

A STUDY ON THE FACTORS INFLUENCING THE CHOICE OF THE STUDENTS JOINING HOTEL MANAGEMENT INSTITUTE UNDER NCHMCT, NOIDA, INDIA

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ABSTRACT

Background, *The students passing from the 10 + 2 system of Senior Secondary Examination or its equivalent in India are in the adolescent age generally ranging from 17 to 20 years. The children from this age are easily influenced by the external factors while taking decisions especially in matters related to their higher studies and/or career. There are 57 Hotel Management Institutes under NCHMCT, Noida. This study researches what are the factors which influence the choice of the students while choosing the Institute at the time of admission. Objective, To determine the factors influencing the choice of the students for the selection of Hotel Management Institute under NCHMCT. Methodology, This is a quantitative research conducted at Institute of Hotel Management, Pusa, New Delhi. Sample size of 172 students looking forward to do Hotel Management under NCHMCT was considered for this study. Likert Scale Questionnaire was used. Simple random sampling method was followed for collection of data. For data analysis mean and standard deviation was used. Results, The Mean for the factor Brand/ Good will was found to be the highest i.e. 4.58 on the 5 scale rating, followed by placement factor of the institute, at 4.49. Conclusion, The study indicates that the students choose the Hotel Management Institute under NCHMCT on their brand value and placement records. The institutes should work on their image building and placements through various means like career counselling sessions for different senior secondary schools.*

Key Words, *National Council; Hotel Management; Institutes; Placement; Brand Value.*

INTRODUCTION

Hospitality Education was from the ancient times in India as the Taittiriya Upanishad states “Atithi Devo Bhava” which became a code of conduct for Hindu society (newspaperlibrary.org, 2018). The modern hospitality education started when the Institute of Hotel Management, Catering Technology and Applied Nutrition, Mumbai, was founded in the year 1954 by the All India Women’s Central Food Council under the leadership of Late Smt. Lilavati Munshi. Being the parent Institute, IHM Mumbai became the Father and Mother of hospitality education in India, causing other such Institutes to spring up in other parts of the country. In 1962, three more Regional Institutes were established in New Delhi, Calcutta and Chennai. The first Food Craft Institute was opened in Kalamassery. Later eight more Institutes and Food Craft Institutes were opened in eight states. Most Food Craft Institutes were upgraded in 1982 - 83, as mentioned on the website of IHM, Mumbai. In 1982 National Council for Hotel Management and Catering Technology (NCHMCT) Society was set up by the Government of India as an autonomous body to coordinate growth and development of hospitality education in the country. The Council was set up as the National Board of Studies in Food Management, Catering and Nutrition under the administrative control of Ministry of Agriculture (Department of Food) and subsequently transferred to the Ministry of Tourism, Govt. of India in the year 1984. It was rechristened as National Council for Hotel Management and Catering Technology. The Council regulates academics activities in the field of Hospitality Education & Training that is imparted through twenty one Central Govt. sponsored Institutes of Hotel Management, twenty one State Government sponsored institutes, fifteen Private institutes and seven Food Craft institutes, that function in different parts of the country. Through the Council, these institutes offer ten different professional programs leading to award of Certificate, Diploma, Post Graduate Diploma, Bachelor and Master Degree. The B.Sc. and M.Sc. programmes are offered in collaboration with Indira Gandhi National Open University – IGNOU (nchm.nic.in, 2018).

The eligibility for students joining B.Sc. Course of Hotel and Hospitality Administration is passed in 10 + 2 system of senior secondary examination or its equivalent with English as one of the subject. The admission process to the Hotel Management Institutes under NCHMCT is two-fold, at the first place students appear for Joint Entrance Examination (JEE) which is a written examination. Based on JEE results students get All India Rank (AIR) in order of merit. Secondly, students choose their institutes for admission in the counselling process which is an online process. This study researches what are the factors which are kept in mind by the students while choosing the institutes while taking admission in the Hotel Management Institutes under NCHMCT.

Walsh and Cullinan, 2016 presented an examination of factors influencing a student’s choice of higher education institution (HEI) in Ireland. The study examined the importance and correlates of peer, sibling and parental influences on this decision, as well as the factors associated with the decision to live at home while in higher education. The study also considered findings from a discrete choice experiment examining student preferences for HEI’s, which indicated that course reputation as the

attribute most valued by students, followed by the availability of work placement opportunities.

Premarathne et al (2016) revealed in their study that the leading criteria for logistics management students to select a degree-offering institute in Sri Lanka were institutional discipline and advanced level stream.

Hayden (2000) discussed in the study that among the top 10 factors considered by African American students attending a Predominantly White Institute (PWI) were five items from the Academic scale, four items from the Social scale, and one item from the Personal scale. The Academic items suggested that the availability of a particular major, size of classes, and the availability of academic advising, tutoring services and computer resources were important to African American students. The Social issues included the number of African American students at the PWI, the total number of students attending the institution, the presence of Greek fraternities and sororities, and the availability of African American cultural opportunities. In the Personal scale, only advices from parent or guardians were ranked among the 10 factors the PWI participants considered. There were no items from the financial scale included in the top ten items. On the other hand, the top 10 responses from the Historically Black Institute (HBI) participants were three Academic items, two Social items and five Personal items. The academic items included the academic reputation of the institution and the availability of a particular major and computer resources. The social issues were the appearance of the campus and the number of clubs and organizations at the institution. Finally, the Personal items were prospects of securing a job after graduation, feelings about the institution before applying, advice from parents or guardians, internships available through the institution and the number of graduates who attended graduate school. Again, there were no financial items included in the top ten factors HBI participants considered when choosing a college.

Study conducted by Alba et al (2010), in Philippines suggested that the choices affecting the graduating students' decision choosing their college courses, were: a) Not influenced by the participants' parents. In fact, (75.46%) did not interfere with what course their child wanted. b) Most of the participants (77.78%) cited financial stability as the main hindrance in choosing the course they like. c) The concept of the course's practicality, (86.67%).

The findings of the study of Wiese et al (2010), were irrespective of gender or language, the most important choice factor for respondents was the quality of teaching at Higher Education Institutes (HEI's). The findings showed that males and females differ according to the selection of certain choice factors which suggest that HEIs can consider recruitment strategies for each gender group. African language-speaking students had, amongst other, indicated that the multiculturalism of the institution was a very important choice factor for them. The study was conducted in South African universities. Mbawuni and Nimako, (2015), concluded that seven latent factor that play critical role in the student's choice of Master's programme in Ghana were cost, student support quality, attachment to institution, recommendation from lecturers and other staff, failure to gain alternative admissions, location benefits,

among others.

According to Fizer (2013), students of University of Tennessee were most influenced by family when choosing a major; 22% chose family as the most important factor influencing their choice of major. However, students with a farming background were more likely to plan on working in production agriculture than students without a farm background. Study by Khoo et al (2015), showed that college students and non-college students of Penang who were involved in the study agreed that parents were the most influential or important person when choosing their choice of college or university and course of study.

The reason why this particular research is being conducted is because none of the previous researches have been conducted in India and also the above mentioned researches have not been done for Hotel Management Institutes.

Significance of this study is that the findings of this research will help the institutes in attracting the students who are willing to pursue Hotel Management. NCHMCT will also get to know the mindset of the students who are in the admission process. This study will help the council to understand the factors which are considered by the students, enabling them to design and publicize the pre-admission campaign in the right forums and venues.

The objective of the present study is based on the research gaps as mentioned above. The objective of the research is to determine the factors influencing the choice of the students for the Hotel Management Institute under NCHMCT.

METHODOLOGY

The present study is a quantitative research. The locale of the study was Institute of Hotel Management, Pusa, New Delhi, India on students who arrived at the institute for the counselling process for B.Sc. Hotel and Hospitality administration course at the time of admission. The sample size was 172 students. The survey for this study was conducted in the month of June 2017. Age of the students varied from 17 to 20 years. The students under taken as sample for the study were those who passed from 10+2 system of Senior Secondary Examination or its equivalent with English as one of the subject.

The research tool used was questionnaire. Questionnaire had 10 questions pertaining to distance from home; advice from parents and peer group; institute location in metro city; language, food habits and safety of the city; brand of the institute; placement of the institute; recommendations from the industry experts; infrastructure of the institute; hostel facility and ranking by the magazine. For assessment, Likert scale was used which comprised of questions based on factors that affect the choice of the institute. The questionnaire was circulated amongst the students joining different institute under National Council for Hotel Management. Analysis of the data was done using mean and standard deviation.

RESULTS AND DISCUSSION

Out of 172 questionnaires, 138 were accepted as others were incomplete or wrongly filled. The response rate was 80.23%. The respondents, belonging to the various parts of the country, were in the age bracket of 17 to 20 years. Out of 138 students following were female and male:

Table 1: Demography of the Respondent

Gender	Number	Percentage
Female	36	26%
Male	102	74%

Table 2: Mean and Standard Deviation for various factors

Factors influencing the choice of the students for the Hotel Management Institute under NCHMCT	Mean	Standard Deviation
Institute's distance from home or home town	3.17	1.63
Advice from peer group/ family/ friends/ relative	3.72	1.37
Institutes location in metro city	4	1.36
Language, food habits and safety factors of the city	3.73	1.37
Brand/ Good will of the institute	4.58	0.95
Placement of the institute	4.49	1.05
Recommendations of any industry expert or alumina	3.06	1.5
Infrastructure of the institute	3.17	1.35
Hostel and other facilities of the institute	3.05	1.56
Ranking by the magazines	3.83	1.38

The findings for the study were as follows: Mean for the factor Brand/ Good will was highest i.e. 4.58 on the 5 scale rating. This indicates that the students willing to join the Hotel Management Institute under NCHMCT were looking for the reputation of the institute in the Industry. The same results were seen by the study done by Walsh and Cullinan (2016) as the study mentioned in its finding that students in Ireland consider course reputation as most valued factor for Higher Education Institute.

Mean for the factor placement of the institute was next highest i.e 4.49 on 5 scale rating. Since the Hotel Management course is skill orientated so the students willing to pursue Hotel Management look for the placement facilities of the institute, past placement records of the institute and also the reputation of the companies coming for placement before taking admission in the institute. It is not only Indian students willing to pursue Hotel Management under NCHMCT but also students from Ireland willing to pursue

higher studies look for the work placement opportunities of the institute as mentioned in the study by Walsh and Cullinan (2016). Hayder (2000) discussed in the study for African American students in Historically Black Institute securing a job after graduation was considered.

Institutes located in metro cities stand next in terms of preference by the students as they felt that the institutes located in metro cities had better placement opportunities as most of the prominent hotel brands were located in metro cities. A similar trend was observed in the study conducted by Mbawuni and Nimako (2015) for the students under the Master's programme in Ghana.

Factors such as hostel and other facilities in the institute, recommendations by any industry expert or alumina, infrastructure of the institute and distance of the institute from home or hometown were found to be on the lower side of the spectrum as far as choice of hotel management institutes under NCHMCT is concerned. The studies conducted previously in other countries also do not show much importance being given to these factors by the students while choosing their college. Standard deviation for factor brand/ good will of the institute and placement is least i.e. 0.95 and 1.05 respectively which shows that the responses for these factors are less variable amongst the students. Thus, the reliability of the response is more for these factors. On the contrary, the parameters related to distance from home or hometown and hostel and other facilities of the institute show the highest deviation. This is largely due to the reason that male and female students tend to show very different response trend on these two parameters. While the male students were not largely concerned on these two aspects, the female students ranked these two parameters of more importance while choosing their college.

CONCLUSION

The study indicates that the students choose the Hotel Management Institute under NCHMCT primarily on their brand value and placement records. The data also indicates that distance from home is considered by some students and some do not consider it to be a factor for choosing an Institute as the standard deviation from mean is high for this factor. It is recommended to the Institutes under NCHMCT that Institutes may work on Image Building as the students make a choice of their institute based on brand value. Various programs, events and activities may be undertaken by the Institutes to build their image and such activities should be highlighted in public and other forums so that a positive image is build of the institute amongst the students (10 + 2) looking forward to pursue hotel management course. These activities may include career counselling for students studying in senior secondary level, engaging in various CSR activities, organising various competitions for school students, providing cooking or baking courses for parents during holiday breaks etc. The institutes should also work on their placements as this is an important factor for the choice of the Hotel Management Institute under NCHMCT.

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