



Determinants of Internship effectiveness of Hospitality students – A Study with reference to Educational Institution in India

R. Shreelatha

Associate Professor, Welcomgroup Graduate School of Hotel Administration
Manipal Academy of Higher Education, Manipal & Doctoral student Management Discipline
Bharathiar University, Coimbatore

Dr. Githa Heggde

Professor and Dean – Research and International Affairs, IFIM Business School, Bengaluru

Aashil Pandya

BHM, Manipal University, Manipal- 576104, Karnataka

Abstract

In India, the tourism sector accounts for 9.6 percent of the GDP and is the third largest foreign exchange earner for the country. (India Brand Equity Foundation, 2017). Internships are tools equipping the next generation with all the required skills to make them ready to enter the corporate world. This study tries to find the determinants which have significant impact on internship effectiveness. Data were collected from 164 hospitality students who had completed their internship from a private university in India. It was found that academic preparedness, effectiveness of supervision and self initiative were the determinants which had significant impact on internship effectiveness.

Key words: Internship, Hospitality, determinants, effectiveness