

ANALYSIS RELATIONSHIP BETWEEN HOTEL MANAGEMENT EDUCATION AND THE EXPANSION OF LUXURY HOTELS IN PUNE

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Abstract

The purpose of this research is to examine the career paths of individuals employed by Pune's high-end hotels and how their educational background in hotel management relates to those paths. With the use of a structured questionnaire, data was gathered from 150 participants using a descriptive study methodology. The participants were asked about their educational background, years of work, and how they felt their education affected their career development prospects. A large percentage of responders have master's degrees or certificates in hotel management, and most have bachelor's degrees. The data shows a wide variety of work experience, with the majority having worked in the field for four to six years. Highlighting the significance of formal education in the luxury hotel business, most respondents regard their education as having a very beneficial influence on their profession.

Keywords: Hotel Management Education, Luxury Hotels, Expansion, Career Progression, Hospitality Industry.

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I. Introduction

Like the rest of India, Pune's hospitality industry—and the luxury hotel sector in particular—has grown substantially in recent decades. Pune has grown in popularity as a destination for local and international visitors, business travelers, and event planners due to its status as a major cultural and educational center in Maharashtra. The city's historical sites, modern infrastructure, and closeness to big cities like Mumbai have all contributed to its allure as a site for hotel investments. The city's prominence in India's hospitality industry has been further cemented by the consistent growth in the number of four- and five-star hotels it has seen in reaction to this upsurge in demand. But the impact of education on the development of Pune's luxury hotel sector must be considered in order to grasp the city's rapid hotel boom. A key component in satisfying the needs of the growing hospitality industry has been the education of hotel managers. The introduction of specialist colleges providing degrees in hotel administration has done wonders for the industry's professionalism and has also guaranteed that the luxury hotels in Pune employ only the most talented individuals who can provide their clients with outstanding service. Managing operations, customers, events, marketing, and finances are just a few of the many skills that students in hotel management programs master in a disciplined framework that helps them thrive in the fast-paced and cutthroat hospitality business.

Several factors have contributed to the growth of Pune's high-end hotel industry, including the city's emphasis on hotel management programs. There is a consistent supply of competent workers

for the hotel business, thanks to the city's growing number of hotel management colleges. The booming luxury hotel industry in Pune can maintain its reputation for quality thanks to the workers who are educated to manage the complicated and high standards of luxury hospitality. Conversely, local hotel management schools have been expanding rapidly in response to the increased demand for trained staff brought about by the proliferation of five-star hotels in Pune. With the proliferation of new hotels comes a greater need for trained staff members who possess the advanced expertise that can only be achieved via official education and training programs. Collaborations between educational institutions and hotel chains are on the rise, demonstrating the mutually beneficial link between hotel management education and the expansion of luxury hotels. Students at Pune's several hotel management schools get access to internships, job placement services, and practical training via partnerships with five-star hotels. Everybody wins in this win-win situation: the students get hands-on experience in hotel management, and the hotels get to find new talent. Plus, Pune is home to several prestigious hotel management schools, which has helped raise the bar for all of the city's five-star accommodations. These hotels are better prepared to satisfy the changing demands of today's discriminating guests, who expect first-rate facilities and services, since their staff has received extensive training.

Tourism, the food and beverage business, and event planning are just a few of the connected fields that have felt the effects of Pune's booming hospitality industry. The need for reliable service providers in the hospitality industry has grown in tandem with the proliferation and improvement of five-star hotels. To keep up with this demand, the luxury hotel industry relies on the specialized training and education provided by hotel management programs. These programs include culinary arts, event planning, and hospitality marketing, among others. The expansion of high-end hotels and schools of hotel management in Pune has boosted the city's economy and created more jobs, among other positive effects. Not only has the local economy benefited from the surge of domestic and foreign visitors, but a broad variety of jobs have been generated as a result. The growth of the luxury hotel industry in Pune has raised living standards for many people and created jobs for many more, including those in the hospitality industry, as well as for architects, designers, and suppliers. Additionally, Pune's allure as a vacation and business travel destination has been boosted by the presence of prestigious educational institutions and hotels.

II. Review of Literature

Dambhare, Ankit et al., (2023) Swimming pools, fitness centers, sports facilities, Wi-Fi, a kids' entertainment zone, and other amenities are offered by hotels to entice leisure guests. Therefore, the purpose of this research is to examine how hotel amenities affect leisure tourists' choice of Uttar Pradesh hotels based on their star rating. Primary data was gathered utilizing a standardized questionnaire for the investigation. Through the use of principal component analysis, the facilities were classified into three groups: lodging, recreation, and miscellaneous. The findings showed that marital status, region of residence, and yearly income are the demographic characteristics that had the most impact on leisure travelers' hotel choices. It was also shown that hotel amenities are not a deciding factor for leisure guests. The article goes into great depth to discuss the reasons for the same.

Chabbra, Manpreet et al., (2022) There has been tremendous expansion in the hotel sector in India in the last many years. The growth of the Indian tourist industry has been good for the hotel industry, and the two go hand in hand. Numerous factors impact the tourist sector, which in turn alters consumer habits and the economy. As essential as hotels are to the tourist industry, they operate in a cutthroat and heavily regulated market. Six percent of global yield, one out of every

fifteen jobs, and seven percent of capital investment has come from the tourism sector in the last twenty years (Kumar, 2018). There is a great deal of social diversity in India, and each region has its own unique culture and way of life. Different states have developed distinct social identities. Unlike other export businesses, promoting tourism doesn't need a tonne of capital. Its capacity for expansion is boundless. The value of hospitality education was acknowledged by the Indian government, which is why the tourism ministry is responsible for administering IHMs and ITTMs. When the hospitality and catering sectors experienced a scarcity of workers, they turned to IHMs for assistance. Similarly, ITTMs helped alleviate the scarcity of workers in the tourist sector. Various hotel areas provide enough space for research and development. The research concludes by examining the potential of hospitality education in this fast-growing sector. Also discussed are the ramifications for curriculum creation and the importance of Innovative Programs in the tourism and hospitality industries. Cooperation between educational institutions, local and national agencies, and the government as a policymaker is also crucial. To better manage these areas in the future, this essay will look at the history, present, and future of hospitality education.

Joshi, Shefali et al., (2019) The Indian hospitality and tourism industry is booming. In recent years, a plethora of educational institutions, including universities and those connected with the NCHMCT, have sprung up to meet the needs of the Indian hospitality industry. Quite a few brand-new universities The demand for hospitality degrees has skyrocketed, prompting even Pune city to construct or expand its hospitality institutions. Numerous educational institutions in India are churning out hospitality degrees to meet the industry's massive demand. Understanding the perspective of final year hospitality degree students just before they graduate and begin their jobs in the business is crucial if all these recent graduates are expected to join and succeed in the hospitality sector. Finding out how last year's hospitality students felt about the industry as a whole was the driving force behind this research. Sixty undergraduates in their last year of a hospitality degree program in Pune City, India, are the focus of this research. Finding out what they think about careers in the hotel industry is helpful. The questionnaire approach is used for this study. According to the results, the majority of students preferred working in the hotel business after graduation, while just a small percentage was interested in continuing their study. A large number of students have voiced their disapproval of the hospitality industry, their internship experiences, and the excessive hours and bad working conditions in this study.

Bathla, Dr et al., (2019) Hotel management graduates encounter skepticism about the demands and expectations of the business as a whole as a result of the competitive employment market in the hospitality sector, even though the industry is one of the fastest-growing globally. There is a glaring disparity between classroom instruction and real-world employer demands. This article is an effort to investigate and assess the discrepancies between the expectations of the hotel business and the education that prospective managers get.

Kumar, Alok. (2018). One out of fifteen employment and seven percent of all capital investment in the previous twenty years have come from tourism. This amounts to six percent of global production. It has the potential to boost its contribution to global production by double, create one third as many jobs, and see an 80% surge in capital investment, according to the UNWTO. India is home to a wide variety of cultures, each with its unique traditions and ways of living. Each nation has established its own distinct cultural identity. Investment in the tourist industry is low compared to other export businesses. Its growth potential is boundless. It is a business, a means of making money (particularly in foreign currency), and a way for the country to boost its reputation. The Indian government recognized the need for hospitality training and established IHMs and ITTMs under the auspices of the ministry of tourism. To meet the need for workers in the

hospitality and catering industries, IHMs were established. The travel and tourist industry's need for human resources was another area where ITTMs were active. The institute-industry interaction was already present in the shape of curricular short-term training programs and industrial experience. The hotel industry's academic institutions, classrooms, and research facilities are in dire need of administrative and pedagogical overhauls. If the hospitality education industry wants to recruit top talent, it has to raise teacher salaries and benefits to compete with other industries. A wide range of hotel-related topics might be the subject of future studies and initiatives. There may be something groundbreaking, significant, and beneficial for both society and industry. This calls for the acknowledgement of the field as a promising one by institutions of higher learning and research. The time has come, then, for monetary encouragement in the form of assistance and money.

Sangle, Sunita et al., (2017) throughout the world, major hotel chains are taking action to save Mother Earth. Among them, you may find initiatives like environmental certification and the creation of eco-hotels. Incorporating basic best practices and procedures may help hotels save expenses, water use, and solid waste without significantly increasing their budgets. As a result, being conscientious of the environment may also help businesses save money. The advantages of implementing eco-friendly policies in five-star hotels are the focus of this research. According to the study's results, the main advantage is meeting regulatory requirements. 87% of people think that other equally essential advantages of environmental measures include improved brand image, accolades and recognition, and positive consumer behavior. In a survey asking about the advantages of environmentally friendly hotels, 81% of respondents said that these establishments will have a competitive edge, lower operating costs, higher employee morale, and fewer health risks and accidents. On the other hand, 56% of respondents disagreed and said that eco-friendly hotels do not charge more. Concerning the advantages, such as credibility for loan, subsidy, and help, respondents were split (56% for and 50% against).

III. Research Methodology

Research Design

Researchers used a descriptive research strategy to learn about high-end hotel industry workers' educational backgrounds, lengths of service, and views on the role of education in advancing one's career.

Sample Size

Professionals employed by high-end hotels in Pune made up the study's population. In order to gather a good cross-section of the population of interest, we chose to survey 150 people.

Data Collection Method

A systematic questionnaire with both free-form and Likert-scale items was used to gather data. The purpose of the questionnaire was to collect data on:

- Levels of education (e.g., certificate programs, bachelor's, and master's degrees, etc.).
- The number of years spent working at five-star hotels (less than 1, 1, 3, 4, 6, 7, 10, and 10 years).
- To what extent do you think your education has helped you advance in your chosen field? (Very positively, somewhat positively, not at all, negatively).

IV. Data Analysis and Interpretation

Table 1: Respondent Demographics (Education Level)

Education Level	Frequency	Percentage (%)
Diploma in Hotel Management	40	26.67%
Bachelor's Degree in Hotel Management	70	46.67%
Master's Degree in Hotel Management	30	20%
Certification Courses (Short-term)	10	6.67%

Table 1 displays the respondents' educational backgrounds. Among those who work in the hospitality industry, 46.67 percent have a bachelor's degree, while 26.67 percent have a diploma. Twenty percent of those who took the survey also hold a master's degree in the field of hotel management, and 6.67 percent have earned intermediate certifications. This shows that the luxury hotel sector employs people from a wide variety of educational backgrounds; while bachelor's degrees are the most frequent qualification, a sizeable percentage of professionals have postgraduate degrees or specialized certifications.

Table 2: Years of Employment in Luxury Hotels

Years of Employment	Frequency	Percentage (%)
Less than 1 Year	10	6.67%
1-3 Years	30	20%
4-6 Years	50	33.33%
7-10 Years	40	26.67%
More than 10 Years	20	13.33%

Table 2 displays the breakdown of responses according to the number of years they had worked in high-end hotels. A moderate degree of experience is indicated by the biggest group, which has been working for 4-6 years (33.33%). Nearly a quarter of the population has been in the workforce for seven to ten years. While 6.67 percent have no experience at all, 20% have one to three years under their belts. A lesser fraction (13.33%) has been in the luxury hotel sector for more than 10 years, indicating a combination of newcomers and seasoned pros.

Table 3: Impact of Hotel Management Education on Career Progression

Perceived Impact of Education on Career	Frequency	Percentage (%)
Highly Positive Impact	90	60%
Moderately Positive Impact	40	26.67%
No Impact	15	10%
Negative Impact	5	3.33%

Table 3 shows the results of the survey about the effect that a degree in hotel management had on the respondents' professional development. A large majority of respondents (60%) regard their education as having a very beneficial effect on their employment, suggesting that formal education is highly valued for advancing one's career. In addition, 26.67% say it has had a somewhat favorable effect, and 10% say it has not affect at all on their professional lives. With only 3.33 percent of people thinking it would have a negative effect, it's clear that most people working in the high-end hotel industry see their degree as an investment in their future success.

V. Conclusion

There is a two-way street of importance between the development of hotel management programs and the proliferation of five-star hotels in Pune. There is a growing need for trained individuals in Pune who can maintain the high level of service associated with the city's growing number of five-star hotels. The need for qualified workers has been consistently met by hotel management institutions, which provide specialized training in addition to practical expertise. On the other side, educational schools providing hospitality degrees have expanded in response to the increase of these hotels, resulting in an endless cycle of development and growth. In addition to bolstering Pune's status as a major participant in India's hospitality and tourist scene, this dynamic connection also helps the luxury hotel industry. The city's enduring popularity among vacationers and business visitors bodes well for the future of the region's economy and its standing in the world. This is because the luxury hotel sector and schools that teach hotel management are growing hand in hand.

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