EFFECT OF INTERNSHIP ON CAREER PERCEPTION OF HOTEL MANAGEMENT STUDENTS

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ABSTRACT
The Hotel Industry is growing. To manage this growth the demand for fresh graduates is increasing. To meet the demands hotel schools are responsible for providing skilled manpower. Like other professional courses, hotel management students undergo internship in various hotels to know about the operational skills which are not possible in hotel schools. However, it is quite evident that there is a difference in their career expectation after they complete their internship. The study aims to identify the differences in their perception about their career in the hotel industry. The study hopes to bring out the general opinion student show toward the hospitality business in terms of the image attached to the industry and the possible level of commitment these students will have in pursuing a career once they graduate. A sample of hotel management students participated in this study. A questionnaire was administered to students who have completed their internship and those yet to undergo. Questions were focused on the factors like working conditions, learning opportunities, compensation that affect career in the hotel industry. Students believe it to be a growing industry with immense opportunities for employment. A good percentage of students responded favorably toward working in the industry. There was a differences in expectation between had completed and who were yet to undergo industrial training. The students who had completed their training had a more negative perspective towards the hotel industry. Similarly, level of commitment varied between pre and post training students with the students who already completed their internship showing less inclination to work in the near future in the industry. The research work will try to bring out the challenges that need to be addressed as hotel managements students are the key manpower for the sustainability of the industry.

KEYWORDS: Hotel Industry, Internship, Career Perception, Hotel Management Students