

A Study on Effects of COVID-19 on Hotel Management Students

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Abstract

This paper is aimed at learning about the outcomes of COVID-19 on the academic of Hotel Management students. As the world got to an absolute standstill and public at large is being restrained to their houses to combat the coronavirus pandemic, one region which is affected the most is 'Tourism' sector. A recent reveal by Naukri.com states that the hotel, travel and airline industry has seen a bad hiring vogue of 91%, highest throughout the industries in April. The countrywide average, as per the report stands at a dip of 62%. As per analysis of the perception through hotel management college students, COVID-19 has affected the placements procedure in colleges. It is seen that there are some brands selecting the industry equipped students as they don't choose to waste time in training them in the present-day situation. The Questionnaire approach has been accompanied to acquire the facts from the hotel management students of Pune City.

Keywords: COVID-19, Hotel Management Students, Skills.

NEED FOR THE STUDY

The need for this study is to find out the details about the perceptions of the hotel management students in the current hospitality sector situation for academics in Pune. It is necessary to know the perceptions of the students about the process used in the college or institute to teach them the new requirements of the industry as per new rules. With the help of this study, the researcher will come to know the challenges faced by the students during an academic process as well as the industrial selection process. The study is all about to find out and to know the thought process of students. This study would help us to know the importance of the Training & Placement cell that works better in the institute and college.

This has left students and job seekers in the tourism industry worried. The placement of students was halfway for several colleges when the plague struck India. Thus, it resulted in a delay in joining for some students and others are still searching for a job. To remunerate for this gap, expert institutes in the field have begun offering certification courses or online bridge courses to train final-year students or graduates on courses that are expected to significantly outperform post-COVID-19.

To cope with the current pandemic situation, the industry relies heavily on keywords including 'local', 'sustainable', and 'clean'. Therefore, looking for a job alone to work may not be enough but they also need to know the operations well.

WHICH SKILLS INDUSTRY WANTS?

Roles such as revenue management, forecasting, and budgeting will be needed, especially now. More skills and skill-sharing will be the things that make the biggest difference. With social isolation and no contact will be a major part of business in the future, understanding the technology and using the same to deliver a multidisciplinary system will be the most important factor post COVID. As well as those digital professionals who work online or over the phone, which helps grow revenue, will be of utmost importance.

Hotels and resorts will need to gain the trust of the customers again. They need to reconstruct their image that is different from the world or the size of the windows to how safe and clean it is. As the industry takes on a new dimension, it will be an opportunity for innovators to learn more. But the new generation needs to know more than basic functions. Soft skills that include communication, business skills, understanding concepts like manage travel, sustainability etc. will be important barriers to hiring. Candidates will have to learn these skills and be ready to learn more at work when the industry reopens.

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SPECIAL PLACEMENT DRIVES

The institutes have been in contact with the industry and they have presented part-time courses designed for the skills of graduates and many considered holding a special placement drive over time.

70% of students are already enrolled and institutions are in contact with key industrial brands to ensure that no offers are withdrawn. Many leading players including Oberoi, ITC have kept their offers, for many organisations, joining dates have been postponed for about two months. For those students who have not yet been admitted, institutions will hold another placement drive after the COVID-19 lockdown. They are looking forward to new and more cohesive camps that include health management, store management, etc. to recruit students as these sectors will experience turmoil and need to be managed cleanly and sustainably.

DATA ANALYSIS AND INTERPRETATION

Table 1: Views

Views	Negative	Positive
Respondents	33%	67%

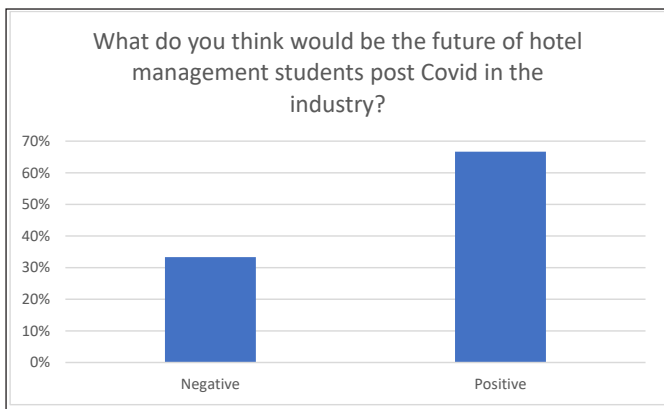


Fig. 1

Interpretation

As per the collected data by the researchers, it is found that Maximum Students & Faculties views are that the

future of students of hotel management is Positive.

Table 2: Placement for Internship

Placement for Internships	No	Yes
Respondents	39%	61%

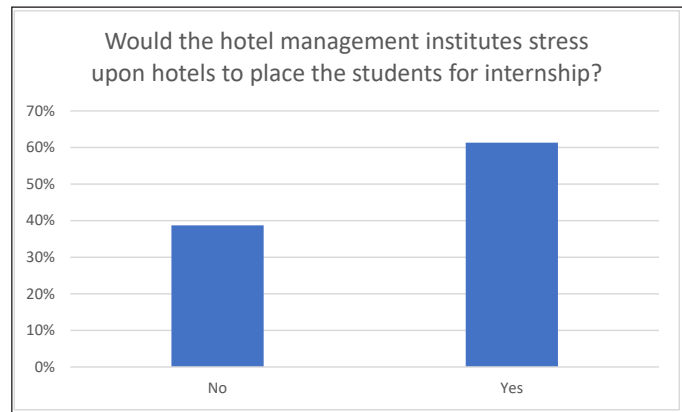


Fig. 2

Interpretation

As per the collected data by the researchers, it is found that Maximum Students & Faculties say Yes to the thought that the institutes would stress upon hotels to place the students.

Table 3: Post-COVID-19 Situation

Post-Covid Fear for Students in Industry	No	Yes
Respondents	19%	81%

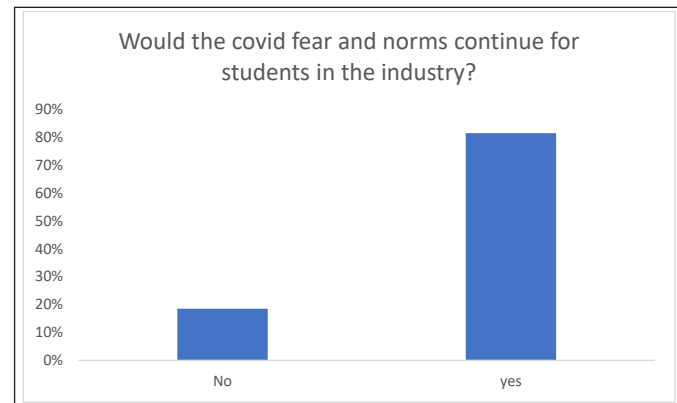


Fig. 3

Interpretation

As per the collected data by the researchers, it is found that Maximum Students & Faculties say Yes to the thought that there will be fear of COVID-19 & norms continue in the Hotel industry.

FINDINGS

It is being found out that the maximum college students are facing a problem with the Internship placement in the hotels desired. Students would like the hotels to recruit them by considering the new normal as a chance for the trainees to learn & implement those skills for their academic growth as well as to contribute towards the hotel in the current situation. Five research questions guided the research from its inception through its completion. The greater number or part of both students and graduates gotten work experience beyond any needed training positions while completing their degrees.

CONCLUSION

This learning process was guided to come to a decision about the benefits and questions, hospitality students have a fight when they work in hospitality industry while completing their high-level teaching person and expert degrees. Higher-level hospitality students with work experience were compared to those who did not, hospitality degree holders having work experience while they were studying, to work out their early job plans, achievements, expectations of an expert future. The questions and profits of working were tested in this field, range wide learning process that covered students and graduates form hospitality industry over all of Maharashtra. The profits and the questions got from this learning process make ready facts supporting that getting more work experience while giving attention to college studies possibly affects to hospitality learners, both while they are studying and into their future job and future perception in hospitality sector. The hospitality sector has grown immensely it is very important to be up to date with all the market

stakeholders regarding hospitality. The advantages of working and studying simultaneously would help the students in gaining positive industry relationships and experience.

Some Very Useful Tips for Students According to this Research

- Each and every student must have done internship with minimum number of working hours completed, which will help them to understand the working and order of the industry and boost their career.
- Students will learn to manage time and handle the work stress while studying academics.
- Emerging curricular components that can be revised to students' work experiences and aid students' ability to meet curricular demands while working.
- To recognize student work experience prospects faculty members should encourage students towards the industry exposure while studying.
- Renovation of the advisory board with adequate representation by colleges and industries will boost students' academics and industry exposure.
- One of the faculty members should be appointed as student's industry relation manager in the advisory board to maintain positive relationships.

The hospitality industry will benefit from the students having work experience with perception of future in the years to come.

LIMITATIONS

Despite many statistically substantial results, the study is not free from limitations. Only senior-level hospitality students were included in the study. Therefore, results may not be comprehensive to all hospitality students. Differences in the internship and work experiences may occur because of the internship hours done by students. The perception of the students and the graduates regarding future job, and career were examined during the internship period.