



A study on the perception of Hotel Management students' selecting Entrepreneurship as a Career

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ABSTRACT

Selecting a career represents a significant life choice for an individual. We all harbor aspirations and a strategy for realizing them, marked by a dedication to contributing to the betterment of the society. We are presented with a plethora of career possibilities, including:

Employment in either the private or public sector, denoting the condition of holding a paid job.

Pursuing entrepreneurship, which involves a willingness to embrace risks, strategize, streamline, coordinate, and oversee a novel business enterprise within a continually evolving and competitive global arena.

Engaging in a family business that has already been established, aimed at generating income.

Entrepreneurs, in particular, are instrumental in reshaping societal dynamics. They generate fresh business concepts, uncover opportunities, and devise innovative approaches to conducting business. (Leon, 2017). Just a generation ago, the people of India commonly adhered to well-defined career paths. Students often followed the footsteps of their parents and pursued careers chosen by their elders. However, the liberalization of the global economy in the 1990s and significant advancements in the IT sector have profoundly transformed the landscape of global business. These dramatic shifts have unveiled fresh opportunities and uncharted territories for young, dynamic individuals who no longer wish to be confined to predetermined career trajectories throughout their lives.

This research paper is centered on students studying Hotel Management who opt for entrepreneurship as their chosen career path. It aims to discern the driving forces motivating them and the obstacles they encounter on their journey toward becoming successful entrepreneurs.

Keywords: Entrepreneurship, Family business, Entrepreneurs, Career Path, Global Marketplace.

1. INTRODUCTION:

Entrepreneurs play a pivotal role in fostering employment opportunities and bolstering a nation's Gross Domestic Product (GDP). The absence of adequate entrepreneurial education and training often results in a dearth of entrepreneurial activities and a higher likelihood of business failures. (Olawale & Garwe, 2010), India's employment rate is a significant indicator of the country's economic and social development, highlighting the importance of a robust business sector in measuring progress.(Manjunatha, 2017) According to his perspective, small, medium, and micro enterprises (SMEs) assume a crucial role in generating employment opportunities.

Entrepreneurial intentions are positively correlated with factors such as gender, family background, business education, empowerment, harmony, and openness. Empirical evidence has demonstrated favorable outcomes in these areas. Conversely, age, previous academic performance, and neuroticism exhibit negative associations with one's inclination towards pursuing entrepreneurial objectives. (Israr & Saleem, 2018). Entrepreneurs are the architects of job creation and are instrumental in nation-building. Their contributions significantly contribute to the financial growth and prosperity of a country. Every young individual holds immense value in shaping the future of their nation. (Kumar, 2019)

The country's economy is fortified by innovative business projects initiated by educated graduates. There exists a robust correlation between entrepreneurial ventures within a country and the overall financial development and progress of that nation.(Dr.J.Rengamani and Dr.S.Ramachandran, 2015)

Entrepreneurship education fosters the development of entrepreneurial skills, and the level of development in these skills is directly proportional to the extent of entrepreneurship education received.(Chimucheka, 2015).

Employment: when an individual (referred to as an employee) engages in work under specific terms and conditions for another individual or organization (referred to as an employer) in exchange for compensation, it constitutes employment. This employment can take place in either the public or private sector.

When we compare employment in the public and private sectors, there's a recurring question: "Is the grass greener?" Many employees working in the private sector tend to perceive the conditions as more favorable compared to their counterparts in the public sector. They often cite reasons such as better training opportunities, more equitable chances for advancement, increased vacation allowances, and a perception of greater job security.(Brindle, 2010)

Entrepreneur: In simpler terms, an entrepreneur is someone who seeks to bring about positive changes in society through novel ideas and innovations, even if it means taking risks and facing failures. According to researchers and policymakers, entrepreneurship plays a crucial role in advancing a nation's development and maintaining a competitive edge in the global market. Entrepreneurship revolves around the generation of fresh concepts, the development of innovative products, the creation of new markets, and the implementation of novel processes.(Nadim Ahmad and Richard G. Seymour, 2008)

The current imperative is to shape the future of our country at the opportune moment and in the appropriate manner, all while safeguarding the interests of our youth. To ascertain the entrepreneurial inclinations of young individuals, several factors come into play.

These factors were identified by **Pull- Mooring Model:**

Pull Factors-Opportunities Exploitation, Independence and Autonomy

Mooring Variables- Self efficiency, government support, personal attitude,etc.(Ojiaku et al., 2018)

According to (Azoulay et al., 2018), average age at which people start their enterprise depends upon the sector of start-up.

Entrepreneurs encounter fundamental constraints such as infrastructure challenges, securing finance, limited access to entrepreneurial education and training, and unfavorable business and political environments.(Panda Swati and Dash Shridhar, 2014)

Entrepreneurial education holds a crucial place within both industrial and educational policies. The objectives of entrepreneurial education programs should be laser-focused on the specific goals they aim to achieve.(Hytti & O’Gorman, 2004). Unemployment often arises from skill mismatches in the job market and political factors. Implementing improved policies can contribute to enhancing education, training, and development opportunities, thereby addressing these issues..(Heidi Shierholz: *Is There Really a Shorta...Pdf*, n.d.)

Government Role for the Development of Entrepreneurship

In an effort to promote social entrepreneurship, universities, and educational institutions are now offering courses in 'Social Entrepreneurship,' which may also include online courses (Minniti, 2008). The Indian government plays an active role in fostering entrepreneurship by providing a range of services, incentives, and tax benefits, as well as improving infrastructure such as transportation, electricity, and water supply services.

The establishment of Atal Incubation Centers (AICs) is a significant initiative aimed at nurturing innovative businesses. In line with the changing times, the Ministry of Skill Development and Entrepreneurship, in collaboration with NITI Aayog, has recently updated guidelines that were originally formulated three decades ago.

Additionally, the Government of India has launched the Pradhan Mantri Kaushal Vikas Yojana (PMKVY), an initiative focused on skill development. This program aims to provide free training to youth in various industry-relevant skills, contributing to their employability.

Objective:

- (a) To identify the career preferences of UG & PG students’ of Hotel Management.
- (b) To identify the motivational factors and obstacles on the path to become a thriving entrepreneur.

2. RESEARCH METHODOLOGY:

Research methodology encompasses a set of methods and techniques used to gather, process, and analyze information. It serves as a blueprint for how a researcher should conduct their study, guiding them on how to describe, explain, and predict events through their research efforts.

Research Design:

The current study is based on Descriptive Research design. It is a survey based study which describes about the phenomena what influences students to choose Entrepreneurship as career option.

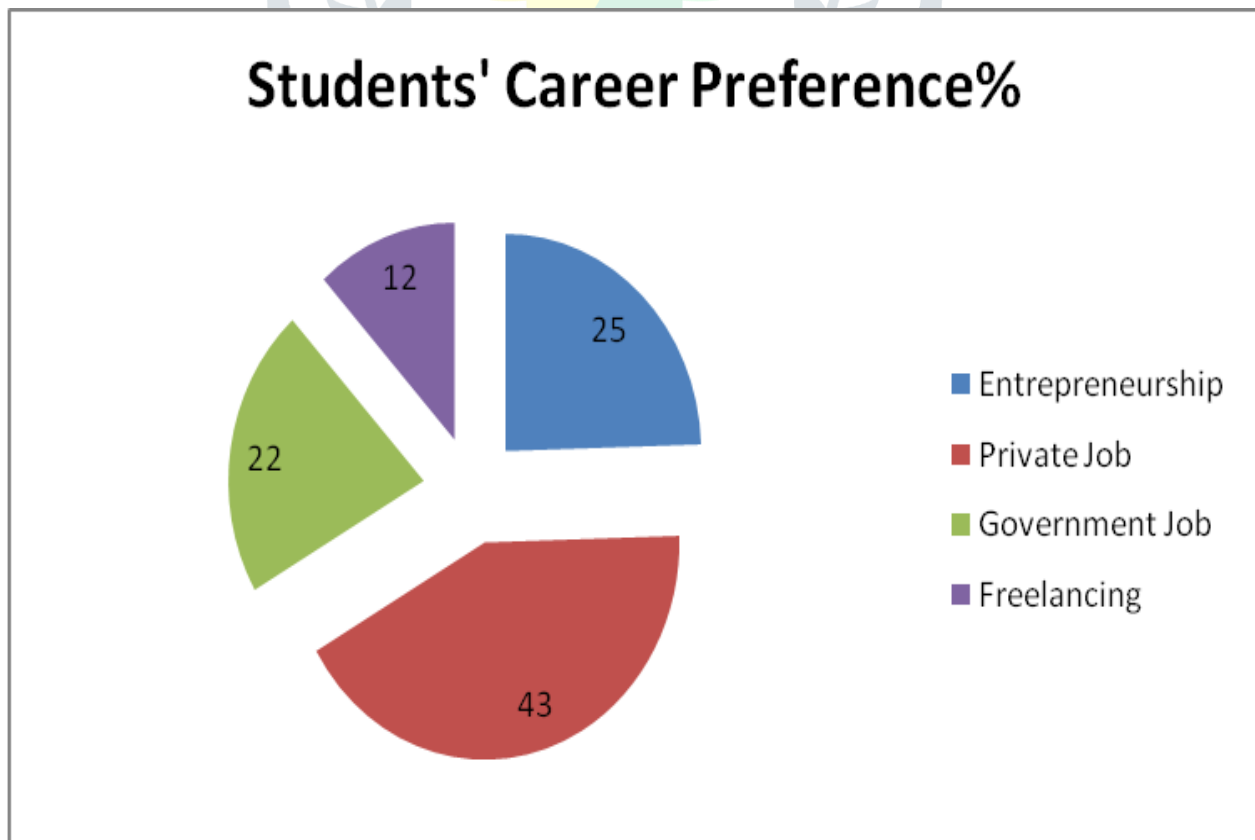
Sample Size: The data is collected from 50 respondents from in and around Hotel Management colleges of Meerut & Ghaziabad.

Sampling Technique: Simple Random Sampling was used to choose samples.

4. Data Analysis

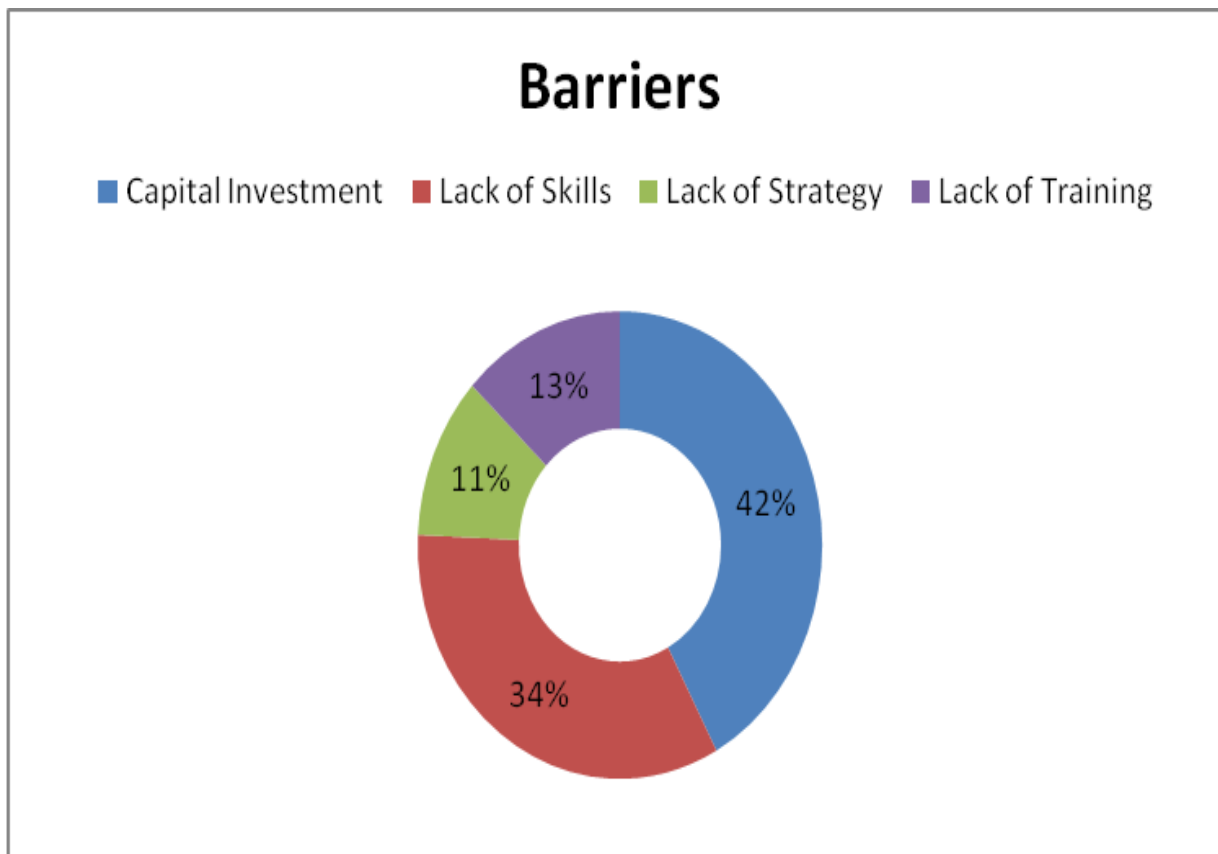
In order to conduct this study, data was gathered from students at HM College using a structured questionnaire. The collected data was then compiled and analyzed using statistical software, specifically SPSS. Various statistical functions and tools were employed for data analysis, including the use of bar graphs and cross-tabulations. These methods were employed to assess the level of student interest in entrepreneurship, identify the issues that affect these students, and draw meaningful conclusions from the available data.

Step 1. To find out the career preferences of HM students out of Entrepreneurship, Private Job, Government Job and Freelancing.



Step 2- To identify the barriers in becoming an entrepreneur.

Barriers include Capital Investment, Lack of Skill, Lack of strategy and Training.



Step 3- Cross Tabulation for setting up relation between Gender, Career preference and family income.

	Cases					
	Valid		Missing		Total	
	N	%	N	%	N	%
Gender, Career Preference, Family Income	54	100%	0	0.0%	54	100%

Gender, Family, Career Preference Cross tabulation

Count

Career Pref			Family Income				Total
			Below 3 lac	3-5 lac	5-8 lac	Above 8 lac	
Entrepreneur	Gender	Female	2	3	2	4	11
		Male	4	5	3	0	12
Total			6	8	5	4	23
Freelancing	Gender	Female	2		1	0	3
		Male	2		0	1	3
Total			4		1	1	6
Private Job	Gender	Female	1	5	3	1	11
		Male	3	2	2	0	7
Total			4	7	5	1	17
Govt. Job	Gender	Female	1	2	0		3
		Male	3	0	2		5
Total			4	2	2		08
Total	Gender	Female	6	10	6	5	27
		Male	12	7	7	1	27
Total			18	17	13	6	54

Step 4- Cross tabulation relation among family income, career preference and Family Background

Family Income, Career Preference & Family Background Cross tabulation

Count

Family Background		Career Pref.				Total
		Entrepreneur	Freelancing	Private Job	Public Job	
Business Background Family Income	Below 3 lac	1	4	2	1	8
	3 lac-5lac	2	0	2	1	5
	5 lac-8lac	2	0	2	0	4
	Above 8lac	6	1	2	0	9
	Total	11	5	8	2	26
Job Oriented Family Income	Below 3 lac	1	0	5	1	7
	3 lac-5lac	0	0	5	0	5
	5 lac-8lac	1	1	4	4	10
	Above 8lac	2	0	0	0	2
	Total	4	1	14	5	24
Farming Family Income	Below 3 lac	0	0	0	1	1
	3 lac-5lac	0	0	1	1	2
	Total			1	2	3
Others Family Income	Below 3 lac				1	1
	Total				1	1
Total Family Income	Below 3 lac	2	4	7	4	17
	3 lac-5lac	2	0	8	2	12
	5 lac-8lac	3	1	6	4	14
	Above 8lac	8	1	2	0	11
	Total	15	6	23	10	54

Step 5- Identify the no. of students choosing Entrepreneurship without considering any constraints within the field, and explore the factors that prevent students from selecting Entrepreneurship as their preferred career option over other choices.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	%	N	%	N	%
Career Preference Constraints	54	100%	0	0.0%	54	100%

Career Preference Constraints Cross tabulation

Count

	Constraints				Total
	Capital Investment	Lack of Skill	Lack of Strategy	Lack of Training	
Career Pref. - Entrepreneur	5	4	2	3	14
Freelancing	2	2	1	1	06
Private Job	12	8	2	2	24
Public Job	3	4	1	2	10
Total	22	18	6	8	54

Step 6- Study the Career preference of students at different level of studies i.e. graduation and Post-Graduation and their preference for earning better.

	Cases					
	Valid		Missing		Total	
	N	%	N	%	N	%
Level_education* Career_Pref* Choosing Entrepreneurship over Job for earning better	54	100%	0	0.0%	54	100%

Level_education “Career Preference “Choosing Entrepreneurship over Job for earning better

Count

Choosing Entrepreneurship over Job for earning better	Career Pref.				Total
	Entrepreneur	Freelancing	Private Job	Public Job	
Strongly disagree Level_education Pursuing PG				1	1
Total				1	1
Disagree Level_education Pursuing UG	2	1	1		3
Pursuing PG	1	0	4		5
Total	3	1	5	5	9
Neutral Level_education Pursuing UG	2	1	4		7
Pursuing PG	1	1	0		2
Total	3	2	4		9
Agree Level_education Pursuing UG	2	2	1	0	4
Pursuing PG	3	0	11	4	18
Total	4	2	12	4	22
Strongly agree Level_education Pursuing UG	2	0	0	2	4
Pursuing PG	2	1	1	4	8
Total	4	1	1	6	12
Total Level_education Pursuing UG	8	4	6	2	19
Pursuing PG	7	2	16	9	34
Total	14	6	23	11	54

Conclusion:

- According to Pie Chart 1, it is evident that a greater percentage of students prefer pursuing a private job as their career choice compared to entrepreneurship. Conversely, the most prominent obstacle in entrepreneurship is the challenge of securing capital investment. This suggests that a lack of financial resources discourages students from choosing entrepreneurship as their career path.
- Students whose families have an annual income exceeding 8 lakhs tend to favor entrepreneurship, while those from middle-class backgrounds lean toward private employment.
- Students with a family background in business tend to opt for entrepreneurship. This indicates that family background plays a significant role in shaping one's career preferences.
- Students who are interested in entrepreneurship perceive capital investment and securing funds as the primary obstacles when embarking on a business venture. Conversely, students who favor private jobs also regard financial constraints as the most significant barrier to starting their own enterprise. The lack of skills and experience is the next constraint that students commonly consider when contemplating the establishment of a business.
- Around half of emerging entrepreneurs concur that they chose entrepreneurship with the aim of achieving higher earnings. Similarly, a majority of students aspiring to secure private jobs acknowledge that selecting entrepreneurship for the purpose of earning more is a prevalent motivation.
- Furthermore, there is an equal proportion of students who express interest in entrepreneurship at the graduation and post-graduation levels, with a 1:1 ratio. However, it's worth noting that postgraduate students tend to lean more towards pursuing private jobs.

Based on the provided statements, it can be inferred that the primary factors influencing students' decisions to choose entrepreneurship are the challenges associated with arranging capital funds and their perceived lack of experience. Additionally, it's evident that students with a family background in business tend to have a more favorable environment for setting up an enterprise, which may contribute to their inclination towards entrepreneurship.

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