

# Perception of Hotel Management Students towards Entrepreneurial Motivation Factors

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## Abstract

Perception of Entrepreneurial prospect from hotel management curriculum, made a vibrant raise in selection of these course as career among the students. The study covers the final year degree and diploma students undergoing hotel management course as the participants. A well administered questionnaire was set and distributed among 193 students from final year in a random. Data collected were analysed using the statistical tool SPSS (21.0). The result concludes that the students undergoing hotel management course are enthusiastic and passionate to turn out to be an entrepreneur. New aspects and training modules are been expected from the students with regard to entrepreneurship in their curriculum.

**Keywords:** *Entrepreneur, Hotel Management, Perception, Student.*

## Introduction

Entrepreneurs are economic boosters; a nation's growth is more dependent upon the entrepreneurship quality among the citizen. According to Business Dictionary an entrepreneur is initiative and risk taker using the opportunities to develop an organisation to accomplish achievements and records<sup>1</sup>. Regardless of international qualms and issues, the hospitality industry maintains its growth in a constructive rate. According to the United Nations World Tourism Organization report (2015) the industry contributes around 10% of world's GDP and more than 6% exports globally.<sup>2</sup> Hospitality industry covers up small to large scale business providing the leisure services or products to national or international consumers. The hospitality product is composition of spare from multiple entrepreneurs. The industry provides manifold opportunities for the young entrepreneurs to develop their own businesses<sup>3</sup>.

Changing trends and developing technologies, economically have a close collision and impact on

hospitality industry. These changes bring into a positive augmentation in their micro and macro environments providing unlimited openings for the progression of budding entrepreneurs.<sup>4</sup> Hospitality sectors directly or indirectly provides a wide opportunities like bakery, facility planning, multi or speciality restaurants, coffee shops, ticketing and travel operations etc.

An entrepreneurship in hospitality industry is sourced and enhanced by the creative and innovative thinking, as the entrepreneurial way of thinking is more essential to find out new innovative business or to revitalize the active or ongoing business.<sup>5</sup> The businesses in hospitality sector is more dependent on the human work force<sup>6</sup> than other resources, hereby the financial investments for the business may range from zero investment to even million crores.<sup>7</sup>

The entrepreneurial education has become more fundamental and prevalent<sup>8</sup>, it benefits the students educating entrepreneurial skills building up confidence and develops self-belief and maturity.<sup>9</sup> Hospitality management courses are entrepreneurial programmes always have a vibrant popularity among the young aspirants<sup>10</sup>. Many intrinsic and extrinsic motivational factors like the curriculum of programme, family supports, faculties, institutions etc. develops a positive and constructive perception among students to turn out himself an entrepreneur.<sup>11</sup>

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Among the students the entrepreneurial quality is more based on the interest, intention<sup>12</sup> and the behavioural approach<sup>13</sup> towards entrepreneurship the entrepreneurial qualities of a hospitality management student depend upon the institutions, curriculum, infrastructural facilities, family supports, etc. Educational institution, play a vital to orient and train their students becoming a successful entrepreneur.<sup>14</sup>

Curriculum of hotel management graduation is composite; it invokes and develops boundless perception and entrepreneurial ideas among their graduates. The industrial exposure training formulates a good impact about the industry making them understand the actual industrial scenarios. The syllable for the course is structured in a manner constituting a set of program to develop the basic knowledge and skills of their students and enhance them to succeed in present dynamic and business environment<sup>15</sup>. The lively learning prospect constructs an entrepreneur quality in the student throughout their studies.

Family background and parent's occupation influences and motivates the entrepreneurial perception of the student providing financial and moral supports.<sup>16</sup> Governmental bodies and banking sectors promotes the young emerging entrepreneurs helping out in provision of investment, conduction of training programmes that builds up their entrepreneurial perception.<sup>17</sup>

The present study was to exhibit the perception of hospitality management students towards entrepreneurship also discusses the motivational factors that enhance the actual entrepreneurial perception among the students.

## Materials and Method

The study was both the qualitative and quantitative; a well structured questionnaire was framed and used as the research tool. The questionnaire consist of three section first section was designed to collect demographic parameters of students including family and education backgrounds. Second part records the students view becoming an entrepreneur and third section comprises the viewpoint about the motivational factors that enhances the entrepreneurial quality among the students. The entrepreneurial qualities are ranked and the perception about motivational factors enhancing perception were rated with likerts five point scale ranging from 1 as Strongly Disagree to 5 as Strongly Agree.

The sample population were the final year hotel management students at universities in Chennai and Kancheepuram. Printout copies of the questionnaire were distributed in person to the students and in few cases the softcopy was uploaded online (google forms) distributed to more than 250 students. Among the responses 193 were considered qualitative for the study.

**Statistical Analysis of Data:** Analysis of the data are done with the Statistical software SPSS (21.0). Data were treated or analysed with tests like t-test to find whether there exist significance in student's responses in selection of their business areas relationships between gender, age, and attitude with entrepreneurial perception. Chi-square test to check their business is more oriented to hospitality industry or other businesses after their graduation. Friedman's test was conducted to check the ranking position of the qualities for being a successful entrepreneur. Beside these test percentile calculations were done to find the maximum responses for a perception preferences.

## Result and Discussions

The data collected from the students with regard to their entrepreneurial perception were analysed using SPSS-Version 21, data are checked for their reliability thecronbach's Alpha value is (0.726) and significant at (0.00) level. It is understood that the data are around 73% a reliable indication that the questionnaire and the response from the students are good and reliable for the research work.

The demographic factors constituting the gender, age, course, and departmental preferences are listed out in Table 1. From the table it is observed among the respondents (90.1%) are male and (9.9%) are female students. It shows the hotel management courses are more open and preferred by the male students compared to the female students. With regard to age students below 20 years is (54.4%), between 20 to 25years is (41.9%) and there exist no students above 25 years in degree whereas in diploma there exist (3.7%)of total respondents. (56.9%) students were undergoing their diploma and (43.1%) their bachelor degree in catering and hotel management. Finally the student's parental background into hospitality industry shows the majority of the students (89.2%) are not into hospitality sector only a few (10.8%) students are favoured having their parents with their background into hospitality industry.

**Table 1: Demographic summary of responses from students**

S. No	Demographic Factor		Frequency (N=193)	Percentage
1	Gender	Male	174	90.1%
		Female	19	9.9%
2	Age	Below 20	105	54.4%
		20–25 years	81	41.9%
		Above 25 Years	7	3.7%
3	Course	Bachelor Degree	83	43.1%
		Diploma	110	56.9%
4	Parental Background in Hospitality Industry	Yes	21	10.8%
		No	172	89.2%

**Student’s Preferences on their Business:** The students were questioned about their preferences in sources of their investment for business, form of business, and their preference in selection of business area. Table 2 exhibits the following.

**Source of Investment:** Students are more aware of procedures and practices with regard to start their department specialized businesses leading percentage of them are interested to work in the hospitality firms of their business interest and learn the basic business strategies. They want to start their business after a few years of experience from their area of interest. With regard to their investments (46.1%) of the students prefer to avail a bank loan, (26.9%) of the students seeks financial help from their parent savings, (19.7%) are interested in applying for government sources and very few students (7.3%) prefer in debts and pledging properties for their investments.

**Preference on Business Type:** Upon the preference on the types of business, majority of the students (65.8%) are interested in starting their own business and (34.2%) are interested in partnership. With regard to selection of partners for their business students preferred their friend (83.9%) when compared to their relatives or family members.

**Preference on Business Area:** The hospitality industry had many prime choices of areas for the students to develop their own businesses, whereas the development of business more depends upon their innovative and creative perceptions or ideas. Among

the choices restaurants (40.9%) was most preferred and facility agency (4.6%) was least preferred by the students.

Orientation of the students entrepreneurship is more towards the hospitality industry, this is proved by the analysis of data using chi-square test that results with chi-square value 134.306 being significant at (0.00) level.

Preferences in selection of Business area is analysed with one sample t-test resulting as the t-value 24.537 with mean difference 2.275 and significant at (0.00) level. This illustrates that there exist a significant difference in preferences on areas of business between the students.

**Table 2. Students Preferences on their Business.**

S. No	Particulars		Frequency (N=193)	Percentage
1	Source of Investment	Governmental Sources	38	19.7%
		Bank Loan	89	46.1%
		Pledging (or) Debt	14	7.3%
		Parent’s Savings	52	26.9%
2	Preference on Business Type	Sole Proprietorship	127	65.8%
		Partnership	66	34.2%
3	Preference on Business Area	Restaurant	79	40.9%
		Coffee Shop	26	13.5%
		Catering Outlets	29	15.2%
		Bakeries	37	19.1%
		Facility Agency	9	4.6%
		Quick Service Restaurant	13	6.7%

**Friedman’s Test:** Friedman’s test was done to analyse the data exhibiting the qualities for being a successful entrepreneur. According to the student’s perception the test results are made known in table 3, it shows the ranking position of the entrepreneurial qualities in the view of students. In the mean rank from Friedman’s Test it is inferred, among the qualities framing an entrepreneur, students feel that the hardworking quality in an entrepreneur makes him achieves his business goal. Nextly the motivation and innovative thinking.

It is understood the test is more significant at (0.00)

level with the greater chi square value 257.875.

**Table 3 Ranking Position of Entrepreneurial qualities**

	Mean Rank
Risk taker	3.35
Motivated	2.94
Ambitious	3.71
Innovative thinker	2.98
Resourceful	4.11
Hardworking	2.05

Test Statistics of Friedman’s Test

Chi-Square value is 257.875 significant at (0.00) level

**Motivation features enhancing Student’s Entrepreneurial Quality:** The entrepreneurial quality among the students can be enhanced by features like the

family support, course curriculum, institution studying, faculties, etc. these motivational factors will always brings into a moral support for the students to develop their creativity and entrepreneurial skills.

The independent t test results with f-value (13.784) significant at (0.00) level shows that the demographic factor gender does not have any influence in the entrepreneurial perception of the students

Table 4 point up self motivation of the students to become a successful entrepreneur. Being known that entrepreneurship is more risky they feel being an entrepreneur is more prestigious and attractive. Students are confident with their future business plan and want to prove themselves as a good entrepreneur than oriented only for profit or money.

**Table 4: Student’s Self motivation to become an entrepreneur**

S.No.	Particulars	Disagree		Neutral		Agree	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Being an entrepreneur is more prestigious	4	2.0%	19	9.8%	170	88.2%
2	The career as an entrepreneur is very attractive	6	4.6%	32	16.5%	155	78.9%
3	My business ideas makes me more confident to become an entrepreneur	7	3.6%	65	33.6%	121	62.8%
4	I understand entrepreneurship is riskier than being salaried	23	11.9%	18	9.3%	152	78.8%
5	Earning money is not the mission of an entrepreneur	45	23.3%	12	6.2%	136	70.5%
6	Becoming an entrepreneur gives me the utmost satisfaction	13	6.7%	28	15.5%	152	78.8%

The following table 5 interprets the perception of student’s with regard to motivation to enhance and develop their entrepreneurial dream.

Today the younger generation are more vibrant and bold to express their confidence among their family members. They feel more confident that the family will support and stand by them during the inception of new business in all aspects.

The hotel management syllable and curriculum is more practical and training oriented that brings in and develops the entrepreneurial qualities among the students. The students about their support from the curriculum, institution and faculties are more positive anyhow they expect still more positive measure from the institution to motivate their entrepreneurial skills.

**Table 5. Perception on family’s support, curriculum and institution**

S.No	Particulars	Disagree		Neutral		Agree	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	My Family allows me to start my own business	17	8.8%	31	16.1%	145	75.1%
2	Family members improves my business ideas	27	13.9%	41	21.2%	125	64.9%
3	Family is ready to support financially	39	20.2%	21	10.8%	133	69.0%
4	Entrepreneurship is a part of my curriculum	21	10.8%	33	17.1%	139	72.1%
5	Success stories of entrepreneurship are discussed in regular academic sessions	54	27.9%	19	9.8%	120	62.3%
6	The curriculum enhances entrepreneurship dream	28	14.5%	31	16.1%	134	69.4%
7	The institution’s infrastructure is apt to develop our entrepreneurship skill	42	21.7%	10	5.1%	141	73.2%
8	Institution arranges periodic training/seminar/workshops with entrepreneurial achievers	59	30.5%	21	10.8%	113	58.7%
9	Faculties improves the positive attitude to become an entrepreneur	32	16.5%	29	15.1%	132	68.4%
10	Faculties supports innovative thinking beside curriculum	27	13.9%	41	21.2%	125	64.9%

**Pearson’s Correlation:** The variables motivation strength in student and the factors family support and Institutional supports were correlated using Pearson’s correlation analysis, thus Table 6, shows that there exist a significant relation among the motivational strength in student and supports from their family and institution.

**Table 6. Pearson’s correlation**

Particulars		Family	Institutions
Motivation Strength	Pearson Correlation	.339**	.544**
	Sig. (2-tailed)	.000	.000
	N	193	193

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Conclusion**

Education instigates an entrepreneurial ability and initiative among the students, Hospitality management studies are considered prime among other entrepreneurial courses. Student’s entrepreneurial perception is more positive, being provided with a variety of opportunities to raise their business despite financial investments. The study concludes as the hospitality management students are more positively motivated becoming an entrepreneur. Beside the students also expects more entrepreneurial oriented prospects into their curriculum.

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