A STUDY OF HOSPITALITY INDUSTRY’S GAP PERCEPTION ON EDUCATION AND TRAINING PROVIDED IN HMCT INSTITUTES

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Abstract

Significant changes in the competitive environment of business and education, along with changes in the macro-environment, point to the need for reforms in hospitality management education. The objective of the study was to find key skills demanded by the industry in the Indian context, and how the education system needs to respond to these. The null hypotheses stated that there is no significant difference between the existing and expected skill sets among entry level hospitality graduates. A descriptive research design has been used to conduct the study. 30 five star, four star and boutique properties have been surveyed. The heads of all the core departments in the hotel i.e. HR, F&B, front office, food production and housekeeping heads were given a questionnaire. A five point rating scale was made to record their responses about the existing and expected qualities possessed by graduates. Chi square technique was used with SPSS software package was used to analyze the data. Findings revealed significant differences in the existing skill set and the desired skills. Students were found to be lacking in almost all areas. The indication to the institutions is very clear. They need to tighten their belts, if they have to survive the competition posed by the IHMs and the institutes that have been started by the international as well as national properties themselves.