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"IMPACT OF HOSPITALITY EDUCATION ON THE PERSONALITY DEVELOPMENT OF STUDNETS"

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ABSTRACT:

Education is one of the key element of any society, & intermediate need of the individual to develop the skills & knowledge. Understanding about personality and its development, the imagination and thoughts from each individual is important, nevertheless education also plays a vital role for the same. As education contributes to the development of personality, hospitality education proves to be strong contributor towards the development of professional personalities as it teaches you to create 'Home away from Home' to its guests.

The following research focuses on the impact and contribution of hospitality education towards the development of personality of students by implementation of various manners, etiquettes and personalized techniques in the educational system.

Keywords: - Education, Hospitality, Personality Development, Manners & Etiquettes.

INTRODUCTION

The hospitality industry is a broad category of fields within the service industry that includes Hotels, lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a multibillion-dollar industry that depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources etc.). It is the second largest industry in the world which is continuously growing higher and higher.

Today, need and the requirement of skilled manpower of this industry is demanding more and more. The working environment, conditions, and the fame has given many individuals a chance to work in the field hospitality sector. Thus the scope of hospitality education has dramatically arisen up in the past twenty years or so. Being educated in the hospitality field and learning the required skills and knowledge has proven beneficial for individual to work in the better environment and better opportunities have been created.

Hospitality education covers all the basic elements and facts that one should understand and learn to develop his skills and abilities. The era of practicality and individual work performance have been proven much effective to build and create highest professional personalities. Education in the hospitality field produces effective efforts that has helped each

individual personalities to develop strongly. The system of education in this sector has tried to implement and develop the culture and practices of hospitality industry in to each participant to strengthen this field of Excellency.

OBJECTIVES

1. To understand the impact of hospitality education in the formation and development of students personality.
2. To implement the Hospitality Culture among the students to improve their personalities.
3. To study the personality changes among students during the hospitality education.
4. To find out various areas and elements that helps to improve the personality.
5. To study about how personality development education helps students to find suitable jobs.

RESEARCH METHODOLOGY

Primary Data: - A structured questionnaire has been developed and data has collected from the available population and samples, the same have been examined for the research. As well as the experience of various quality resources have been collected.

Secondary data: - the reference of various books, Hospitality journals and online resources through use of internet.

Population: - AJMVPS Institute of Hotel Management and Catering Technology Ahmednagar

Sample: - Students of third year and final year, and pass out students.

Limitations: being lonely recognized institute for Hotel Management in the entire district in Ahmednagar, the research could not been carried out on larger scale.

OBSERVATIONS & DISCUSSIONS

Personality Development is one of the important concept of today's challenging industry. It is observed during the research that students as well as institutional management is taking a strong action and recommendation to develop this personality part of each individual student to make them capable for facing professional industry.

It is also observed that students are taking more initiative and interest in the development of their own personality along with the regular study of theory and practical's, which is a good sign for themselves.

DATA ANALYSIS & INTERPRETATION

Following is the graphical presentation of the analyzed data collected during the research,

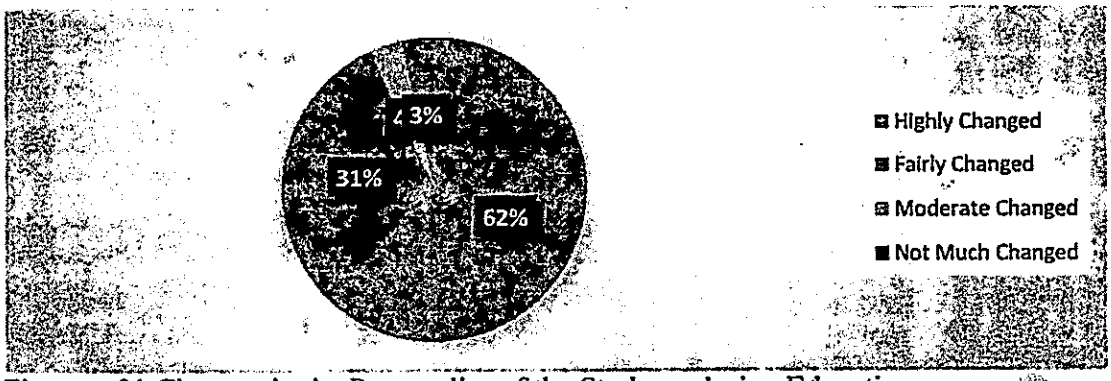

Figure – 01 Changes in the Personality of the Students during Education.

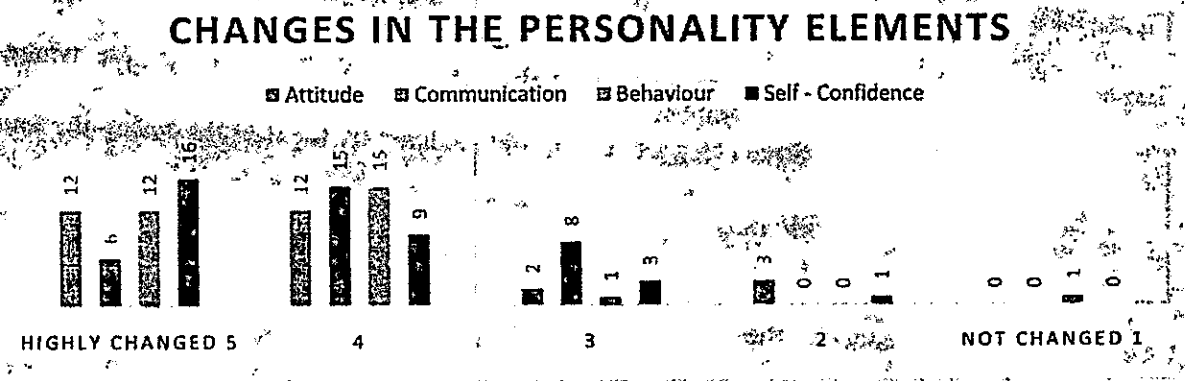

Figure – 02 Changes in the Personality elements of the students during the education

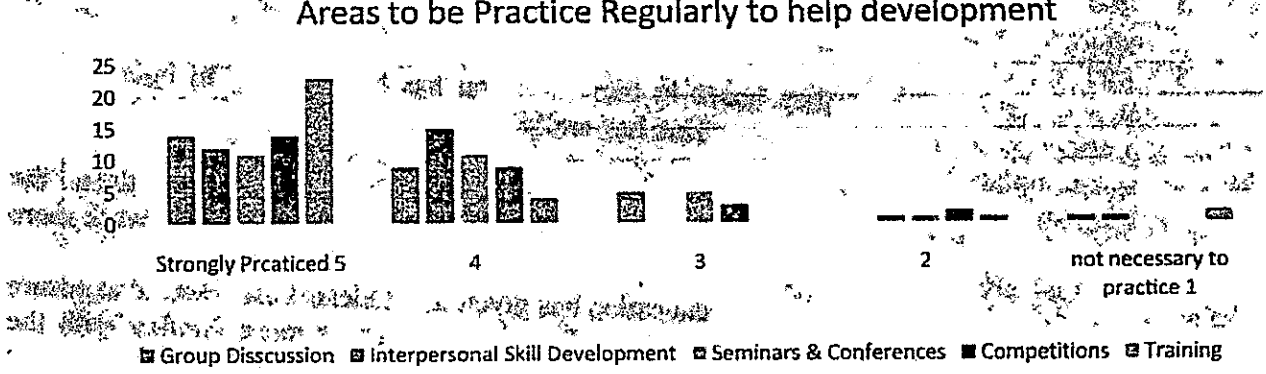

Figure 03 – Areas that needs to be practiced regularly in the academic to develop Personality

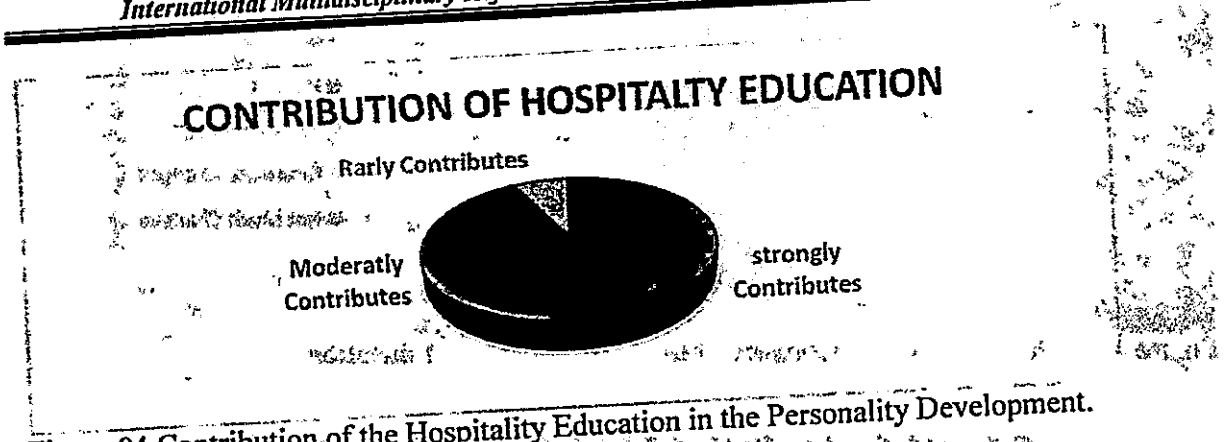

Figure 04 Contribution of the Hospitality Education in the Personality Development.

The analysis of the data is done on the basis of feedback given by the sample where the following findings have been constructed.

1. There were many positive changes seen in the students by themselves during the journey of hospitality education.
2. The students have felt like their development of attitude, communication process and confidence level has been dramatically changed due to this education and practices followed in this sector of academic field.
3. With some respect to the industry, students have found themselves not only change by professionally but also as a human being. Which we find itself is a great achievement for hospitality education.
4. This education provides base knowledge to the students by establishing team building nature and the practice of hard and intelligent working methods.
5. Students feel that the concept of Time management, Motivation, Interpersonal Relations & Manners, Etiquettes they learnt in this education has helped them to build a very positive personality individually. This has really helped them to find more suitable jobs and best placements in the industry.
6. The students has proven that the hospitality education have taught them the professionalism and the basic manners of behavior which is helping them to work more successively in the industry.
7. The industrial training during the education has given the students best practical exposure which has helped them to boost their confidence and become more familiar with the hospitality working conditions.

SUGGESTIONS & RECOMMENDATION

With the conducted research, following are the suggestions and recommendations given by the students and the resources.

1. The study should be more practical oriented and the current trends and changes need to be implemented in the educational systems.

2. The fields like facility management, Airline management, fast food industry should be included in the syllabus. Whereas it should be more business oriented and more professional.
3. Considerably, awareness of hospitality education in the society is very negligible at present, thus some extra efforts have to be taken to improve this awareness to build more hospitality professionals.
4. The regular conducting of group discussions, Development programs on interpersonal skills, organizing various seminars and presentations, healthy interclass competitions should be there.
5. The time period and the frequency of the industrial and vocational on the job training should be more to create better professional attitude.

CONCLUSION

Education always plays a very vital role in the development of personality. Whereby hospitality education is trying to create more awareness on the development of the positive personality with greater professional results in the recent past. The education about the hospitality teaches each individual to stand solid in the organization and to work as best team player simultaneously.

The research has focused on the development program of each individual who is learning about this education and how the quality of each person can be developed through the practice of hospitality. The study has enable us to understand the impact created by hospitality education among the students during and after the journey of academic careers.

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