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EXPLORING THE PERCEPTION OF HOTEL MANAGEMENT GRADUATES TOWARDS ENTREPRENEURSHIP

DR. ANIL CHANDHOK
PROFESSOR
M. M. INSTITUTE OF MANAGEMENT
MAHARISHI MARKANDESHWAR UNIVERSITY
MULLANA

DR. BHAVET
FACULTY
SHREE RAM INSTITUTE OF ENGINEERING & TECHNOLOGY
URJANI

ABSTRACT

This paper is an attempt to explore career intentions of Hotel Management graduates towards entrepreneurship. It is an attempt to find out student's perception on entrepreneurship as a career option after completing their course. Research findings are based on the statistical data which shows that less percentage of students are keen towards entrepreneurship. The primary data has been collected through a structured questionnaire. The sample size for the study has been 84. The data has been analysed using percentage analysis, chi square, t test and ANNOVA. It has been observed that there is a significant difference among Hotel management graduate students and their family background in terms of their opinion to become entrepreneurs. It was found that those belonging to Government service background disagree to point that they can earn more money by becoming entrepreneur in comparison with doing job/service. It was observed that those belonging to business background were found strongly agreeing that risk of financial loss abstain them to become entrepreneurs. Majority of the respondents are of the opinion that due to inadequate knowledge of managing venture and the risk of loss, makes them to prefer service than to go for entrepreneurship.

KEYWORDS

Entrepreneurship, caree in hotel management.

INTRODUCTION

Several researchers have pointed out that there is a high attrition rate among the hotel management graduates. Many graduates either change the employers after short duration of work or leave the industry due to negative image perceived by them. Many of the Hotel management institutes have little relevance in their curriculum towards the need of the hospitality sector resulting in large scale of unemployable young graduates. Governmental policies and strategies are highly comprehensive and stimulating for encouraging individuals to become entrepreneurs in all sectors of the economy. However, young educated graduates perceive entrepreneurship as the last options when all other options fails. Hence, it is very essential to identify the main factors which attracts and discourage an individuals from entering into entrepreneurial domain. Present paper is an attempt to explore future intentions of hotel management graduates to become an entrepreneur. The influence of hotel management student's demographic characteristics and their family background need to be examined on their opinion towards entrepreneurship as a career preference..

REVIEW OF LITERATURE

Entrepreneurship is a complex and rich phenomenon and is a particular approach to wealth creation Wickham (2004). Similarly Morrison (1998) claims that 'entrepreneurship, in essence, involves the process of creating value by bringing together a unique package of resources to create or exploit a market opportunity'. The word Entrepreneurship originated in 17 century in France and derived from 'entrepreneur' which means an individual who provides services linked with carrying out a commercial project for someone with capital to invest.

Several researchers identified traits of successful entrepreneurs such as narrowness to take risks, ambition, a strong desire for individual achievement and persistence. Vesper (1990) claimed that university entrepreneurship mentors assist the entrepreneurial process by creating awareness.

Vasantha Kumar & Gomathi.M (2014) in their research concluded that perception among management students regarding entrepreneurship is changing and they see big opportunities in the near future. Researchers emphasised that most of the students want to be an entrepreneur but after taking few year experience in the corporate sector in order to know and face the real challenges of entrepreneurs.

Lee, Chang et al. (2005) pointed that entrepreneurship has emerged as one of the most popular research sphere in academic stream, to study on the importance and contributions of entrepreneurship.

Encouraging entrepreneurship among students has become an important topic in universities and governments' as well as in research. As a number of studies show, student interest in entrepreneurship as a career choice is growing (Brenner et al. 1991, Fleming 1994, Kolvereid 1996), while interest in professional employment in businesses is declining (Kolvereid 1996).

Moore & Buttner (1997) identified several key drivers for women opting for entrepreneurship due to their self determination, expectation for recognitions, self esteem and career goal.

The entrepreneurial process is same for men and women however women normally face several hurdles in their way of entrepreneurship. These include gender discrimination, inaccessibility to information, training opportunities, infrastructure etc. Some internal factors also create obstacles includes risk aversion by women, lack of confidence etc. Thus, it is expected that students with parents or close family members which have been involved in entrepreneurial activities, have a greater likelihood of becoming entrepreneurs in the future (Hisrich, 1990; Kets de Vries, 1996; Grant, 1996), i.e., one can consider that family entrepreneur background can function as a very important factor in entrepreneurial intention.

RESEARCH OBJECTIVES

1. To study hotel management students career inclination towards entrepreneurship.
2. To explore perceptions of hotel management graduates for opting entrepreneurship among demographic variables.
3. To explore perception of hotel management students for not opting entrepreneurship among demographic variables.

HYPOTHESES

- There is no significant difference among Hotel management students gender in terms of their opinion to become entrepreneurs.
- There is no significant difference among Hotel management students family background in terms of their opinion to become entrepreneurs.
- There is no significance difference in the perception of hotel management student's family background on various reasons for opting entrepreneurship.

- There is no significance difference in the perception of hotel management student's family background in terms of their reasons for not opting entrepreneurship.

RESEARCH METHODOLOGY

The research is based on primary data. It is an exploratory and descriptive in nature. The identified reason for opting and not opting entrepreneurship were explored. The identified reasons were used for perception rating among respondents on Likert scale of 1 to 5, where 1 denotes strongly disagree and 5 denotes strongly agree. These reasons were further analysed to check the differences exist among respondents through various analytical tools. SPSS has been used for analytical purposes. The data has been collected from final year students of Hotel management course. Demographic variable of respondents includes their gender (Male & Female), family background (Business, Govt Job, Private Job & Agriculture) and hotel (3 Star, 4 Star & 5 Star) wherein they have completed their industrial training. Significance level was set at .05. The survey questionnaire was developed based on a review of literature and interviews with experts in the field of education. Certain reasons for becoming and not willing to become entrepreneur have been identified by the literature review. In addition to this, some of the reasons were taken from study of Patil .N *et al* (2014). To test for internal consistency and reliability of the scales used in this research, the computation of Cronbach's alpha was used. 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 0.7377 or above.

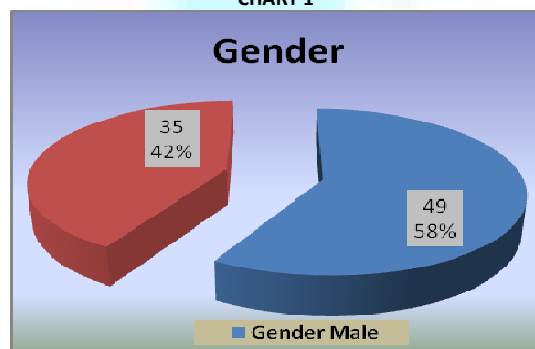
SAMPLING

The respondents are final year students of three year graduate degree course of Hotel Management. Students are randomly selected from the final year classes of the University campuses as well as from affiliated institutions of the Punjabi University, Patiala.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

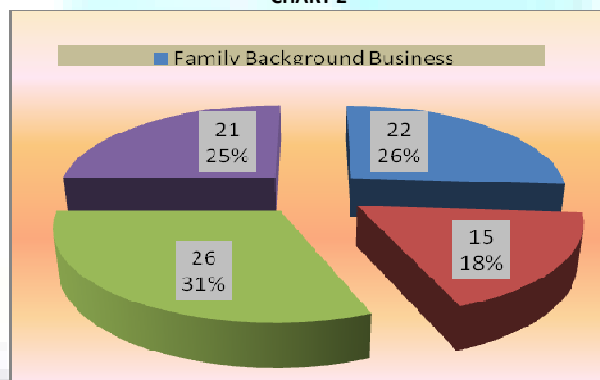
The respondents in the present study constitutes 84 final year students of Hotel Management .Out of the total sample of 84, 58 % were males and 42 % were female students. Selected respondents have completed their industrial training from various star hotels as a part of their curriculum requirement .Out of the total sample, 38 % had completed their training from 3 star hotel, similarly 38 % students reported that they have completed their training from 4 star hotel and remaining 24 % have done their training from 5 star hotels.

CHART 1



In terms of family background of respondents: Out of the total sample, 26% belongs to business background and 18 % were reported that their parents are in Govt. jobs. 31 % of the sample reported private jobs as their family background and 25 % of the respondent belongs to agricultural background of their family.

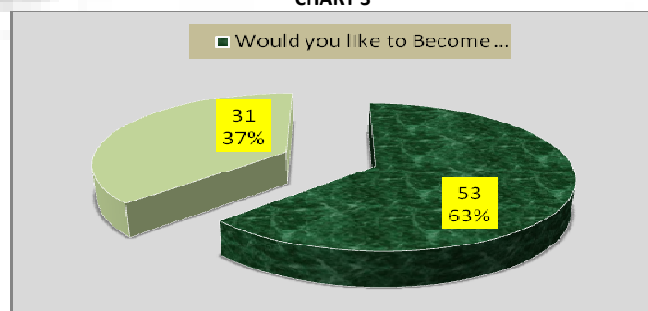
CHART 2



RESULTS AND DISCUSSION

All the respondents were asked whether they would like to become entrepreneur after completion of their course .It was found that the majority of the respondents reported NO (63%) and 37% of the sample reported YES. It was important fact to note that very little percentage of agricultural (4.8%) and Govt job (3.6%) as a family background were reported that they would like to become entrepreneur after completion of their course. Among respondents those belongs to business and private jobs, family background reported in same percentage of YES and NO in relation to the question that they would like to be entrepreneur after competition of their course.

CHART 3



Chi –square test was applied and it shows that there is a difference that exist among family background of the students in terms of their willingness to become entrepreneur after completion of their course. Significance level $p < .05$ is for family background that is $p = .041 \chi^2(3, N=84) = 8.252, p = .041$. Table 1 shows result of Chi –square test.

TABLE 1

Variable	Opts	Would you like to Become Entrepreneur		Would you like to Become Entrepreneur		Chi-square	df	P value
		No(f)	Yes(f)	No(%)	Yes(%)			
Gender	Male	33	16	39.3	19.0	0.913	1	0.339
	Female	20	15	23.8	17.9			
Industrial Training	3Star	18	14	21.4	16.7	1.786	2	0.410
	4Star	23	9	27.4	10.7			
	5Star	12	8	14.3	9.5			
Family Background	Business	11	11	13.1	13.1	8.252	3	0.041
	Govt. Employee	12	3	14.3	3.6			
	Private Job	13	13	15.5	15.5			
	Agriculture	17	4	20.2	4.8			

REASONS FOR NOT BECOMING ENTREPRENEUR

• LACK OF FINANCIAL RESOURCES

Gender: Majority (22%) of males ($M=2.7, SD=1.6$) respondents were strongly disagree that due to lack of financial resources they were not willing to become entrepreneur, whereas in case of female respondents ($M=3, SD=1.4$), it was found that majority of them have neutral response to it. Hence, there is no significant difference exist among gender $t(53) = -.473, p = .638$.

Family Background: It was found that students whose family background is of Govt.Job (9.4%) agrees that due to lack of financial resources ($M=4, SD=1.2$), they are not willing to become entrepreneur. Students whose family background is of business reported their disagreement on it ($M=3, SD=1.4$), where as Private Job ($M=2, SD=1.3$) and Agriculture background students ($M=2.6, SD=1.6$) were strongly disagree to it. Hence there is a significant difference exist among respondents' $F(3, 49) = 4.19, P = .010$.

• INADEQUATE KNOWLEDGE, KNOW HOW AND EXPERTISE

Gender: Among males majority (20.8%) of them admit that due to inadequate knowledge of managing venture were the reason for not becoming entrepreneur ($M=3.2, SD=1.2$), where as majority of (11.3%) female respondent ($M=2.5, SD=1.2$) disagree to it. Hence, there is no significant difference in the opinion of gender $t(53) = 1.86, p = .069$.

Family Background: It was found that respondents belonging to business (11.3%) and Govt.Job (7.5%) family background were agree to it ($M=3.7, SD=0.6$) ($M=3.1, SD=1.64$) and in case of private job ($M=2.6, SD=1.1$) and agricultural background ($M=2.5, SD=1.2$) respondents were disagree to it. Hence, there is no significant difference exist among group $F(3, 49) = 2.41, p = .078$.

• LOW CONFIDENCE LEVEL IN MANAGING BUSINESS OPERATION

Gender: It was found that majority of both males (24.5%) and female (11.3%) respondents were neutral to this reason ($M=3.1, SD=1.0$) ($M=2.95, SD=1.4$). There is no difference exist among gender $t(53) = .487, p = .628$.

Family Background: Respondents belonging to business background (3.8%) were strongly disagree to it ($M=3.3, SD=1.5$). Those belonging to private job background ($M=2.9, SD=1.2$) were agreeing to it. In case of others that is Govt.Job ($M=3.1, SD=1.3$) and Agriculture were having ($M=2.8, SD=0.9$) neutral responses. There is no significant difference exists among respondents family background $F(3, 49) = .410, p = .747$.

• FAMILY PREFERENCE TOWARDS EMPLOYMENT

Gender: It was found both the groups were disagreeing ($M=2.9, SD=1.1$) ($M=2.4, SD=1.1$). It was found there is no difference exist among gender $t(53) = 1.38, p = .172$.

Family Background: It was found that respondents belonging to business background ($M=2.2, SD=1.0$) reported disagreement, and rest others group were having neutral responses ($M=3.4, SD=1.1$). Hence, there is a significant difference exist among respondent background $F(3, 49) = 3.30, p = .028$.

• FAILURE TO FINANCIAL LOSS

Gender: It was found that both the groups were disagreeing. Males ($M=3.1, SD=1.3$) Females ($M=2.9, SD=1.3$). There is no difference exist among gender on this reason $t(53) = .738, p = .464$

Family Background: It was observed that those belonging to business background were found having strongly agreed to it. Those belongs to private job ($M=3.5, SD=1.3$) and agricultural background ($M=3.4, SD=1.4$) were strongly agreeing to it. Hence, there is no significant difference exist $F(3, 49) = 2.51, p = .069$.

• YOUNG TO START BUSINESS VENTURE

Gender: It was found that both the groups were disagreeing. Males ($M=2.5, SD=1.2$) Females ($M=3.1, SD=1.2$). It was found there is no difference exist $t(53) = -1.90, p = .663$

Family Background: All group respondent shows their disagreement to it except Govt.Job background respondents. It was found that they were having their neutral response to it. Hence, there is no difference exist among respondents $F(3, 49) = 1.3, p = .275$.

• JOB OFFER IN HAND

Gender: It was found that both the groups were disagreeing. Males ($M=2.4, SD=1.3$) Females ($M=2.8, SD=1.3$). It was found there is no difference exist $t(53) = -.831, p = .410$.

Family Background: All group respondents were reported their disagreement to it except business background respondent's ($M=2.91, SD=1.0$). It was found that they were having their neutral response to it. Hence, there is no difference exist among respondents $F(3, 49) = .326, p = .807$. Table 2 shows frequency and percentage of respondents reasons for not opting entrepreneurship.

TABLE 2

N=53		Gender	
		Male	Female
		(%)	(%)
Lack of Financial Resources	Strongly Disagree	12(22.6%)	3(5.7%)
	Disagree	5(9.4%)	5(9.4%)
	Neutral	2(3.8%)	6(11.3%)
	Agree	6(11.3%)	1(1.9%)
	Strongly Agree	8(15.1%)	5(9.4%)
Inadequate knowledge ,know how and expertise	Strongly Disagree	3(5.7%)	5(9.4%)
	Disagree	8(15.1%)	6(11.3%)
	Neutral	6(11.3%)	3(5.7%)
	Agree	11(20.8%)	5(9.4%)
	Strongly Agree	5(9.4%)	1(1.9%)
Low confidence level in managing business operation	Strongly Disagree	2(3.8%)	4(7.5%)
	Disagree	7(13.2%)	4(7.5%)
	Neutral	13(24.5%)	6(11.3%)
	Agree	7(13.2%)	1(1.9%)
	Strongly Agree	4(7.5%)	5(9.4%)
Family preference towards employment	Strongly Disagree	4(7.5%)	4(7.5%)
	Disagree	9(17%)	7(13.2%)
	Neutral	9(17%)	7(13.2%)
	Agree	8(15.1%)	0(0%)
	Strongly Agree	3(5.7%)	2(3.8%)
Failure to financial loss	Strongly Disagree	3(5.7%)	3(5.7%)
	Disagree	9(17%)	7(13.2%)
	Neutral	8(15.1%)	2(3.8%)
	Agree	5(9.4%)	5(9.4%)
	Strongly Agree	8(15.1%)	3(5.7%)
Young to start business venture	Strongly Disagree	6(11.3%)	1(1.9%)
	Disagree	12(22.6%)	7(13.2%)
	Neutral	9(17%)	4(7.5%)
	Agree	4(7.5%)	4(7.5%)
	Strongly Agree	2(3.8%)	4(7.5%)
Job offer in hand	Strongly Disagree	9(17%)	5(9.4%)
	Disagree	10(18.9%)	3(5.7%)
	Neutral	7(13.2%)	5(9.4%)
	Agree	3(5.7%)	5(9.4%)
	Strongly Agree	4(7.5%)	2(3.8%)

TABLE 3: SHOWS FAMILY BACKGROUND WISE RESPONDENT'S REASONS

N=53		Family Background			
		Business (%)	Govt. Employee (%)	Private Job (%)	Agriculture (%)
Lack of Financial Resources	Strongly Disagree	1(1.9%)	1(1.9%)	7(13.2%)	6(11.3%)
	Disagree	5(9.4%)	0(0%)	2(3.8%)	3(5.7%)
	Neutral	1(1.9%)	2(3.8%)	2(3.8%)	3(5.7%)
	Agree	1(1.9%)	4(7.5%)	1(1.9%)	1(1.9%)
	Strongly Agree	3(5.7%)	5(9.4%)	1(1.9%)	4(7.5%)
Inadequate knowledge ,know how and expertise	Strongly Disagree	0(0%)	3(5.7%)	1(1.9%)	4(7.5%)
	Disagree	0(0%)	2(3.8%)	6(11.3%)	6(11.3%)
	Neutral	4(7.5%)	0(0%)	3(5.7%)	2(3.8%)
	Agree	6(11.3%)	4(7.5%)	2(3.8%)	4(7.5%)
	Strongly Agree	1(1.9%)	3(5.7%)	1(1.9%)	1(1.9%)
Low confidence level in managing business operation	Strongly Disagree	2(3.8%)	1(1.9%)	2(3.8%)	1(1.9%)
	Disagree	1(1.9%)	3(5.7%)	3(5.7%)	4(7.5%)
	Neutral	3(5.7%)	4(7.5%)	3(5.7%)	9(17%)
	Agree	1(1.9%)	1(1.9%)	4(7.5%)	2(3.8%)
	Strongly Agree	4(7.5%)	3(5.7%)	1(1.9%)	1(1.9%)
Family preference towards employment	Strongly Disagree	1(1.9%)	3(5.7%)	0(0%)	4(7.5%)
	Disagree	8(15.1%)	3(5.7%)	3(5.7%)	2(3.8%)
	Neutral	1(1.9%)	6(11.3%)	4(7.5%)	5(9.4%)
	Agree	0(0%)	0(0%)	3(5.7%)	5(9.4%)
	Strongly Agree	1(1.9%)	0(0%)	3(5.7%)	1(1.9%)
Failure to financial loss	Strongly Disagree	4(7.5%)	1(1.9%)	0(0%)	1(1.9%)
	Disagree	0(0%)	7(13.2%)	4(7.5%)	5(9.4%)
	Neutral	4(7.5%)	1(1.9%)	3(5.7%)	2(3.8%)
	Agree	3(5.7%)	3(5.7%)	1(1.9%)	3(5.7%)
	Strongly Agree	0(0%)	0(0%)	5(9.4%)	6(11.3%)
Young to start business venture	Strongly Disagree	1(1.9%)	3(5.7%)	1(1.9%)	2(3.8%)
	Disagree	5(9.4%)	2(3.8%)	3(5.7%)	9(17%)
	Neutral	2(3.8%)	5(9.4%)	3(5.7%)	3(5.7%)
	Agree	2(3.8%)	1(1.9%)	3(5.7%)	2(3.8%)
	Strongly Agree	1(1.9%)	1(1.9%)	3(5.7%)	1(1.9%)
Job offer in hand	Strongly Disagree	1(1.9%)	3(5.7%)	5(9.4%)	5(9.4%)
	Disagree	2(3.8%)	4(7.5%)	2(3.8%)	5(9.4%)
	Neutral	6(11.3%)	2(3.8%)	2(3.8%)	2(3.8%)
	Agree	1(1.9%)	2(3.8%)	4(7.5%)	1(1.9%)
	Strongly Agree	1(1.9%)	1(1.9%)	0(0%)	4(7.5%)

TABLE 4: SHOWS GENDER WISE MEAN SCORE

N=53	Gender	
	Male	Female
	Mean±SD	Mean±SD
Lack of Financial Resources	2.79±1.67	3±1.41
Inadequate knowledge ,know how and expertise	3.21±1.24	2.55±1.28
Low confidence level in managing business operation	3.12±1.08	2.95±1.47
Family preference towards employment	2.91±1.18	2.45±1.15
Failure to financial loss	3.18±1.33	2.9±1.37
Young to start business venture	2.52±1.12	3.15±1.27
Job offer in hand	2.48±1.33	2.8±1.36

TABLE 5: SHOWS FAMILY BACKGROUND WISE MEAN SCORE OF RESPONDENTS

N=53	Family Background			
	Business	Govt. Employee	Private Job	Agriculture
	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Lack of Financial Resources	3±1.48	4±1.21	2±1.35	2.65±1.62
Inadequate knowledge ,know how and expertise	3.73±0.65	3.17±1.64	2.69±1.11	2.53±1.28
Low confidence level in managing business operation	3.36±1.57	3.17±1.34	2.92±1.26	2.88±0.93
Family preference towards employment	2.27±1.01	2.25±0.87	3.46±1.13	2.82±1.29
Failure to financial loss	2.55±1.29	2.5±1	3.54±1.33	3.47±1.42
Young to start business venture	2.73±1.19	2.58±1.24	3.31±1.32	2.47±1.07
Job offer in hand	2.91±1.04	2.5±1.31	2.38±1.33	2.65±1.58

TABLE 6: SHOWS RESULTS OF T TEST APPLIED ON GENDER WISE RESPONSES

T Test	Gender	N	Mean	Std. Deviation	Mean Difference	t test	P value
Lack of Financial Resources	Male	33	2.788	1.673	-.212	-.473	.638
	Female	20	3.000	1.414			
Inadequate knowledge ,know how and expertise	Male	33	3.212	1.244	.662	1.860	.069
	Female	20	2.550	1.276			
Low confidence level in managing business operation	Male	33	3.121	1.083	.171	.487	.628
	Female	20	2.950	1.468			
Family preference towards employment	Male	33	2.909	1.182	.459	1.386	.172
	Female	20	2.450	1.146			
Failure to financial loss	Male	33	3.182	1.334	.282	.738	.464
	Female	20	2.900	1.373			
Young to start business venture	Male	33	2.515	1.121	-.635	-1.901	.063
	Female	20	3.150	1.268			
Job offer in hand	Male	33	2.485	1.326	-.315	-.831	.410
	Female	20	2.800	1.361			

TABLE 7: SHOWS ANNOVA RESULT APPLIED ON FAMILY BACKGROUND WISE RESPONSES

Annova							
		Sum of Squares	df	Mean Square	F	Sig.	
Lack of Financial Resources	Between Groups	26.193	3	8.731	4.199	.010	
	Within Groups	101.882	49	2.079			
	Total	128.075	52				
Inadequate knowledge ,know how and expertise	Between Groups	11.072	3	3.691	2.416	.078	
	Within Groups	74.853	49	1.528			
	Total	85.925	52				
Low confidence level in managing business operation	Between Groups	1.930	3	.643	.410	.747	
	Within Groups	76.900	49	1.569			
	Total	78.830	52				
Family preference towards employment	Between Groups	12.169	3	4.056	3.305	.028	
	Within Groups	60.133	49	1.227			
	Total	72.302	52				
Failure to financial loss	Between Groups	12.505	3	4.168	2.516	.069	
	Within Groups	81.193	49	1.657			
	Total	93.698	52				
Young to start business venture	Between Groups	5.708	3	1.903	1.330	.275	
	Within Groups	70.103	49	1.431			
	Total	75.811	52				
Job offer in hand	Between Groups	1.811	3	.604	.326	.807	
	Within Groups	90.868	49	1.854			
	Total	92.679	52				

REASONS FOR BECOMING ENTREPRENEUR

• **FAMILY OWN VENTURE**

Gender: Majority (12.9%) of both males ($M=2.9, SD=1.6$) and females ($M=2.6, SD=1.1$) respondents were disagreeing to the reason that due to their family own venture; they are fascinated to become entrepreneur after completion on their course. Hence, there is no significant difference exist $t(29) = .661, p = .514$.

Family Background: It was found that all respondents irrespective of their family background were found disagreeing to the reason .Hence, there is no difference exist among respondents $F(3,27)=1.00, p = .407$.

• **CREATIVE AND INNOVATIVE MIND**

Gender: It was observed that both males ($M=2.6, SD=1.3$) and females ($M=2.7, SD=1.4$) respondents were disagree to it and there is no difference exist $t(29) = -.216, p = .831$.

Family Background: It was found that all respondents were found disagree to it. Hence, there is no difference exist $F(3, 27) = .683, p = .570$.

• **CAN EARN MORE MONEY THAN THROUGH JOB**

Gender: It was found that males ($M=2.8, SD=1.2$) were found disagree to it and females respondents ($M=3.1, SD=1.5$) were found having neutral responses to it test reveals there is no difference exist .Hence ,there is no difference exist among gender $t(29) = -.520, p = .607$

Family Background: Respondents belonging to business background found disagree to it, where as those belonging to Govt Job agree to it .In case of both Private and agricultural background respondents were found disagree to it. Hence, there is no difference exist among respondents family background in terms of their reasons $F(3, 27) = .206, p = .891$.

• **FINANCIALLY SOUND DUE TO FAMILY BACKGROUND**

Gender: It was found that majority of males ($M=3.3, SD=1.3$) were having their neutral responses and in case of females ($M=2.3, SD=1.2$) were found disagree to it. Hence, there is difference exist $t(29) = 2.10, p = .044$.

Family Background: It was found that respondents belonging to business background ($M=2.6, SD=1.5$) were reported their disagreement .It was interested to be observed that those belonging to Govt .Job ($M=4.0, SD=1.0$) were found agreeing to it .In case of both private and agricultural background , respondents were found disagreeing to it. Hence, there is no significant difference exist $F(3,27) = .801, p = .501$.

• **BETTER TO BE YOUR OWN BOSS**

Gender: It was observed that majority of males ($M=2.6, SD=1.2$) were disagree to it and in case of females($M=3.9, SD=1.2$) were found strongly agree to it. Hence, it was found there is a significant difference exist among gender $t(29) = -3.0, p = .005$.

Family Background :It was found that those belongs to business background reported disagreement ($M=3.0, SD=1.0$) and similarly in case of Govt job ($M=3.3, SD=2.0$).Where as it was observed agreement in case of private job respondent background .However there is no difference exist $F(3,27) = .096, p = .962$.

• **DEMANDING & CHALLENGING NATURE OF HOTEL JOBS**

Gender: Males respondents ($M=3.3, SD=1.3$) reported neutral response and disagreement was found in case of female respondents ($M=2.2, SD=1.0$).It was found that there is a significant difference exist $t(29) = 2.6, p = .013$.

Family Background: It was found disagreement among all respondents to this reason .Hence, there is no difference exist among respondents $F(3,27)=.956, p=.428$.

• **PRESTIGE FACTOR IN MANAGING BUSINESS VENTURE**

Gender: Majority of both respondents were found disagreement to it .Hence, there is no difference exist $t(29)=.652, p=.519$.

Family Background: It was found that both respondents belong to business and Govt job were found strongly disagree to it .In case of private and agricultural background respondents, it was found disagreement .Hence, there is no difference exist $F(3,27)=.457, p=.714$.

TABLE 8: SHOWS GENDER WISE RESPONSES ON REASONS TO OPT ENTREPRENEURSHIP

N=31		Gender	
		Male (%)	Female (%)
Family own venture	Strongly Disagree	4(12.9%)	3(9.7%)
	Disagree	4(12.9%)	4(12.9%)
	Neutral	1(3.2%)	5(16.1%)
	Agree	3(9.7%)	2(6.5%)
	Strongly Agree	4(12.9%)	1(3.2%)
Creative and innovative mind	Strongly Disagree	4(12.9%)	3(9.7%)
	Disagree	4(12.9%)	5(16.1%)
	Neutral	4(12.9%)	3(9.7%)
	Agree	2(6.5%)	1(3.2%)
	Strongly Agree	2(6.5%)	3(9.7%)
Can earn more money than through job	Strongly Disagree	1(3.2%)	3(9.7%)
	Disagree	7(22.6%)	2(6.5%)
	Neutral	4(12.9%)	4(12.9%)
	Agree	1(3.2%)	2(6.5%)
	Strongly Agree	3(9.7%)	4(12.9%)
Financially sound due to family background	Strongly Disagree	2(6.5%)	5(16.1%)
	Disagree	2(6.5%)	4(12.9%)
	Neutral	5(16.1%)	2(6.5%)
	Agree	3(9.7%)	4(12.9%)
	Strongly Agree	4(12.9%)	0(0%)
Better to be your own boss	Strongly Disagree	3(9.7%)	0(0%)
	Disagree	5(16.1%)	3(9.7%)
	Neutral	4(12.9%)	2(6.5%)
	Agree	3(9.7%)	3(9.7%)
	Strongly Agree	1(3.2%)	7(22.6%)
Demanding and challenging nature of hotel jobs	Strongly Disagree	1(3.2%)	4(12.9%)
	Disagree	4(12.9%)	6(19.4%)
	Neutral	4(12.9%)	3(9.7%)
	Agree	3(9.7%)	2(6.5%)
	Strongly Agree	4(12.9%)	0(0%)
Prestige factor in managing business venture	Strongly Disagree	4(12.9%)	4(12.9%)
	Disagree	5(16.1%)	7(22.6%)
	Neutral	2(6.5%)	0(0%)
	Agree	1(3.2%)	2(6.5%)
	Strongly Agree	4(12.9%)	2(6.5%)

TABLE 9: SHOWS FAMILY BACKGROUND WISE RESPONSES FOR OPTING ENTREPRENEURSHIP

N=31	Family Background				
	Business (%)	Govt. Employee (%)	Private Job (%)	Agriculture (%)	
Family own venture	Strongly Disagree	3(9.7%)	0(0%)	3(9.7%)	1(3.2%)
	Disagree	2(6.5%)	0(0%)	4(12.9%)	2(6.5%)
	Neutral	3(9.7%)	1(3.2%)	2(6.5%)	0(0%)
	Agree	0(0%)	1(3.2%)	3(9.7%)	1(3.2%)
	Strongly Agree	3(9.7%)	1(3.2%)	1(3.2%)	0(0%)
Creative and innovative mind	Strongly Disagree	2(6.5%)	1(3.2%)	4(12.9%)	0(0%)
	Disagree	3(9.7%)	2(6.5%)	2(6.5%)	2(6.5%)
	Neutral	3(9.7%)	0(0%)	2(6.5%)	2(6.5%)
	Agree	2(6.5%)	0(0%)	1(3.2%)	0(0%)
	Strongly Agree	1(3.2%)	0(0%)	4(12.9%)	0(0%)
Can earn more money than through job	Strongly Disagree	1(3.2%)	0(0%)	2(6.5%)	1(3.2%)
	Disagree	3(9.7%)	1(3.2%)	4(12.9%)	1(3.2%)
	Neutral	3(9.7%)	0(0%)	4(12.9%)	1(3.2%)
	Agree	1(3.2%)	2(6.5%)	0(0%)	0(0%)
	Strongly Agree	3(9.7%)	0(0%)	3(9.7%)	1(3.2%)
Financially sound due to family background	Strongly Disagree	4(12.9%)	0(0%)	2(6.5%)	1(3.2%)
	Disagree	1(3.2%)	0(0%)	4(12.9%)	1(3.2%)
	Neutral	3(9.7%)	1(3.2%)	3(9.7%)	0(0%)
	Agree	1(3.2%)	1(3.2%)	3(9.7%)	2(6.5%)
	Strongly Agree	2(6.5%)	1(3.2%)	1(3.2%)	0(0%)
Better to be your own boss	Strongly Disagree	0(0%)	1(3.2%)	2(6.5%)	0(0%)
	Disagree	4(12.9%)	0(0%)	2(6.5%)	2(6.5%)
	Neutral	3(9.7%)	0(0%)	3(9.7%)	0(0%)
	Agree	3(9.7%)	1(3.2%)	2(6.5%)	0(0%)
	Strongly Agree	1(3.2%)	1(3.2%)	4(12.9%)	2(6.5%)
Demanding & challenging nature of hotel jobs	Strongly Disagree	1(3.2%)	0(0%)	2(6.5%)	2(6.5%)
	Disagree	3(9.7%)	2(6.5%)	5(16.1%)	0(0%)
	Neutral	2(6.5%)	1(3.2%)	3(9.7%)	1(3.2%)
	Agree	2(6.5%)	0(0%)	2(6.5%)	1(3.2%)
	Strongly Agree	3(9.7%)	0(0%)	1(3.2%)	0(0%)
Prestige factor in managing business venture	Strongly Disagree	4(12.9%)	2(6.5%)	1(3.2%)	1(3.2%)
	Disagree	2(6.5%)	0(0%)	8(25.8%)	2(6.5%)
	Neutral	0(0%)	1(3.2%)	1(3.2%)	0(0%)
	Agree	2(6.5%)	0(0%)	1(3.2%)	0(0%)
	Strongly Agree	3(9.7%)	0(0%)	2(6.5%)	1(3.2%)

TABLE 10: SHOWS GENDER WISE MEAN SCORES

N=31	Gender	
	Male	Female
	Mean±SD	Mean±SD
Family own venture	2.94±1.61	2.6±1.18
Creative and innovative mind	2.63±1.36	2.73±1.44
Can earn more money than through job	2.88±1.26	3.13±1.51
Financially sound due to family background	3.31±1.35	2.33±1.23
Better to be your own boss	2.63±1.2	3.93±1.22
Demanding & challenging nature of hotel jobs	3.31±1.3	2.2±1.01
Prestige factor in managing business venture	2.75±1.57	2.4±1.4

TABLE 11: SHOWS FAMILY BACKGROUND WISE MEAN SCORES

N=31	Family Background			
	Business	Govt. Employee	Private Job	Agriculture
	Mean±SD	Mean±SD	Mean±SD	Mean±SD
Family own venture	2.82±1.6	4±1	2.62±1.33	2.25±1.26
Creative and innovative mind	2.73±1.27	1.67±0.58	2.92±1.71	2.5±0.58
Can earn more money than through job	3.18±1.4	3.33±1.15	2.85±1.41	2.75±1.71
Financially sound due to family background	2.64±1.57	4±1	2.77±1.24	2.75±1.5
Better to be your own boss	3.09±1.04	3.33±2.08	3.31±1.49	3.5±1.73
Demanding & challenging nature of hotel jobs	3.27±1.42	2.33±0.58	2.62±1.19	2.25±1.5
Prestige factor in managing business venture	2.82±1.78	1.67±1.15	2.62±1.26	2.5±1.73

TABLE 12: SHOWS RESULTS OF ANNOVA APPLIED ON FAMILY BACKGROUND RESPONSES

Variables	Opts	N	Mean	Std. Deviation	Minimum	Maximum	F	P Value
Family own venture	Business	11	2.8182	1.60114	1.00	5.00	1.003	0.407
	Govt. Employee	3	4.0000	1.00000	3.00	5.00		
	Private Job	13	2.6154	1.32530	1.00	5.00		
	Agriculture	4	2.2500	1.25831	1.00	4.00		
	Total	31	2.7742	1.40735	1.00	5.00		
Creative and innovative mind	Business	11	2.7273	1.27208	1.00	5.00	0.683	0.570
	Govt. Employee	3	1.6667	.57735	1.00	2.00		
	Private Job	13	2.9231	1.70595	1.00	5.00		
	Agriculture	4	2.5000	.57735	2.00	3.00		
	Total	31	2.6774	1.37567	1.00	5.00		
Can earn more money than through job	Business	11	3.1818	1.40130	1.00	5.00	0.206	0.891
	Govt. Employee	3	3.3333	1.15470	2.00	4.00		
	Private Job	13	2.8462	1.40512	1.00	5.00		
	Agriculture	4	2.7500	1.70783	1.00	5.00		
	Total	31	3.0000	1.36626	1.00	5.00		
Financially sound due to family background	Business	11	2.6364	1.56670	1.00	5.00	0.801	0.504
	Govt. Employee	3	4.0000	1.00000	3.00	5.00		
	Private Job	13	2.7692	1.23517	1.00	5.00		
	Agriculture	4	2.7500	1.50000	1.00	4.00		
	Total	31	2.8387	1.36862	1.00	5.00		
Better to be your own boss	Business	11	3.0909	1.04447	2.00	5.00	0.096	0.962
	Govt. Employee	3	3.3333	2.08167	1.00	5.00		
	Private Job	13	3.3077	1.49358	1.00	5.00		
	Agriculture	4	3.5000	1.73205	2.00	5.00		
	Total	31	3.2581	1.36547	1.00	5.00		
Demanding & challenging nature of hotel jobs	Business	11	3.2727	1.42063	1.00	5.00	0.956	0.428
	Govt. Employee	3	2.3333	.57735	2.00	3.00		
	Private Job	13	2.6154	1.19293	1.00	5.00		
	Agriculture	4	2.2500	1.50000	1.00	4.00		
	Total	31	2.7742	1.28348	1.00	5.00		
Prestige factor in managing business venture	Business	11	2.8182	1.77866	1.00	5.00	0.457	0.714
	Govt. Employee	3	1.6667	1.15470	1.00	3.00		
	Private Job	13	2.6154	1.26085	1.00	5.00		
	Agriculture	4	2.5000	1.73205	1.00	5.00		
	Total	31	2.5806	1.47816	1.00	5.00		

TABLE 13: SHOWS RESULTS OF ANNOVA APPLIED ON GENDER RESPONSES

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Family own venture	Equal variances assumed	4.394	.045	.661	29	.514
	Equal variances not assumed			.668	27.479	.510
Creative and innovative mind	Equal variances assumed	.048	.829	-.216	29	.831
	Equal variances not assumed			-.215	28.575	.831
Can earn more money than through job	Equal variances assumed	.682	.416	-.520	29	.607
	Equal variances not assumed			-.517	27.381	.610
Financially sound due to family background	Equal variances assumed	.022	.882	2.101	29	.044
	Equal variances not assumed			2.107	28.983	.044
Better to be your own boss	Equal variances assumed	.010	.921	-3.001	29	.005
	Equal variances not assumed			-2.999	28.806	.006
Demanding & challenging nature of hotel jobs	Equal variances assumed	1.887	.180	2.641	29	.013
	Equal variances not assumed			2.663	28.090	.013
Prestige factor in managing business venture	Equal variances assumed	.665	.421	.652	29	.519
	Equal variances not assumed			.655	28.941	.518

FINDINGS

REASONS FOR NOT BECOMING ENTREPRENEUR

- **Lack of financial resources:** It was found that majority of females respondents have a neutral response that due to lack of financial resources they are not attractive towards entrepreneurship. It was found that there is a significant difference exists among respondents' family backgrounds in terms of their reason for not becoming entrepreneur. Student whose family background is of Govt. Job agrees that due to lack of financial resources they are not willing to become entrepreneur.
- **Inadequate knowledge, knowhow and expertise:** Majority of males as well as respondents belong to business and Govt. Job family background were agreed that due to inadequate knowledge of managing venture were the reason for not becoming entrepreneur.
- **Low Confidence Level in managing business operation:** Respondents belonging to business background were strongly disagree to it, whereas those belonging to private job background were agreeing to it.
- **Family preference towards employment:** It was found that respondents belonging to business background reported disagreement, and rest others group were having neutral responses.
- **Failure to financial loss:** It was observed that those belonging to business background were found having strongly agreed to it. Those belonging to private job & agricultural background were strongly agreed to it.
- **Young to start business venture:** All group respondent have their disagreement to it except Govt. Job background respondent.
- **Job offer in hand:** All group respondents were reported their disagreement to it except business background respondent's.

REASONS FOR BECOMING ENTREPRENEUR

- **Family own venture:** It was found that all respondents irrespective of their Gender as well as family background were found disagree to the reason. Similarly it was observed same in case of the reason that due to creative and innovative mind they would like to become entrepreneur.
- **Can earn more money than through job:** Those belonging to Govt Job agree to it.
- **Financially sound due to family background:** It was interested to observe that those belonging to Govt. Job was found agree to it.
- **Better to be your own boss:** In case of females it was found strongly agree to it. It was also observed agreement in case of private job respondent background.
- **Prestige factor in managing business venture:** Majority of respondents were found disagreement to it.

Hypothesis	Accepted/Rejected	P value/ Remarks
There is no significance difference among Hotel management students gender in terms of their opinion to become entrepreneurs.	Accepted	0.339
There is no significance difference among Hotel management students family background in terms of their opinion to become entrepreneurs.	Rejected	0.041
There is no significance difference in the perception of hotel management student's family background on various reasons for opting entrepreneurship (except Lack of financial resources ,family preference towards employment)	Accepted	p>.05 in all reasons
There is no significance difference in the perception of hotel management student's family background in terms of their reasons for not opting entrepreneurship.	Rejected	010(lack of financial resources), .028(family preference towards employment).

CONCLUSION

It's important fact to note that a very little percentage of agricultural and Govt job as a family background were reported that they would like to become entrepreneur after completion of their course. It was found that student whose family background is of Govt.Job agrees that due to lack of financial resources they are not willing to become entrepreneur. Male's respondents reported neutral response that due to demanding & challenging nature of hotel jobs. Disagreement was found in case of female respondent's .Hence, there is significant differences exist among gender regarding scope of future jobs in hotel industry. Similarly, it was observed that there is significance difference among Hotel management students family background in terms of their opinion to become entrepreneurs. It was found that those belonging to Govt Job agrees that they can earn more money than through job. It was observed that those belonging to business background were found strongly agreed that failure to financial loss is the reason that stops them to become entrepreneurs. Majority of males as well as respondents belonging to business and Govt. Job family background agreed that due to inadequate knowledge of managing venture was the reason for not becoming entrepreneur.

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