

To study the preference of hospitality students towards Google search engine in comparison with traditional library books for reference

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ABSTRACT: The government initiative to make the country digital and the growth in economical modes of internet packages on the smart phones has boosted the use of Google search engines for references, the hospitality students are no excuse to it. It has been observed that google search engines provide an edge on traditional books for reference with quick, easy access, cost-effectiveness and with no time constraint. But traditional library crowns the qualities of trustworthiness, authentic, genuine and stable. The research has revealed majority of students are preferring internet and google search engine for reference along with digitalization. It is the necessity of the hour keeping in mind their obligation. The institutes and apex authorities should also start thinking in that direction which will ascertain the spread of knowledge with this new mode.

KEYWORDS: Preference, Hospitality Students, Google, library books.

INTRODUCTION

Information is a vital and crucial element of any academic environment. It is very imperative for the quality and efficiency in any academic system. Both faculty and students need to use information daily in their various academic accomplishments. For decenniums, faculty and students have actively preferred the library and its resources for extracting information of their requisite. For centuries, libraries have served as repositories of information and knowledge that have provided the vital underpinnings for socio-economic, political and cultural development in any civilization. We now live in the information age where access to many Internet resources is just a few clicks away. The Internet is a technology, which has gained more popularity in many countries across the world and India, is no exception. The Internet as a medium of communication and source of information has enabled students, researchers, business information seekers and information professionals to access information to enhance their work and communicate effectively (Alemna 2000). It has redefined S.R. Ranganathan second rule of library, "Every reader his / her book" to "for every reader, huge amounts of free-floating content, anywhere, anytime (Robinson 2006)

PURPOSE AND IMPORTANCE OF THE STUDY:

In today's digital era students are using google to find out the information through their smart phone which makes it easy for them to find relevance with their studies. The research focuses on finding whether google search can take place of traditional library books or is it just an effective tool used in addition to library books. The study will help in understanding the preferences of students towards google search engine & traditional library books

REVIEW OF LITERATURE:

The history of library states, the collection of written knowledge in some sort of repository is a practice as old as civilization itself. About 30,000 clay tablets found in ancient Mesopotamia date back more than

5,000 years. Archaeologists have uncovered papyrus scrolls from 1300-1200bc in the ancient Egyptian cities of Amarna and Thebes and thousands of clay tablets in the palace of King Sennacherib, Assyrian ruler from 704-681bc, at Nineveh, his capital city. More evidence turned up with the discovery of the personal collection of Sennacherib's grandson, King Ashurbanipal. The library, often championed, has been a survivor throughout its long history and serves as a testament to the thirst for knowledge and information.

With over 460 million internet users, India is the second largest online market, ranked only behind China. By 2021, there will be about 635.8 million internet users in India. Despite the large base of internet users in India, only 26 percent of the Indian population accessed the internet in 2015. The government initiative of Digital India and availability of economical internet packages alongwith smart phones has currently boosted the use of internet not only on social level but also for references and academic purpose.

According to a Student Online Behaviour *Report* by HT Digital and IMRB, Ninety-three percent of students access the Internet everyday and 73% of students use the mobile phone to access the Internet. The students were in the age group of 17 and 24

Steve Jones, USA. Senior Research Fellow 2002 mentioned that college students say the Internet has enhanced their education. Internet use is a staple of college students' educational experience. They use the Internet to communicate with professors and classmates, to do research, and to access library materials. For most college students the Internet is a functional tool, one that has greatly changed the way they interact with others and with information as they go about their studies

Anderson, 2005 says users have sound and valid reasons for relying on the Internet for their information needs. Internet search engines offer information that is self-service, free, and available 24/7 in one's own home

Lankes 2008 has made some very engaging observations about how users navigate the Internet information space, how they choose information sources, and how they make judgments on the credibility of the information they find. In contrast to the old model of going to the library to consult librarians and trusted resources for credible and authoritative information, Internet users must operate on a self-sufficiency model.

OCLC's (De Rosa et al., 2011) 2010 perceptions report reveals that although library resources still rank high for being trustworthy, users have confidence in their abilities to make determinations about Internet sources for themselves—and they are equally as confident about the trustworthiness of the Internet.

Forbes magazine (March 2010) stated that Young Learners Need Librarians, Not Just Google

Salon magazine (May 2015) stated "The Internet can't replace libraries: Why they matter more than ever in the age of Google", on basis of Gallup survey.

Dr. Steve Matthews in his blog (Feb 2014) said, Why do We Still Need "libraries"? We Don't! We absolutely do not need that tired old stereotype library with the bunned, shushing librarian guarding a dusty collection of "books." Society has no use for those obsolete libraries and librarians of the past that were adequate for the society of the past.

As per Neil Gaiman Google can bring you back 100,000 answers, a librarian can bring you back the right one.

Comparative study between Library and google search engine:

Library	Google
TYPES OF INFORMATION RETRIEVED	TYPES OF INFORMATION RETRIEVED

Scholarly journal articles, Popular magazine articles, Newspaper articles, Reference book articles(e.g.,directories,encyclopedias),Books, <i>No</i> sponsors or ads	All websites through Google search engines
WHEN TO USE During Library hours and days when it is open.	WHEN TO USE Anytime, anywhere where network is available
CREDITABILITY Articles and books written by journalists or experts in a professional field. All material in database is evaluated for accuracy and credibility by subject experts and publishers. Reviewed and updated regularly.	CREDITABILITY Lack of control allows <i>anybody</i> to publish their opinions and ideas on the Internet. • Not evaluated (for the most part). • Need to more carefully evaluate web sites for bias, accuracy, and completeness. • Many sites are not updated regularly and can become outdated.
STABILITY Stable • Books are physical form of source of information. • Books are read for a more thorough study • Books provide only visual experience. • Books cannot provide interactive action • Books few avid readers collection available in the houses • Books are expensive to buy in today's digital era • Books are safe and good friends of children.	STABILITY Websites come and go. Locations and content continually change. Internet is fast and easy to use in finding information regarding a particular subject than books are. • Internet is an electronic medium of information and entertainment • Internet is used for an overall view of the subject. • Internet provided reading, sound and visual experience to the surfer • Internet is interactive and one can become part of the action taking place on the screen • Internet has far greater penetration in the houses • Internet is much cheaper. • Internet has some very bad effects on children because of exposure to sex and violence
ATTENTIVENESS: Highly attentive with less distraction as silence is maintained	ATTENTIVENESS: Highly distractive with many options can be simultaneously done.
UPDATION: Books takes quite a time for getting a revised or updated edition of the books	UPDATION: The updating in the information is a continued process and is done quickly.

RESEARCH METHODOLOGY

4.1 Research Objectives:

- a. To research about scenario of traditional library books and google search engines for reference purpose.
- b To compare between library and Google search engines for reference purpose.
- c. To analyze the attitude and preference of current hospitality students towards both the sources.

4.2 Research Area

Pimpri Chinchwad is a part of Pune Metropolitan City in the state of Maharashtra, India. It is the urban agglomeration of Pune. Pimpri Chinchwad is also the part of Smart city mission and Atal Mission for Rejuvenation and Urban Transformation. Pimpri-Chinchwad has an average literacy rate of 87.19, higher than the national average of 74.04%,. It has emerged as a prominent location for IT and manufacturing, along with a great development in hospitality industry. PCMC has half a dozen of Hotel management institutes nurturing the needs of students for grooming them to meet the needs of the hospitality industry.

4.3 Sample size and Research design:

Data Collection Tools: Primary data were collected by filling up of structured close ended questionnaire, while the secondary data was collected from magazines, newspapers, research papers, journals, etc.

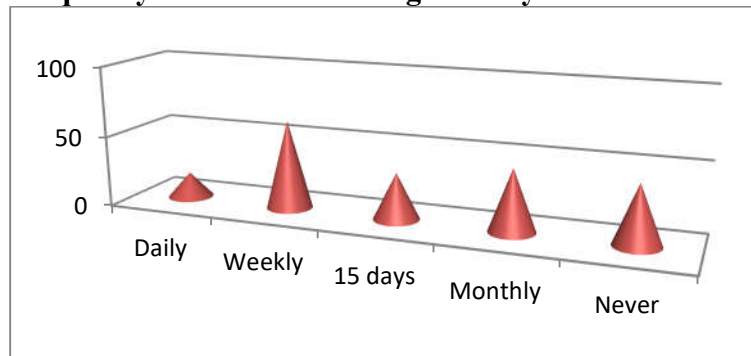
Data Analysis:

The data was collected by getting filled up a close ended questionnaire from 200 final year hospitality students from two colleges in PCMC area that is, Dr.DYPatil IHMCT and Dr. A B Telang IHMCT. The data was analyzed with the help of percentage analysis the analyzed data is presented in the form of tables and graphs.

RESEARCH DESIGN: In this study quantitative research approach was adopted.

FINDINGS & ANALYSIS FROM THE QUESTIONNAIRE, INTERVIEWS AND KEEN OBSERVATIONS:

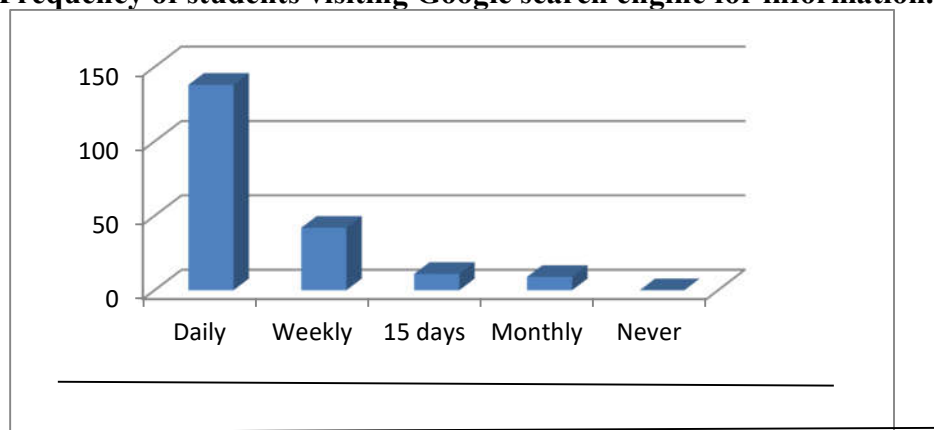
a) Frequency of Students visiting Library for reference from the books.



Interpretation: Surprisingly the students visit to library has drastically gone down with 43% students never or hardly visit the library; which is an alarm for the existence of library or the necessity to groom it

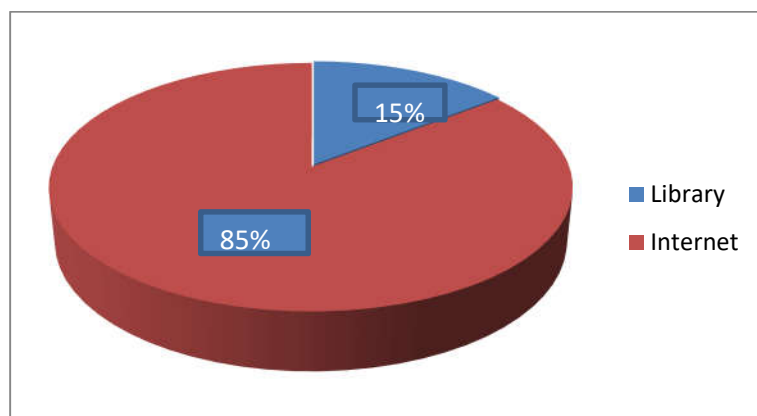
as per the needs of the students of today's era. The institution also should start practices of introducing library hours in the time tables which will motivate the students.

b) Frequency of students visiting Google search engine for information.

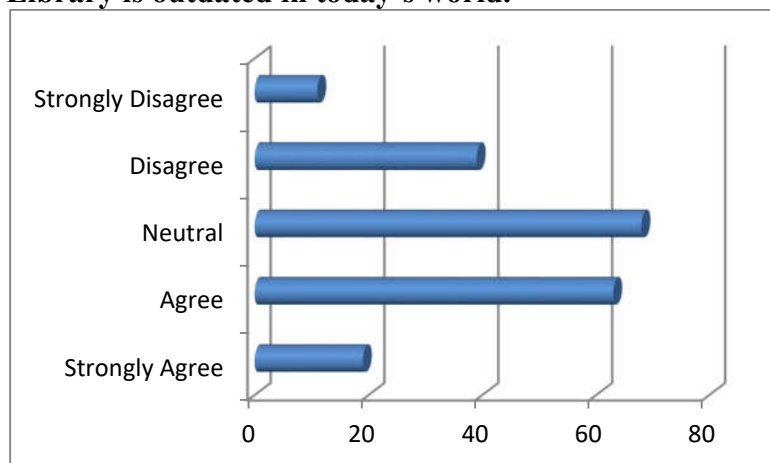


Interpretation: The figures reflect the popularity of internet and google search engine for reference and collecting information. 75% students prefer to visit google for information required in their studies.

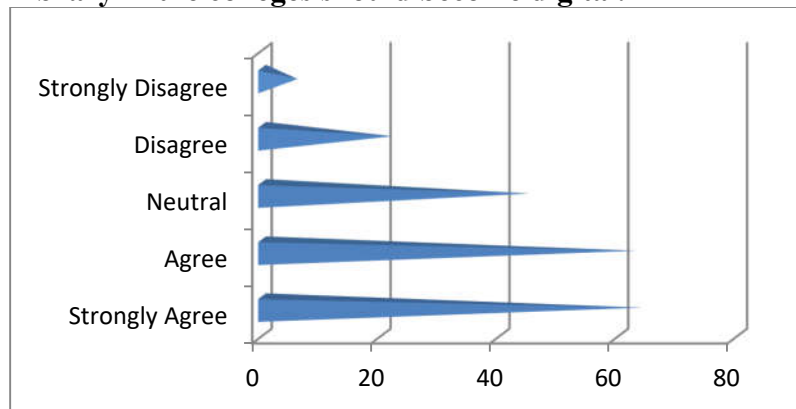
c) Students preference between google and library



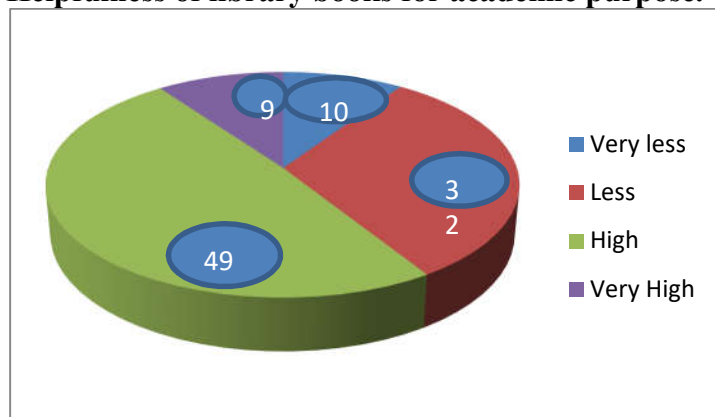
Interpretation: The young India supports google with a huge majority. It also alarms the education system to start reliable modules in association with google.

d) Library is outdated in today's world.

Interpretation: Majority of student remain unexpressive with a perception of being immature to decide on it while 41 % agree that library stands outdated. It needs to be more modular and digital.

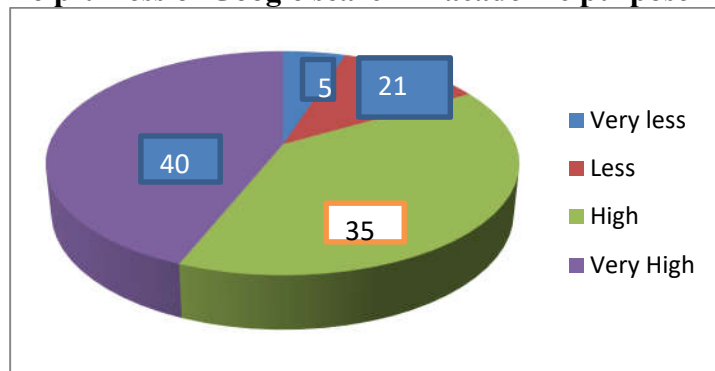
e) Library in the colleges should become digital.

Interpretation: The survey figures strongly say that the library needs to be digital it is a desperate need of the hour. It can continue along with the traditional books.

f) Helpfulness of library books for academic purpose.

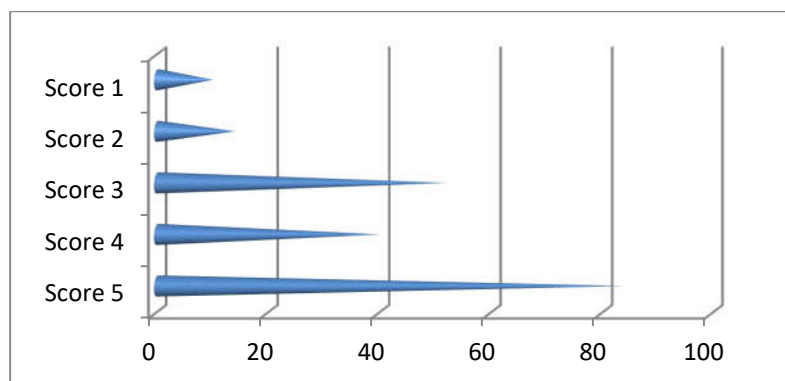
Interpretation: Students believe that the library continue to remain as a source for information strictly of academic purpose as it carry books recommended by the syllabus.

g) Helpfulness of Google search in academic purpose



Interpretation: The figures (75%) strongly show the dominance of google search engines as a preferred source of information for academic purpose.

h) Preference of google over library books for reference.



Interpretation: The 62 % students prefer Google for reference over Library books which is really a matter to worry where institution invests lack of funds in buying new books every year.

CONCLUSION

The traditional library books today also stand to be more genuine, trustworthy, creditable and stable with decades of proven records but is losing its lux in the today's fast, modern and digital Generation X world which gives internet google search engines a winning edge because of its quickness, anywhere and easy accessibility disregarding the shortcomings of stability and creditability. The Library needs to be digital in combination with existing books that can continue to remain as foundation source of information. The student's perception about the source for gathering information has eventually changed which directs the need of hour to make some revolutionary changes in the system as the students may remain to absorb the knowledge which they need.

SUGGESTIONS BASED ON STUDY:

- The institutes and apex authorities like AICTE and UGC should also start thinking in that direction which will ascertain the spread of knowledge with this new mode.

- They need to identify and authenticate academic related websites which can boost up the reliability in the internet search engines.
- Google can also think of verifying the source and filtering non genuine websites listed for providing information.
- Consultants should come up with new modules to convert the library into student friendly and digital.
- A startup idea of developing a library mobile app can also be more rewarding.

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