

# Post-epidemic era: Study on employment of Hospitality management students after professional internship in Fuyang Normal University

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**Abstract:** Since the outbreak of COVID-19 at the end of 2019, it has brought numerous negative impacts on the development of the hospitality industry and the employment of hospitality management students in Fuyang Normal University. Combining qualitative and quantitative research methods such as literature reference and questionnaire survey, this paper studies undergraduate students' expectations before and after internship, their ability comparison before and after internship, their understanding of the relationship between internship and employment, and their future employment tendency. In the post-epidemic era, some feasible ways to promote professional employment of hospitality management students in Fuyang Normal University are given.

**Key words:** Post-epidemic era; Fuyang Normal University; hospitality management; Professional practice; Employment tendency

## 1. Introduction

Research at home and abroad has shown that under the COVID-19 epidemic, undergraduate students will have varying degrees of anxiety, depression and other psychological problems, which have a significant impact on the development of the hospitality industry, and the professional practice and employment of hospitality management students. The trend of the epidemic in recent years shows that it is difficult for the new crown epidemic to end suddenly. Facing the post-epidemic era in which human beings have been fighting against the new crown epidemic for a long time, the development of the hospitality management profession, the training of professional students, professional internships, and even student employment issues have all brought great challenges. As a local normal university in northern Anhui Province, Fuyang Normal University has a slightly weaker employment competitiveness for hospitality management graduates than in Anhui Province. In addition, under the influence of the epidemic in the past three years, the development of the hospitality industry has been limited, and domestic and foreign tourism has been limited. Competition for professional graduates intensifies. Fortunately, everything in the world is a coexistence of risk and opportunity. The intensified competition for employment and the relatively large flow of employment in the industry also provide opportunities for new professional graduates to enter the industry. It is believed that the training of students majoring in hospitality management of Fuyang Normal University, while learning the theoretical basis of the major, and consolidating their practical ability through professional practice, will surely be able to deliver professional talents for the tourism industry in the post-epidemic era.

## 2. Research status at home and abroad

### 2.1 Domestic research status

At present, universities with hospitality management majors generally arrange relevant professional internships for their students, and many scholars have also conducted research on arranging internships before graduation. Changgui Xu(2011) pointed out that although many colleges and universities in my country have training programs for tourism majors that include hospitality internships, some of them do not really care about students' experience of internships and help them solve problems encountered in internships. Some hotels are lacking in training and intern satisfaction. This affects the industry employment choices of interns after the internship. Hu Mei (2009) stated that the main reason for not engaging in this major is parents' expectations or the feeling of being in the hospitality internship process is lower than their own expectations. Finally, in view of these phenomena, an improvement plan is put forward from the perspectives of the school, the students themselves, the hospitality industry and the family, so that more hospitality management students can develop well in this major. Yan Xu(2020) believes that hospitality internship is very important for hospitality management students. She takes hospitality management students as the research object, and the actual results show that the high-frequency vocabulary that appears in the internship process affects the students' mental journey, emotions are the most prominent, while negative emotions also appear. In addition, according to the research of Meng Zou(2020), the tourism resources of Anhui Province are mainly concentrated in the ancient Hui area in southern Anhui Province.

These domestic research statuses all show that the existing practical ability training of hospitality management students in universities and the distribution of tourism resources in Anhui Province will directly affect hospitality employment choices and local employment tendencies of hospitality management graduates from Fuyang Normal University.

### 2.2 Current status of foreign research

Foreign scholars have noticed the employment problem of hospitality management majors earlier and conducted related research.

Research on hospitality management education

Foreign journals, scholars and educators pay attention to the research of hospitality management education in their own countries. King B, Mckercher B, Waryszak R (2003) conducted a comparative study on the current situation of higher education in many hotels from the perspective of national thinking mode, and concluded that thinking mode affects curriculum Set the conclusion. T Lam, H Xiao (2000) believed that the curriculum setting is the key problem faced by Chinese hospitality management higher education, which will restrict the development of Chinese hospitality education. D Leslie, A Richardson (2000) mentioned that the research on hospitality higher education in the United States focuses more on the vocational training of students, while the research on hospitality undergraduate education mainly focuses on the curriculum.

### **2.3 Research on supply and demand of hospitality talents**

Foreign scholars' research on the supply and demand of hospitality talents does not have a clear quantitative investigation, and mainly focuses on the research on the structural supply and demand between the demand for talents in enterprises and the expectations of talents themselves. M Raybould, H Wilkins (2005) Findings - Managers rate skills in the areas of interpersonal, problem-solving and self-management skills as the most important, while students seem realistic about the skills managers value when recruiting hospitality graduates view. L Yam, M Raybould (2011) research shows that although the hospitality industry relies heavily on employees, high turnover and associated turnover costs and low retention of skilled employees are problems plaguing the hospitality industry.

Foreign journals and scholars in the field of hospitality management education research are mainly reflected in courses and vocational training. In the research on the supply and demand of hospitality talents, it is found that there is a certain degree of conflict between market graduates and the hospitality employment market. However, in terms of domestic and foreign journals, there is a lack of research on professional internships for tourism management students in the context of the new crown epidemic. In addition, there is no research on the internship of hospitality management major in Fuyang Normal University under the background of the new crown epidemic. Therefore, this study has great practical significance.

## **3. Display of the results of the questionnaire survey**

### **3.1 Questionnaire design and survey objects**

In the post-epidemic era: the post-internship employment problem for hospitality management students in Fuyang Normal University, a questionnaire survey was designed. A total of 155 questionnaires were distributed and 151 were returned, with a total of 149 valid data. In order to ensure the integrity and reliability of the data and achieve the desired research effect, the subjects of this questionnaire are the 2017, 2018 and 2019 university students majoring in hospitality management in Fuyang Normal University. The content of the questionnaire includes the satisfaction of the students before and after the hospitality major The main content is the comparison of degrees, the comparison of success, the comparison of employment positions and city choices, and the changes in the mind when choosing a career. This questionnaire was distributed to the hospitality management students in school through various online and offline methods.

### **3.2 Acquisition of questionnaire results and data analysis**

The survey results shows that ,firstly,the percentages of the internship and household registration status of the students surveyed in the hospitality management major of Fuyang Normal University. It is found that the internship cities are mainly concentrated in first- and second-tier cities, partly because of the epidemic in Fuyang City, Anhui Province, and the proportion of female students is relatively large in terms of gender. Secondly, the overall expectations of students before and after the internship, the comparison of the internship position, the internship environment satisfaction and the work enthusiasm. It is found that before the internship, students have high overall satisfaction and expectations for the four items described above, and the first three items are above 8 points, indicating low work enthusiasm; after the internship, the four items are all reduced to 6-7 points. .Thirdly, is based on the comparison of the results obtained by the students before and after the hospitality professional internship. It can be seen that most of the students who participated in the questionnaire have obtained a certain degree of exercise in professional skills, work efficiency, personal conduct, and communication skills after the internship.Fourthly, shows the change of professional employment intention and city choice before and after professional internship. We can find that the number of students who choose first-tier cities for employment and the number of employment in the hospitality industry has a significant downward trend after internship.The last,but not least, shows the changes of factors affecting employment before and after professional internship. It is not difficult to find that students have more pragmatic changes in welfare, corporate brand, promotion space, distance from home and personal entrepreneurial factors to a certain extent. However, There is no significant change in the elements of professional counterparts, and the selection is at a low level.

## **4. Analysis of survey data results**

It can be clearly seen from questionnaire result that the overall expectations, the satisfaction with the internship position or the working environment, and the enthusiasm for work are all showing a downward trend. The reason is that, on the one hand, the hospitality industry does not pay enough attention to the training and life of interns, and on the other hand, the impact of the new crown epidemic on

the hospitality industry has caused students to lack confidence in the hospitality industry after graduation. According to the statistics in questionnaire result, after professional practice, students generally believe that hospitality practice has improved their professional skills to a certain extent. In the data in questionnaire result, it is understandable for students to choose a city for employment after graduation, but the obvious decline in the number of people who want to work in the hospitality industry after graduation needs to be highly valued by hospitality professional schools and hospitality companies. In questionnaire result, the changes in factors affecting employment before and after professional internships reflect that students who participated in data collection after internships are closer to reality in terms of enterprise selection and employment psychology, and pay more attention to long-term career development. Similarly, the choice of maintaining a low level of hospitality employment after graduation requires the school to help hospitality management students improve their professional confidence, professional recognition and professional love.

## **5. Feasible ways to improve professional employment for hospitality management students of Fuyang Normal University in the post-epidemic era**

### **5.1 Pay attention to the changes in the employment psychology of students in the post-epidemic era**

Since the outbreak of the new crown pneumonia in late 2019, which has swept the world, the epidemic has brought many negative impacts on the development of the tourism industry and the employment of hospitality management students of Fuyang Normal University. It even directly or indirectly affects the teaching arrangement of students' professional practice. Schools should pay close attention to the changes in the employment psychology of students of this major. Using Internet technology, the combination of offline and online maintains communication and teaching with students.

### **5.2 Resumption of undergraduate enrollment**

Since 2019, the major has undergone major adjustments on campus, from undergraduate enrollment to postgraduate enrollment. This is extremely detrimental to the long-term development of the profession and the guarantee of student resources. In the long run, the long-term development of this major is inseparable from a stable and high-quality source of students.

### **5.3 Enhance the professional self-confidence of students majoring in hospitality management**

From the survey of students' employment psychology before and after professional practice, students' professional recognition and professional confidence have a significant downward trend. It shows that the school's professional skills training, practice base, student employment orientation and other aspects of construction cannot meet the needs of the industry and students to a certain extent. The cultivation of professional self-confidence requires the expansion and improvement of the teaching staff, as well as in-depth professional industry-university-research practice and other aspects to comprehensively improve.

### **5.4 Accelerate the construction of relevant training rooms for hospitality management majors**

Starting in the second half of 2022, the teaching site of the School of History, Culture and Tourism of Fuyang Normal University will be relocated from the current West Lake campus to the Sanliqiao campus. The relocation of the school will be completed in the next 3-4 years. This means that in the future, the university will have a larger teaching space for the teaching of hospitality management. This major can be constructed in sequence from the guest room training room, the front desk training room and the bartending training room.

### **5.5 Speed up the establishment of online professional information platform**

During the epidemic, the completely traditional offline teaching method has been unable to adapt to the times. The hospitality management major urgently needs to create a platform for its own professional information, professional development, employment, career planning and even training.

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