Chapter III- Research Methodology

This chapter includes a description of the procedures and method of research used, including sampling procedures, participant population, and data collection instruments, validity of the instrument, design, and data collection processes.

3.1 Research Design
The objectives were to examine the prevailing practices of industrial training component of various hotel management institutions and also to find out the right time and duration of industrial training as per opinions of the stakeholders, and to identify and explore gap exist between perception of students pre and post industrial training experiences that would affect a decision to work in the hospitality industry after their course. The research method used in this study was the descriptive research design. Descriptive research is used to obtain information concerning the current status of the phenomena to describe “what exists” with respect to variables or conditions in a situation (Key, 1997). Secondary sources were explored first to assess past research conducted on hotel industrial training influences on student’s career commitment after graduation. The next stage involved generally gathering of primary data .The questionnaire survey also suited the present study since the method could assure the anonymity of the participants easily (Brunt 1997).The questionnaire was designed following a review of existing work in the field .Research questions were developed based on previous research studies and suggestions identified in previous literature. In developing the questionnaire, the researcher adhered to the research questions, primarily the characteristic of ideal industrial training component and its outcomes and the perceptions of hotel industry as a career from the students’ perspective.

3.2 Instrument design and Development
3.2.1 Instrument and Item Generations
The research instruments used in the study were questionnaires focused on hotel management student’s industrial training component. The survey questionnaire was developed based on a review of literature and interviews with experts in the field of education. A pilot study was conducted with a panel of experts to determine clarity of the items on the survey. Each questionnaire was custom designed to specifically identify key components from each of the various sample populations. Four different survey versions were created for each of the four groups surveyed for the study: hotel management students pre-training, hotel management students post-training, hotel management faculty members and hotel industry professionals.
This study was designed so that after obtaining the data from each participant group, the findings could help individuals better understand: ideal characteristics of industrial training and perceptions of hotel management students, faculty and hotel industry professionals. The data gathered from this study were meant to provide information that can be beneficial to all groups involved in the industrial training process. Certain variables suggested by the literature that influence hotel management students’ perceptions of the hotel industry were used to guide the development of the questionnaire. In addition to this, some of the questions were borrowed from the literature. Among those questions borrowed from the literature are statements which are derived from the attitude dimensions that influence commitment to the hotel industry developed by Kusluvan and Kusluvan (2000) in their study of tourism students in Turkey. These factors include the 1) **Nature of work** 2) **Social status** 3) **Physical working conditions** 4) **Career prospects** 5) **Promotion opportunities** 6) **Pay/benefits** and 7) **Commitment to the tourism industry**. Adapting questions developed by other researchers, could assist this research in many ways. This is because the questions have proven to work well in the research it was developed for, hence saving the effort for this research to test its usability. In addition to that, the findings between studies that use the same questions can be compared and thus add to the breadth of the research in the area being studied. However, very little progress has been made to validate these opinions by specifically testing hotel management student’s pre- and post-industrial training experiences to observe any changes in the perception, as this research is also unique in its interests in the context of India where some new questions were also developed. In the study by Kusluvan & Kusluvan (2000) and Aksu and Köksal (2005), the scale of 1= strongly agree to 4= strongly disagree was used. For this research, the scale of 1 = strongly disagree to 5 = strongly agree and a mid-point of 3= Neutral is used to give the hotel management students the opportunity to take the position of ‘neither agree nor disagree’ to the statement.

The questionnaires used in the research are mainly closed ended questions consisting of Likert scales, attitude statement and ranking type questions. A few numbers of open ended questions have also been used to allow respondents to express their thoughts and opinions in their own words for suggestion.

Four set of questionnaires were drafted for all stakeholders such as hotel Industry Professionals, hotel management Faculty members, hotel management Pre training students and hotel management Post training students. Similarity of questionnaire design was kept between faculty members and Industry professional and also between pre and post training students.
3.2.2 **Structure of the Questionnaire**

- Hotel management faculty members and hotel industry professionals.

**First Part of the questionnaire**

This section of the survey consists of questions regarding prevailing practice of industrial training in terms of duration and time (semester), opinion regarding existing course curriculum require changes in terms of industrial training time and duration, ranking of industrial training outcomes as perceived important from 1 to 5 and how many students decide to change their career commitment towards Hotel Industry after industrial training experiences in percentage.

**Second Part of the questionnaire**

This section is used to gain information about the demographic background of the respondents. However, this research only looks at the respondents’ Designation, Sex, Experience, and Hotel Type /type of Institutions in which Employed and Region

- For Pre and Post training hotel management students.

**First Part of the questionnaire**

This section of the survey consists of questions regarding prevailing practice of industrial training in terms of time (semester) and duration, opinion regarding existing course curriculum require changes in terms of industrial training time and duration, ranking of industrial training outcomes as perceived important from 1 to 5 and how many students decide to change their career commitment towards Hotel Industry after industrial training experiences.

**Second Part of the Questionnaire**

The second part of the questionnaire is a multi item attitude scale questions classified into 7 factors, developed and tested by Kusluvan and Kusluvan (2000) in their study of perceptions and attitudes of undergraduate tourism students toward working in the tourism industry in turkey and Kyriacou, C., Coulthard, M.,(2000), were used to facilitate the data collection. The factor were nature of work, social status, physical working conditions, career prospects, promotion opportunities, pay/benefits and commitment to the hotel industry. This scale has also been tested and used by Aksu and Köksal (2005) in a study of tourism student’s attitudes and perceptions.
Third Part of the Questionnaire

This section was aimed to collect information on student’s experiences on category of assignment given during industrial training, treatment of hotel industry professionals, curriculum preparedness of students before industrial training and cooperativeness of hotel industry professionals.

Fourth Part of the Questionnaire

This section is used to gain information about the demographic background of the respondents. However, this research only looks at the respondents’ Age, Sex, and Hotel Type in which industrial training done, Region and type of institution.

3.3 Study Variables

This section briefly summarises the study variables associated with this study. A review of the literature identified a wide array of study variables such as outcomes, duration and time of industrial training component. The surveys also collected demographic information relating to the survey respondents. Independent variables that were assessed in this study were the demographic variables from the survey. For the hotel industry professionals, the independent variables included: Gender, age, type of hotel in which employed, experience and designation. For the hotel management students that were surveyed, the independent variables included: institution type, region and gender and type of hotel in which training was done. For the hotel management faculty members, the independent variables included: designation, experience and gender. The dependent variables included the remaining variables which addressed structure of industrial training in terms of time, duration, outcomes and perception attitude dimensions that influence commitment to the hotel industry that are 1) Nature of work 2) social status 3) Physical working conditions 4) Career prospects 5) Promotion opportunities 6) Pay/benefits and 7) Commitment to the tourism industry.

3.4 Participants of sampling

The sample population of the study includes four groups’ .First and second one are hotel management students enrolled in three years degree courses of Hotel Management in the region of Punjab, Haryana and Chandigarh. Students were further divided into Pre industrial training students and Post industrial training students .The pre industrial training students are those who have yet not undergone industrial training and generally in the initial phase of their course (I year students) where as Post industrial training students are those who have completed their industrial training and generally in the final phase of their course (III year). Both students groups were selected from various hotel management institutions located in the
region of Punjab, Haryana and Chandigarh affiliated to 1) State University 2) Deemed University 3) Private University 4) National Council of hotel management institutions (NCHMCT).

Third participants were the hotel industry professionals working in 3 or above three star approved Hotels (3, 4, and 5 star). Hotels employees selected were working at Managerial, Assistant Managerial and Supervisory level. Fourth were the hotel management faculty members working at Principal, H.O.D, Sr. Lecturer, Lecturer and Instructor level in various hotel management institutions located in the region of Punjab, Haryana and Chandigarh affiliated to 1) State University 2) Deemed University 3) Private University 4) National Council of hotel management institutions (NCHMCT).

3.5 Sampling frame

The sampling frame has been described as a list or set of directions for identifying the target population. Hotel industry professionals working in the approved star hotels were selected from the list of approved hotels listed on the Ministry of tourism website named approved star hotels.

Table no. 3.1 summarises the approved hotels in the selected regions

<table>
<thead>
<tr>
<th>Region</th>
<th>Star Category</th>
<th>Total No. of approved Hotels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haryana</td>
<td>3 4 5 5 star deluxe Total</td>
<td></td>
</tr>
<tr>
<td></td>
<td>29 5 1 5 40</td>
<td></td>
</tr>
<tr>
<td>Punjab</td>
<td>3 4 5 5 star deluxe Total</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12 1 -- 2 15</td>
<td></td>
</tr>
<tr>
<td>Chandigarh</td>
<td>3 4 5 5 star deluxe Total</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 2 1 2 6</td>
<td></td>
</tr>
<tr>
<td>Hotel Star</td>
<td>3 4 5 5 star deluxe Total</td>
<td></td>
</tr>
<tr>
<td></td>
<td>42 8 2 9 61</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from Ministry of Tourism, Approved Hotel List (2013).

The hotel management institutions were selected from the list of approved universities listed on the UGC website. The approved Universities listed on the website offering hotel management course on campus and its affiliated institutions in the region of Punjab, Haryana and Chandigarh were selected under various types such as Deemed, State and Private University. Where as National council Hotel management institutions in the selected region were selected from NCHMCT Website. NCHMCT currently regulates academics for B.Sc. Hospitality & Hotel Administration and eleven other structured courses of study that are imparted at the existing 21 Central Institutes of Hotel Management, 12 State Government Institutes of Hotel Management and 18 Private Institutes of Hotel Management affiliated with NCHMCT. Out of the total 51 institutes, there are 02 Central managed, 04 State managed and
07 Private affiliated institutes located in the region of Punjab, Haryana and Chandigarh region.

**Table no 3.2 Summarises different types of Universities in the region of Punjab, Haryana and Chandigarh**

<table>
<thead>
<tr>
<th>State</th>
<th>Central Universities</th>
<th>State Universities</th>
<th>Deemed Universities</th>
<th>Private Universities</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haryana</td>
<td>1</td>
<td>11</td>
<td>6</td>
<td>14</td>
<td>32</td>
</tr>
<tr>
<td>HM Course</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Chandigarh</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>HM Course</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Punjab</td>
<td>1</td>
<td>8</td>
<td>2</td>
<td>8</td>
<td>19</td>
</tr>
<tr>
<td>HM Course</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>4</td>
<td>7</td>
</tr>
</tbody>
</table>

*Source UGC Website*

3.6 **Sampling and Survey method**

The sample population studied consisted of a probability sampling. Hotel management students, hotel industry professionals, and hotel management faculty members were randomly selected for this study. The sample hotels were selected using stratified random sampling. The entire population of 4 and 5 star hotels was selected. The samples of 3 star hotels were selected from a population of 42 hotels. The survey was conducted during the months of March and May 2013. It was suggested that distributing a self-administered questionnaire to students in a classroom is a cost-effective and efficient technique especially when the lecturers allow the researcher to use their lecture time (Czaja & Blair, 2005). The hotel management institutions were randomly selected. Faculty members of the selected hotel management institutions were e-mailed and contacted personally. The faculty members distributed surveys to the both groups pre and post industrial training students enrolled in three year degree course in Hotel Management in their respective classes randomly selected. Some of the institutions were contacted personally. Randomly selected hotel management faculty members of the institutions were also provided with the survey. In case of hotel industry professionals, as per the approved hotel list, all approved 4 and 5 star hotels in the list and randomly selected 3 star hotels in the region of Punjab, Haryana and Chandigarh were selected and approached the hotel professionals through e-mails and personally visiting the premises and requested the Training Manager, Assistant Manager and Supervisors of operational areas such as captain, senior receptionist, floor supervisor and station chefs etc under whom students work during industrial training to fill out the survey.
Table 3.3 shows sample size of the present study

<table>
<thead>
<tr>
<th>Sample</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students-Pre industrial training</td>
<td>300</td>
</tr>
<tr>
<td>Students –Post industrial training</td>
<td>300</td>
</tr>
<tr>
<td>Hotel Management Faculty members</td>
<td>150</td>
</tr>
<tr>
<td>Hotel Industry professionals</td>
<td>100</td>
</tr>
</tbody>
</table>

3.7 **Pilot Testing**

Once the comprehensive questionnaires were constructed a pilot test was implemented to test the relevance and applicability of the instrument. This helped me to revise and refine the questionnaire for this survey. In this pilot test, 60 students were asked and distributed survey to complete and received 57 usable copies (28 in pre-industrial training and 29 post industrial training). Similarly, 15 faculty members were asked to complete the survey and all returned questionnaires were found usable and similarly 10 hotel industry professional of Chandigarh region were participated in the pilot test. All the opinions of the respondents, given on the contents and wordings of the questionnaire were reviewed again. Some wordings which caused confusion were changed.

Table 3.4 shows Dimensions of career commitment and their no of items.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>No .of items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature of work</td>
<td>4</td>
</tr>
<tr>
<td>Social status</td>
<td>5</td>
</tr>
<tr>
<td>Physical working conditions</td>
<td>5</td>
</tr>
<tr>
<td>Career prospects</td>
<td>8</td>
</tr>
<tr>
<td>Promotional opportunities</td>
<td>6</td>
</tr>
<tr>
<td>Pay/ other benefits</td>
<td>4</td>
</tr>
<tr>
<td>Commitment to Hotel Industry</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>37</td>
</tr>
</tbody>
</table>

The two dimensions namely co workers/ managers and industry person congeniality from the original scale used by Kusluvan and Kusluvan, 2000 were removed from the final survey as they were seen by a number of respondents as not being relevant to Indian context, leaving 36 items in the seven dimensions. A copy of the survey instrument used can be found in Appendix. The pilot survey was conducted in the month of November 2012. The purpose of this pilot test was to test the relevance and applicability of the instrument. The pilot samples gave a very positive feedback, such as an easy-to-follow layout, clear instruction, understandable statements, and ease of answering and comfortable time (averaging 15 minutes) to complete the questionnaire. It was also useful in assessing its readability and the clarity of the instructions. This helped revise and refine the questionnaire for the survey. At
the same time, the respondents also proposed several constructive suggestions for further improvement, which resulted in some changes to be brought to the final version of the questionnaire.

3.8 Validity and Reliability

Face Validity

It refers to the extent to which a measure appears on the surface to measure what it is suppose to measure. The instrument should have face validity because the participant may make a more conscientious effort to complete it. The absence of face validity, make the participants might hurry through an instrument and take it less seriously. Face validity was established by asking individuals, who are similar to the study participants, about how they perceive the attractiveness and appropriateness of the instrument.

Construct Validity

It concerned with the extent to which a particular measure relates to other measures consistent with theoretically derived hypotheses concerning the concepts that are being measured. For construct validity, a panel of experts was told the purpose of this study, given general information about the participants, and constructs of the instrument. These experts determined that the entire instrument and individual constructs for all research objectives are content valid. The survey was developed and pilot tested by a panel of experts in the hotel industry. This panel consisted of manager, assistant managers and supervisors working in the core departments of the hotel. These experts reviewed the instrument for accuracy, construct validity, and determined the ease of instrument use. The consensus of acceptance of the survey instrument constituted the degree of validity. Responses from each sample were deemed to have content validity because they contained information applicable to each stakeholder involved in the hotel industrial training process.

Reliability

It is the extent to which measures from an instrument are consistent. To test for internal consistency and reliability of the scales used in this research, the computation of Cronbach’s alpha was used. Alpha coefficient ranges in value from 0 to 1 may be used to describe the reliability of factors extracted from dichotomous and multi point formatted questionnaires. The higher the score, the more reliable the generated scale is.

A Cronbach’s alpha test was conducted on various section of the questionnaire. Results indicated that all constructs had a Cronbach’s alpha value of 0.60 or above.
3.9 Research Hypothesis

Based on the literature review and the key research questions of the present study, the following research hypotheses have been established and will be tested in this study.

Ho: There are no significant differences in the prevailing practices of industrial training component in the course curriculum of various Hotel management institutions.

Ho: There are no significant differences among stakeholders regarding perceived important outcomes of participating in an industrial training.

Ho: There is no significant difference in the opinions of all stakeholders regarding right time and duration of training.

Ho: There is no gap exist between perception of pre and post industrial training students on Nature of work dimension, Social Status, Physical working conditions, Career Prospects, Promotional Opportunities, Pay/other Benefits and Commitment to hotel industry.

Ho: There is no direct relationship between nature of work and commitment of students to the Hotel industry.

Ho: There is no direct relationship between Social Status and commitment of students to the Hotel industry.

Ho: There is no direct relationship between Career Prospect and commitment of students to the Hotel industry.

Ho: There is no positive direct relationship between Pay/Benefits and commitment of students to the Hotel industry.

Ho: There is no positive direct relationship between promotion opportunities and commitment of students to the Hotel industry.

Ho: There is no positive direct relationship between physical working conditions and commitment of students to the Hotel industry.

3.10 Response Rate

A total of 150 surveys were distributed to hotel industry professionals working at Managerial, Assistant Managerial and Supervisory Level. Of these surveys, 100 were returned, with a response rate of 66.6%. A total of 300 surveys were distributed to post-industrial training students, out of which 285 were found complete and useable for data tabulation, with a response rate of 95%. Similarly a total of 300 surveys were distributed to pre-industrial
training students and there were 276 observed useable, with a response rate of 92%. Surveys were distributed by the researcher and hotel management faculty members to students enrolled in three year degree course in hotel management. A total of 200 hotel management faculty members were surveyed for this study using a mailed and personal approach method, out of which 150 questionnaire were found usable, with a response rate of 75%. Table summarises the response rate of all focus group of respondents.

Table 3.5 shows respondents’ response rate

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Survey distributed</th>
<th>Survey returned</th>
<th>Response Rate %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry professionals</td>
<td>150</td>
<td>100</td>
<td>66.6</td>
</tr>
<tr>
<td>Faculty members</td>
<td>200</td>
<td>150</td>
<td>75</td>
</tr>
<tr>
<td>Post training students</td>
<td>300</td>
<td>285</td>
<td>95</td>
</tr>
<tr>
<td>Pre training students</td>
<td>300</td>
<td>276</td>
<td>92</td>
</tr>
</tbody>
</table>

3.11 Method of Analysis

The present study is a descriptive study designed to test some working hypothesis. Therefore, for analysis, ANNOVA, Post Hoc test, coefficient of correlation, two independent sample test and multiple regressions were applied according to the respective objectives. Frequencies and percentages were used to display the distributions of respondents’ demographic profiles and opinions. Responses for closed-ended questions were reported by frequency and percentage. Descriptive analyses of the research objective are shown. ANOVA’s (tests of between-subjects effects) were applied to identify relationships and significant differences within the study. In addition, pair wise comparisons were performed. Moreover, the results will be calculated by applying SPSS and Excel sheets.

3.12 Plan of the study

The study is divided into following chapters.

Chapter I - Introduction

The chapter presents an overview of the study by revealing the problem statement, the research questions, the significance of the study, the limitations of the study, and a list record of key terms with subsequent definitions. It also explains the need for the present research work and highlights the specific objectives of the study.
Chapter II – Review of literature

This chapter is a collection of reviews of the study already carried out on different aspects of hotel industrial training. It consists of a review of literature associated hotel internship, industrial training experiences, structure of industrial training, and trainee’s perceptions. It helps in understanding the current problem in hand and also draws some important consideration that can serve as a guide mark for the study.

Chapter III – Research Methodology

In this chapter, the methodology adopted for the purpose of this study has been explained. This chapter outlines the methods that were used in the process of the study. The methods section includes the sampling methods, data collection; tools used for measurement. The hypotheses formulated for testing the objectives are also stated.

Chapter IV – Demographic Profile of Respondents

This chapter presents an overview on the demographic profiles of the respondents.

Chapter V – Analysis of Current Practices of industrial training component in the course curriculum of various Hotel Management Institutions

This chapter collects information on prevailing practices of industrial training component in terms of duration and time of various hotel management institutions.

Chapter VI – Right Duration and Time of industrial training component in the course curriculum of Hotel management course as per different stakeholders

This chapter intends to find the right time and duration of industrial training as per stakeholders, based on data analysis and data interpretation of results.

Chapter VII – Stakeholders Perception towards Outcomes of Industrial Training in Hotel Management Course

This chapter highlights the perceived important outcomes of industrial training by all stakeholders.
Chapter VIII- Perception of Pre and Post Industrial Training students towards Career Commitment
This chapter measures the perception gap exists between pre and post industrial training students based on data analysis and interpretation of results.

Chapter IX- Findings
This chapter presents the major findings of the present study based on various objectives of the study.

Chapter X - Conclusions, Suggestions and Recommendations
This chapter includes a summary, specifies the conclusions derived from the study and implications and recommendations for future studies associated with the research topic.