Less than 11% of Hotel Management Graduates are Employable after college: Aspiring Minds

- Females are more employable than males
- More than 50% of the employable pool is invisible to recruiters
- Education system promotes rote learning rather than actual application
- The primary reason to pursue hospitality career is the opportunity to go abroad

New Delhi, March 31, 2014: Less than 11% of hotel management candidates are employable after college, according to the latest Aspiring Minds National Employability Report, Hotel Management Graduates - 2014. The report highlights that females are more employable as compared to male graduates; moreover, a large pool of students remains unavailable to the industry for lack of proper placement eco-system.

“Our National Employability Report in its latest edition goes deep into the employability of hotel management graduates – their capability, qualifications and aspirations. Based on AMCAT Hospitality it covers all major job roles in the Hospitality Industry including Food Production, Food and Beverage, Front Desk and Housekeeping. Validated with multiple large hotels the test is one of its kind for the hospitality industry. We hope that the insight provided in this report would help the policy makers, educators and corporates to identify talent gaps. This will enable them to decide the required interventions to bridge those gaps.” said Himanshu Aggarwal, Co-founder and CEO, Aspiring Minds.

The report surveys around 4,000 final year hotel management students from more than 140 colleges across India. The key findings include:

Only 4% to 11% of the entire BHM population is employable, while other 12% to 21% candidates can be employed post training

Lack of domain knowledge emerges as the biggest reason for unemployability amongst hotel management graduates. Candidates also lacked in factors like quality orientation, interpersonal skills and ability to handle pressure. Given the service oriented nature of job, these skills are essential for any hospitality professional and need to be inculcated during the course itself.
According to the report, almost 40% of the candidates are not employable because of their lack of English language understanding.

**Females are more employable (8% to 18%) as compared to males (3% to 10%)**

Female employability comes out to be much higher than males across all profiles. However, a significantly lesser percentage of females (11%) seem to be taking up hotel management courses in comparison to their male counterparts (89%). Given the odds of demand and supply, it is time hospitality industry actively tries to attract and retain female professionals.

![Employability comparison of males and females in Hotel Management institutes](image)

More than 50% of the employable pool of hotel management candidates is invisible to recruiters

34% to 48% of hirable candidates and 50% to 62% of trainable candidates are studying in the bottom 600 colleges where most hospitality companies rarely go for campus recruitment. There is a need to bridge the gap between potential recruiters and this invisible yet employable talent pool.

**Education system promoting rote learning in place of actual application**

65% to 75% of candidates could not answer basic questions on various aspects of the hotel management course. This is an indicative of age old syllabus being followed in the institutes and more emphasis being laid on rote learning than in practical application of concepts.

**Keenness to go abroad came across as the primary reason for students to pursue a career in hospitality!**

In addition to the overall report, Aspiring Minds also conducted a survey to understand student's aspirations and expectations. Surprisingly, the most common reason for choosing hospitality could want to tweak their management program and highlight global opportunities to attract the best talent.

The report is based on **AMCAT-Hospitality**, a Computer-based standardized and adaptive test which is used by hospitality companies as an employability test. **AMCAT-Hospitality** covers all aptitude and personality parameters for determining employability in the hospitality sector such as English communication, Logical Ability, personality competencies like Customer Orientation, Team Work & Co-operation, Sales Orientation, etc.

The report helps in understanding the status quo to initiate targeted intervention in different groups and kinds of colleges. It also raises important issues like low employability amongst hotel management students, low female vs. male ratio and importance of bridging the gap between corporates and
campuses. Such measurement is necessary at regular intervals in order to understand and measure the effectiveness of remedial actions. It acts like a tracking mechanism to see how India is progressing year on year toward building a powerful, enlightened and equitable nation.

About Aspiring Minds:

Aspiring Minds is India’s leading employability solutions company, headquartered in Gurgaon. Aspiring Minds offers scientific assessments with an innovative large-scale sourcing model analogous to a GRE-for-job concept. The state-of-the-art assessment tools developed by Aspiring Minds have been used across industry verticals to help recruit the right people, develop profile-wise employability benchmarks and assess workforce health.

Aspiring Minds’ intelligent adaptive assessments span across Language, Cognitive skills, Domain knowledge and Personality. A strong in-house research and development team with alumni from IITs and MIT form the development back bone of the patent pending assessment tools.

AMCAT™ - the flagship product is India’s Largest Employability Test. Conducted across the country throughout the year, AMCAT has been taken by over 1,000,000 candidates in 3000+ campuses, spread across 25 states. Tens of thousands of candidates secure their dream jobs every year through AMCAT.

Powered by a highly dedicated management team drawn from the IITs and IIMs, over 225 full-time employees, and a pan-India operational presence, Aspiring Minds has helped leading brands across verticals to improve their recruitment process efficiency and the quality of talent they hire. Aspiring Minds products and solutions have been adopted by leading corporates across sectors.

For more information log on to www.aspiringminds.in

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