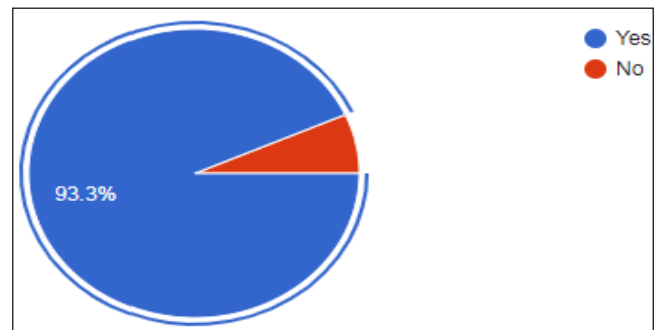


Fig. 3: Preferences for Going ODC

From the above Fig. 3 it is evident that an overwhelming majority of 93.3% of Respondents were interested to go for ODC. However there was still 7% of respondent do not prefer going for ODC. It clearly states that students are interested in going for outdoor catering.

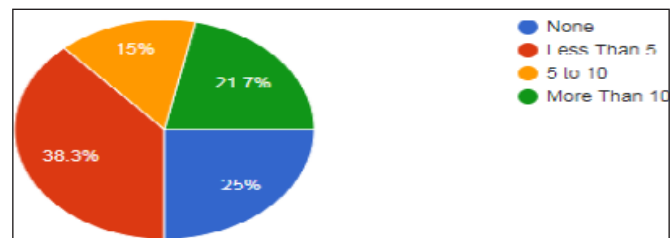


Fig. 4: Number of ODC Done in Each Semester

It is observed from fig. 4 that 38% of the respondents have done ODC less than 5 times, 25% of the respondents haven't done ODC at all, thus it signifies that the Perception towards ODC needs to change. The Hospitality Institutes should make ODC mandatory for students. Because the opportunities are not limited to domestic boundaries; skilled manpower is in greater demand in the global arena also.

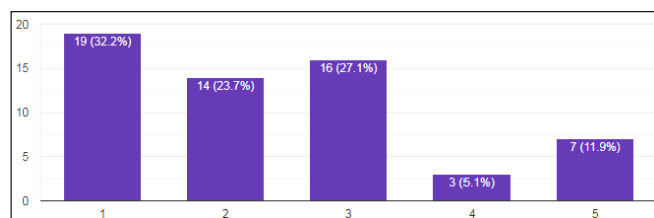


Fig. 5: ODC is Helpful for Your Career

The data represented in above fig. 5 showcase that only 32% of the respondent believes that ODC is helpful for their career whereas 27% of the respondent have a neutral view. As ODC is helpful to develop valuable skill set such as Team work, Multi- tasking, and most importantly gives enough experience of handling people. Making ODC mandatory will help the other students also to understand the importance of the knowledge and skills developed in the outdoor catering.

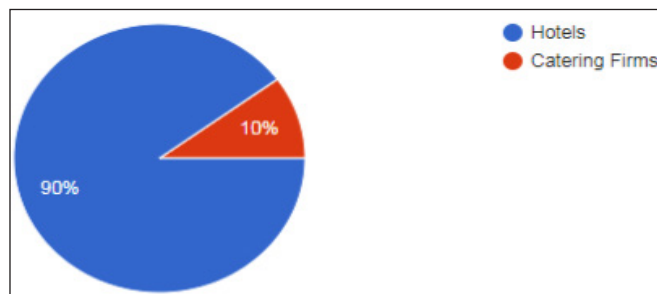


Fig. 6: Preference of ODC

It is quite clear from the result of above Fig. 6 that majority of the respondent i.e. 90% prefers going for Hotel ODC while 10% of the respondent prefer going for Catering Firm ODC. In hotel they get comfort, standard working culture and get opportunity to work with skillful staff.

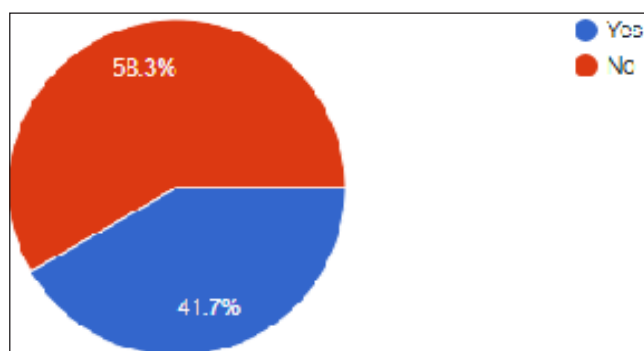


Fig. 7: Happy with ODC Payment Structure

The Fig. 7 depict that 58% of the respondents which are the highest group of respondents are not happy with the ODC payment structure. The revision of ODC payment structure is the need and demands of hospitality students and it the most important reason for them for not going for ODC, As they also believes that current ODC payment structure doesn't cover their petrol expenses which is a basic part needs to be taken care of. Compare to payment structure the working hours are more.

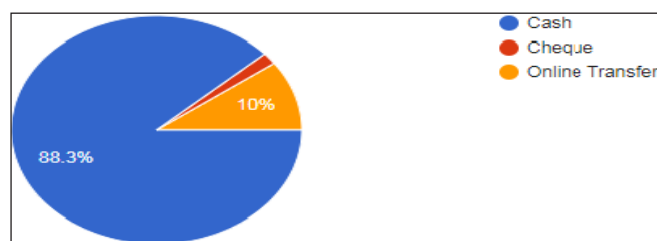


Fig. 8: Preferred Mode of Payment for ODC

The fig. 8 depict that 60% of the respondents which are the highest group of respondents wants cash as their preferred mode of payment for ODC because they receive on the spot as it is a quick payment mode which can divided equally and quickly.

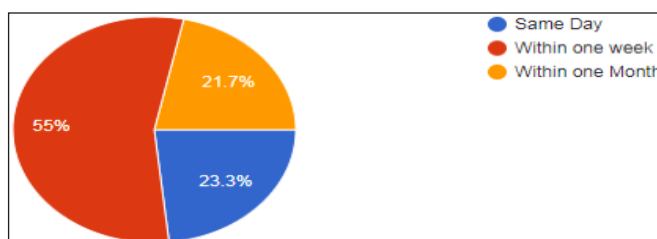


Fig. 9: Period You Receive ODC Payment

The fig. 9 depict that 55% of the respondents which are the highest group of respondents says that they receive ODC payment within week but they wish to get it on same day or within 2 days as Hospitality students perception towards ODC is a Learn and earn program, which contribute to their expenses.

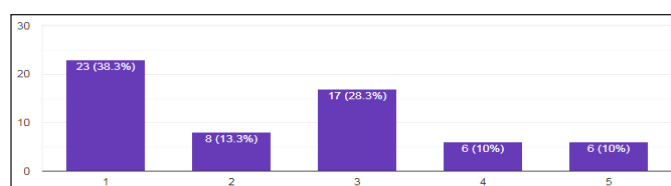


Fig. 10: Frequency of ODC is Depending Upon Payment Scale

The fig. 10 depict that 38% of the respondents which are the highest group of respondents strongly agrees believes that frequency of ODC is depend upon the payment scale, As the motto of hospitality student is not only money but also the level of standardize exposure and opportunity which they will get from skillful people from that particular ODC.

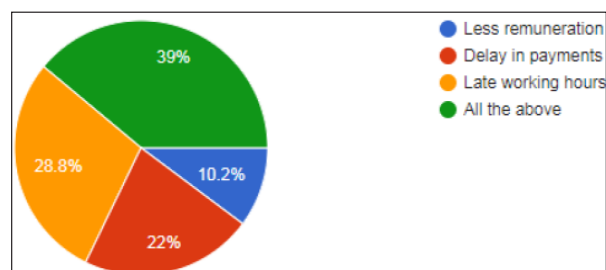


Fig. 11: Reason for Not Doing ODC

The fig. 11 depict that 39% of the respondents which are the highest group of respondents observes the reasons for not going to ODC are Less payment, Delay in payments and late working hours which leads to down their morale and hence they avoid going for ODC.

OBSERVATION

- Most of the students prefer going for outdoor catering as they get a practical exposure to the necessary industry standards. They feel ODC should be made compulsory so each individual get the opportunity to develop themselves.
- The study shows maximum students have done number of ODC as they feel it is important part for their career development and also it add lot of information to their knowledge.
- Maximum number of students prefer going for ODC provided by institutes than various catering firms.

They find it safer and help them to gain more professional skills.

- Students are not happy with the payment paid to them for ODC by the hotels. They feel the amount of work is been done by them is more than the payment paid to them. If the ODC structure is increases than the frequency of students going for ODC would also changed.
- Students receive the ODC payment by cash within one weeks time period from the hotels. They are happy about it and state the positive feedback.
- The reason for less number of students going for ODC is less payment and late working hours. Other than that, non availability of the transport is also one of the major reasons for students not going for ODC.

RECOMMENDATION

- Number of ODC in each year should be made mandatory for the students as it still shows more than fifty percent student is not aware about the importance and benefits of it. Making it compulsory will slowly improve their understanding about ODC and will find an increase in the students liking for it. This will help the institutes to provide required students to hotels whenever needed.
- Payment paid by the hotels for the ODC should be restructured. It will increase in the number of students going for ODC which will help to change the personality and confidence level of the students.
- As per the study most of the students have stated that they do not get the transport facility by the hotels. As the working hours are more and they finish late in the night, it becomes difficult for students to travel. If this inconvenience is been resolved and transport facility is provided by the hotel will surely increase in the number of students going for ODC.

CONCLUSION

There are various positive and negative factors about students going for outdoor catering. Students are interested in going for ODC as they feel it gives them great exposure to learn and understand the practical scenario of Hospitality sector. They feel by observing and interacting with the hotel staff they become more

professional and it boost their confidence level. Students think ODC is importance as they improve on their skills and it will help them for their career development. Few changes required to be made such as they should be

provided with the transport facility and payment paid to them should be restructured which will have increase in the number of students going for ODC. As per students it should be made mandatory so that their skills and attitude will get developed.