

## Direction for the Future of Tourism, Hospitality and Events Management Education in Nigeria

Wasiu Babalola, PhD<sup>1</sup>, Olapade Oluwatoyin<sup>2</sup>

1. School of Tourism, Hospitality and Events Management, College of Humanities, Management and Social Sciences; Kwara State University, Malete, Nigeria
2. School of Technology, Lagos State Polytechnic, Ikorodu, Lagos State

\* E-mail of the corresponding author: [kikeyemo@yahoo.com](mailto:kikeyemo@yahoo.com)

### Abstract

The increasing need for leisure travel and the overwhelming tourism development in Nigeria has necessitated high level of human resource management in order to meet up with challenges facing the tourism industry. It should be noted that tourism is a multi-sectoral industry that cuts across other sectors like hospitality and catering services, transportation, travel agencies/airline operators, and of recent the events and convention among others. Of a truth, many leisure, tourism, hospitality, hotel management, and events management students graduate without clear understanding of the magnitude of career prospects awaiting them; while those still undergoing the programme are clouded with doubts about what the future holds for them. This paper therefore seeks to address this problem. It examines the various programmes obtainable in Nigerian institutions of learning and proffer solutions in ensuring academia continually supply the manpower needs of the industry as it related to the tourism industry and its industrial sectors with focus on hospitality and events management in Nigeria.

**Keywords:** Tourism, Hospitality, Events, Management, Nigeria, Education in Nigeria,

### 1. Introduction

Tourism is travel for recreational or leisure purposes, while a tourist is a person who travel to and stay in places outside his usual environment for over 24 hours but not more than one consecutive year for leisure, business and other purposes and not related to the exercise of an activity remunerated from within the place visited. Tourism has become a popular global leisure activity with a record of receipts from international tourism in destinations around the world grew by 4% in 2012 reaching US\$ 1075 billion. This growth is equal to the 4% increase in international tourist arrivals which reached 1035 million in 2012. An additional US\$ 219 billion was recorded in receipts from international passenger transport, bringing total exports generated by international tourism in 2012 to US\$ 1.3 trillion.

Tourism as an industry is dynamic and competitive, and is recognized widely as one of the world's largest growth industry. The constant development of new tourism products has led to an increased need for knowledge, flexibility and creativity. Information technology on the other hand has provided the consumer with tools to seek out special services and better value. As a result, the tourism industry continues to feed an ever-growing system of subsidiary services. Based on these, the need for well qualified and dedicated professionals to manage this rapidly growing industry is on the increase.

"No event, no history". The age-long saying betrays the etymological background and contextual dimension of event derived from the Latin word, "eventus", meaning happening. Event is a memorable public occasion which a large number of people is invited. Often joyous but seldom sorrowful, events of various scopes and levels are organized for a number- of purposes by individuals, groups and corporate entities; celebrations, fund raising, public awareness, pilgrimage, crusade, sports, public presentation, etc. The biblical accounts of the wedding at Canan and the Royal Banquet are indications that event transcends ancient and modern traditions; extant definitions of event have been attempted by Bhatia (2006) and Okoli (2007).

In the early days there were no such things as inns or hotel in Nigeria. Travellers who had cause to travel long distances and had to break their journey for rest and to pass the night did so easily without trouble. Nigerians are hospitable people and what the travellers simply does is to make a visit to the nearest house in the village to pass the night and he would be gladly being received. With the incoming of the Christianity the missionary came along with mission houses, vicarages to accommodate the travellers such mission house is still located along marina, Lagos belonging to CMS (Church Missionary Service) with branches over Nigeria. During the colonial era the colonial administrator establishes catering rest houses as administrative headquarters for the official. In

1928 the Nigeria Railways caterers limited were formed. It was jointly managed by UAC and GBO. This company managed the railway transport catering and railway guesthouse. In 1952 Ikoyi government guest houses was established and added to the company operation. The name of the company was later changed to Nigeria Hotel limited. During this period no skilled personnel was required to provide services as the person that cook also serve the guests and at times he make up the bed.

After independence it was found out that the country is lacking hotel that could provide standard international service thus the coming of new hotels like, Airport hotel and Ikoyi hotel, in Lagos, Hamdala hotel, Kaduna, Presidential hotel, Enugu and Premier hotel, Ibadan. This brought in the first set of trained professionals in hospitality management.

Another set of development in the industry was brought about during the oil boom are of the 70's and the hosting of FESTAC (world festival of arts and culture) in 1977. This brought in hotels like Eko hotels in Lagos, Durbar hotel in Kaduna. The set of hotels brought another category of skilled, highly trained manpower to manage these hotels. This brought in the establishment of Hotel and catering department in institutions like Kaduna Polytechnic and Kwara polytechnic. Since then the inflow of hotels had been on increase which subsequently brought about the establishment of Hotel and catering management department in more polytechnic all over the country with the concentration of such institution in the Northern part of the country. It is pertinent to note that the Hospitality and Tourism program was first offered in the university in early 90's (Iyiade 2011).

The tourism and hospitality industry as sometimes referred to provides services for people who are away from home regardless of whether it is for long or short periods of time. These services can vary according to the specific needs of both the person away from home and the organization operating those services (Baker et al, 2000). The hospitality industry is important to the development of many parts of the world. In some regions, income from it is one of the main sources of foreign exchange e.g. Fiji, the Caribbean and Hong Kong (Baker et al, 2000). The industry is important because it contributes to the growth of an economy by providing a lot of employment opportunities for the people, funding a large percentage of a country's Gross Domestic Product, thereby helping to raise the national income and by earning foreign currencies through the goods and services provided to foreign visitors, thus improving the balance of payments (Baker et al, 2005).

This paper is born out of the fact that the current state of tourism and hospitality education is not meeting the industry's expectations coupled with the gross inadequacy of trained personnel for the tourism and hospitality industry in Nigeria. It is also sad to note that majority of the federal and state owned universities do not award degrees in the field, while some offer few courses in tourism, hotel administration etc others have not met the Nigerian Universities Commission (NUC) required accreditation. However, the Nigeria Tourism Development Master Plan of 2006 is a clear evidence of the nation's commitment to further develop her tourism industry. Trained personnel are needed to manage these establishments for tourism development in Nigeria. Thus, there is a very bright future for graduates of tourism, hospitality and events management programme.

## **2. Tourism, Hospitality & Events Management – Synergy, Differences & Conceptual Model**

The differences between Tourism, Hospitality and Events have been the subject of long debate. Like any other concept, tourism is very difficult to define in absolute terms because of imprecise and/or inconsistency in the usage of the concept; thus, it became difficult to define in absolute terms. However, the complexity of tourism is best treated in a multi-disciplinary way, which includes sociology, economics, anthropology, archaeology, geography, urban and regional planning, fine and applied arts, architecture, etc.

The word tour is derived from Latin 'tornare' and the Greek 'tornos', meaning a movement around a central point or axis. This meaning changed in modern English to represent 'one's turn'. The suffix – ism is defined as an action or process; typical behaviour or quality; whereas the suffix – ist denotes one that performs a given action (Theobald 2005). When the word tour and the suffixes – ism and ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey that is a round trip, i.e. the act of leaving and then returning to the original starting point and therefore, one who takes such a journey can be called a tourist (Theobald 2005).

Okpoko and Okpoko (2002) regarded tourism simply as any temporary movement of people, either individually or in groups, from one place to another for specific 'tourism' purposes of pleasure, health, meetings or business; and for a period of not less than twenty-four hours. World Tourism Organization (WTO) defined tourism as the

movement of people to and stay in places outside their usual home for at least twenty-four hours but not more than one consecutive year for leisure, business and other purposes not related to any form of employment from within the place visited (cf. Okpoko, et. al. 2008). For Ward, et. al. (1993) tourism involves movement from a place of residence to a destination for a fixed period of time, returning home at the end of it. They went further to explain that visitors arriving at a destination in order to seek work or find permanent accommodation are not regarded as tourists. Tourism is also viewed as a field of research on human and business activities associated with one or more aspects of the temporary movement of people away from their immediate home communities and daily work environments for business, pleasure and personal reasons (Chadwick 1994).

Hospitality industry can be set within the context of travel and tourism industry, which contains numerous sub-sectors; such as tour operations, travel agents and airlines (Knowles, 1994, Field, 1976, Baker, Huyton and Bradley, 2001) So hospitality industry includes famous hotels and restaurants but also a wide range of businesses such as small guest houses, snacks bars, and fast food outlets (Baker, Huyton and Bradley, 2001). There is no doubting that hospitality industry is the livewire of tourism at all levels. The United Nations World Tourism Organization (UNWTO) confirms that between 70% and 75% of international tourists' expenditure goes to hospitality services on annual basis (Akpabio, 2007). This confirms the strategic importance of the sector to tourism.

Okoli (2012) observes that event is the current trend in the hospitality industry. Event-driven catering enterprises have emerged in major Nigerian cities. Banqueting and outdoor catering are now the flourishing aspects of hotel operations while contract catering has become a lucrative business. Banquet halls, reception halls, town halls and event tents have become common features of hotel property planning, design and layout management: bookings for event venues are outstripping those for accommodation. A good number of hotels in the cities actually earn more revenues for event hosting than from accommodation and food and beverage services, conferences, conventions, annual general meetings during week days and wedding receptions at weekends. Now and in the near future, event management will continue to occupy the centre stage of commercial hospitality in Nigeria. Socio-economic horizon of corporate Nigeria very much favours investments and entrepreneurship in event management.

Just as hospitality has contributed in making tourism meaningful, events had repositioned hospitality and make it purposeful.

## 2.1 System Theory

To further explain the multidisciplinary relationship among tourism, hospitality and event, the concept of System Theory (Model) as developed by Hegel is thus employed:

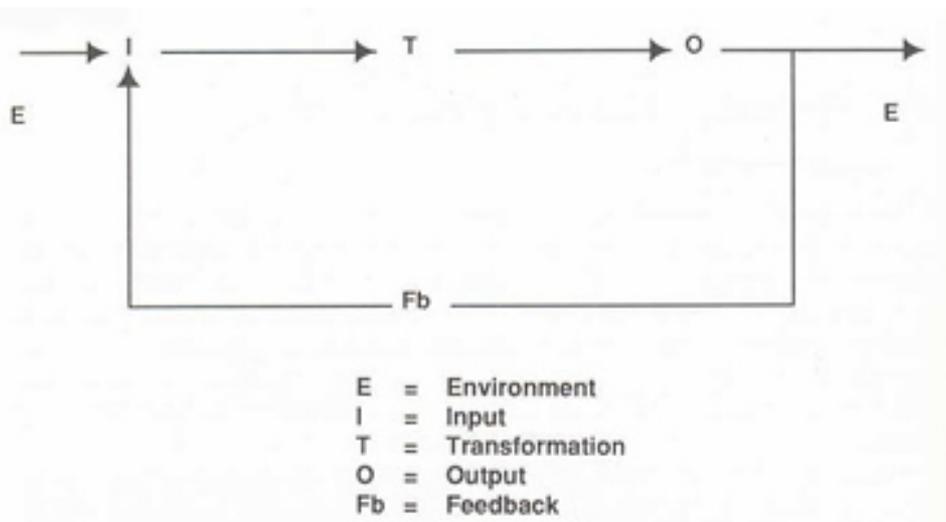


Fig I: Simple System Model.

Source: Littlejohn (1999)

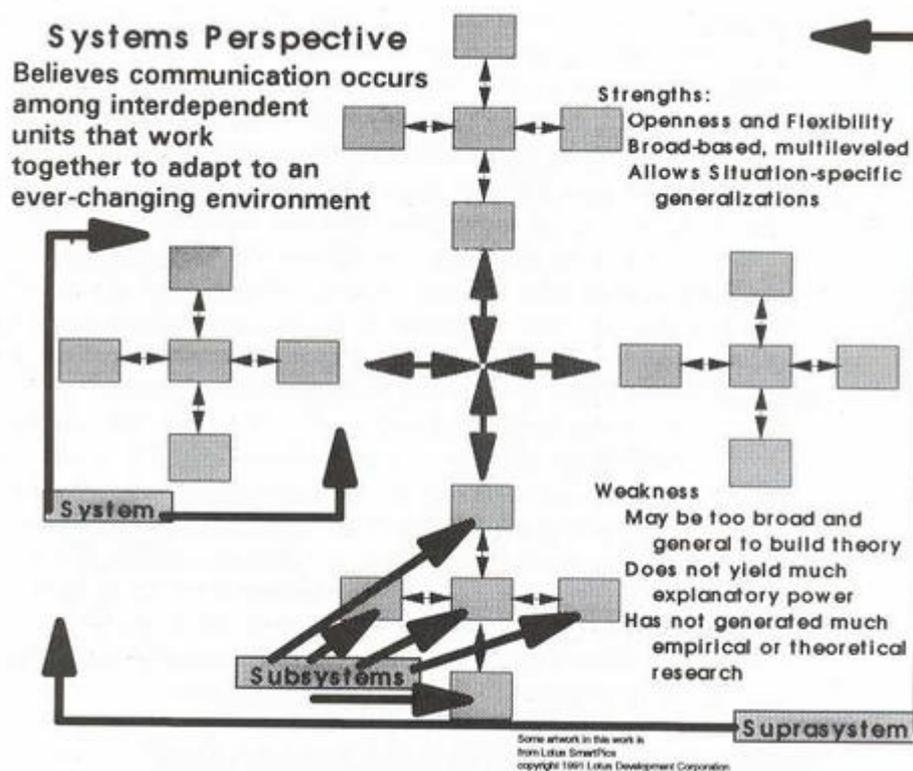


Fig II: Elaborated system perspective model.  
 Source: Infante (1997)

Hegel developed a theory to explain historical development as a dynamic process. Marx and Darwin used this theory in their work. System theory (as we know it) was used by Bertalanffy (1968), a biologist, as the basis for the field of study known as ‘general system theory’, a multidisciplinary field. Some influences from the contingency approach can be found in system theory.

System theory is the transdisciplinary study of the abstract organization of phenomena, independent of their substance, type, or spatial or temporal scale of existence. It investigates both the principles common to all complex entities, and the (usually mathematical) models which can be used to describe them. A system can be said to consist of four things. The first is objects – the parts, elements, or variables within the system. These may be physical or abstract or both, depending on the nature of the system. Second, a system consists of attributes – the qualities or properties of the system and its objects. Third, a system had internal relationships among its objects. Fourth, systems exist in an environment. A system, then, is a set of things that affect one another within an environment and form a larger pattern that is different from any of the parts. The fundamental systems-interactive paradigm of organizational analysis features the continual stages of input, throughput (processing), and output, which demonstrate the concept of openness/closeness. A closed system does not interact with its environment. It does not take in information and therefore is likely to atrophy, that is to vanish. An open system receives information, which it uses to interact dynamically with its environment. Openness increases its likelihood to survive and prosper. Several system characteristics are: wholeness and interdependence (the whole is more than the sum of all parts), correlations, perceiving causes, chain of influence, hierarchy, suprasystems and subsystems, self-regulation and control, goal-oriented, interchange with the environment, inputs/outputs, the need for balance/homeostasis, change and adaptability (morphogenesis) and equifinality: there are various ways to achieve goals. Communication in this perspective can be seen as an integrated process – not as an isolated event.

Tourism, Hospitality and Events Management is a multidisciplinary field of study with the purpose of preparing people with the expertise, commitment, and skills for management, marketing, and operations positions in the expanding industry that provides food, accommodations, services and tourism services to people away from home. As a field of study, Tourism, Hospitality and Events Management are interdisciplinary. They draws upon a

wide range of basic disciplines to provide the fundamental knowledge and skills that are required to fulfill the diverse demands placed upon individuals in management positions within the tourism and hospitality industry.

Recognizing that the individual educated for today is soon out of date, the academic emphasis of the programs are on principles, analytical tools, processes, and systems. These change relatively slowly. However, it is recognized that at least a minimal exposure to the skills and knowledge which make up the present state of the art is necessary to understand the principles. Likewise, it is recognized that the students in the program are composites of many talents, and that in tourism, hospitality and events management; pure academic ability cannot predict professional success. Thus, the programs have basic objective - the presentation of an academic curriculum to develop management capability through interdisciplinary subject exposure, problem identification, basic concepts, decision making, theory, and management application. Because technology is such a vital part of the business world, students are required to maintain an active Office of Information Technologies (OIT). In addition, students are encouraged to develop foreign language skills to better prepare for this increasingly international industry.

### **3. Curricula And Current Institutional Offerings**

It is very important to note that presently in Nigeria, the areas of specialization in tourism are available in Masters Programme (M.A.) and at PhD in Tourism or Wildlife & Park Management. Hospitality Management is currently offered at Masters Level in Hotel Administration while no institution offering event management until recently by Kwara State University and at the moment as BSc. The Diploma and Bachelor programmes in some higher institutions are designed to generalize exposure to students in other to enable students develop entrepreneurial skill, training on entrepreneurship development, resort management, marketing, information-system-based management etc. The courses cover heritage, tourism and related areas in the humanities. The Diploma and Bachelor programmes composed of a number of constituent parts, which sets out a number of learning objectives that includes creating effective man-power for the tourism and hospitality industry to meet the challenges of the new century; developing a range of vital skills such as creativity, enterprise and lateral thinking among students; preparation for employment in the wider service sector by developing transferable skills so that graduates may gain an academic and practical appreciation of the operation, organization and management of tourism, hospitality and event as a business activity; as well as adding value to the students. At the end of two (Diploma) or four (Bachelor) years programme, successful graduates will be awarded Diploma or Bachelor degree in relevant programs. Below are the minimum basic tourism, hospitality and events courses available in some higher institutions and NGOs in Nigeria.

#### 3.1. Diploma / Certificate Programs

- i. Certificate Course in Tourism Studies (CTS)
- ii. Certificate Course in Travel and Tourism
- iii. Diploma in Tourism and Hotel Management
- iv. Diploma in Travel and Tourism
- v. Diploma Course in Tourism Studies (DTS)
- vi. Vocational Course in Travel and Tourism
- vii. National Diploma in Hospitality Management Technology
- viii. National Diploma in Leisure and Tourism
- ix. Higher National Diploma in Hospitality Management Technology
- x. Higher National Diploma in Leisure and Tourism

#### 3.2. Bachelors Degree Course

- i. Bachelor in Tourism Administration (BTA)
- ii. Bachelor in Tourism Studies (BTS)
- iii. Bachelor in Tourism Management (BTM)
- iv. Bachelor of Travel and Tourism Management

- v. Bachelor of Commerce with Travel and Tourism Management
- vi. Bachelor of Science Tourism and Hospitality Management
- vii. Bachelor of Science Home and Hotel Management
- viii. Bachelor of Science Hospitality Management
- ix. Bachelor of Science Events Management

### 3.3. Post-graduate Diploma Programmes

- i. Post-graduate Diploma in Tourism Management (PGD TM)
- ii. Post-graduate Diploma in Tourism Studies (PGDTS)
- iii. Post-graduate Diploma in Management (Tourism and Travel Option)
- iv. Post-graduate Diploma in Management (Tourism and Leisure Option)

### 3.4. Master's Level Programmes

- i. Master in Travel and Tourism Management (MTTM)
- ii. Master in Tourism Administration (MTA)
- iii. Master of Business Administration (MBA) with Tourism Option
- iv. Master in Tourism Management (MTM)
- v. Master of Business Administration in Tourism and Hospitality Management

### 3.5. Non Governmental Organizations' Accredited/Approved Courses

International Air Transport Association (IATA) courses: IATA is a world organization of transport with head office at Geneva. IATA provides travel, tourism and cargo industry recognized standard in training. There areas of specialization are:

- a. IATA/UFTAA Standard, Advanced and Travel Agents, Marketing Courses
- b. IATA/UFTAA Cargo Agents Introductory, International Air Cargo Rating, Dangerous Goods Refresher Courses.

Graduates of these courses can fit into relevant/related areas in the industry within and outside Nigeria. For the purpose of clarity, we shall quickly examine various institutions in Nigeria that offer tourism and hospitality related programmes and are recognized by the Federal Government through its relevant agencies.

### 3.6 Nigerian Universities

Out of about one hundred and six (106) universities in Nigeria only sixteen (16) universities are offering the courses in Tourism, Hospitality and Event Management. These universities are newly established and are either state or privately owned. Only one Federal university is running the program (JAMB Brochure, 2011).

Another problem being faced by the Hospitality and Tourism education in the universities is the confusion as to which faculty the program should be run. Four of the universities has it attached to faculty has it under faculty/school of Technology. Seven has it under faculty of social science and management studies and the remaining three universities placed it under faculty of Administration (JAMB Brochure 2011).

The Imo State University (IMSU) offers Bachelors of Science, Post Graduate and Masters Degree programmes in Hospitality and Tourism Management through the Faculty of Business Administration. Cross River University of Technology (CRUTECH) offer Bachelor of Science in Hospitality and Tourism Management. The Federal University of Agriculture in Abia State on the other hand offers a B.Sc course in Hospitality and Tourism Management. The University of Nigeria, Nsukka also offers Bachelors of Arts in Archaeology and Tourism; while at Post-graduate level, she offer Masters in Archaeology and Tourism. The University also offers Post-graduate Diploma in Tourism. Ogun State University offered B.Sc in Home and Hotel Management and Masters in Transport & Regional Planning. Kwara State University however offered this programme via the School of Tourism, Hospitality and Events Management, a school of the College of Humanities, Management and Social

Sciences and at present offering individual B.Sc in Tourism Management, Hospitality Management and Events Management. The School also plan to commence its Masters programme in 2015. It should be noted that many other institutions are interested in tourism and hospitality related programmes and there is hope that sooner or later, they will take a clue from existing ones.

### 3.7 Nigerian Polytechnics

At present, there are twenty six polytechnics and one Non Governmental Organization (NGS) sponsored monotechnic offering programmes in Tourism and Hospitality related courses. Only three polytechnics offer programmes in Tourism Management. Eight of the polytechnics offering such courses are federally owned while the remaining polytechnics are state owned. Three out of the eighteen institutions offer National Diploma (ND) programmes in Tourism Management; while one institution (Kaduna State Polytechnic) offer Higher National Diploma (HND) in Tourism Management Studies. The rest (fourteen) of the institutions offer Hospitality Management.

### 3.8 Non-Governmental Organizations (NGOs) in Nigeria

Similarly, in the spheres of travel and Tourism training and employment, the only courses available to interested students are IATA/UFTAA (Universal Federation of Travel Agents' Association) accredited courses by a privately operated company based in Lagos. IATA/UFT

AA Diploma courses are internationally recognized qualification for Travel Agents. Her courses are independently assessed and verified through a Lagos based off-shoot office of IATA, Canada. The aim of the IATA-UFTAA training courses is to provide an opportunity to increase professionalism within the travel industry. The course is primarily designed for the counter and ticketing staff within travel agencies, air-liners, among others. IATA has appointed authorized training centres to enable couching sequel to the agreement reached with the Federal Government of Nigeria on 21<sup>st</sup> September, 2007.

Furthermore, IATA/UFTAA's Travel and Tourism Management programme is a four-year programme designed to equip students with the requisite entrepreneurial, marketing and operational skills necessary for travel and tourism management. The course includes two compulsory six-month (3000 hours) industrial attachments at the end of the second and fourth year. In addition, the students sit international examination set by IATA/UFTAA in which successful students are awarded IATA/UFTAA Foundation Diploma or IATA/UFTAA Consultants Diploma.

## **4. Industry Outlook**

Issues bordering on infrastructure upgrade as well as the need for travel, tourism and hospitality businesses and tourists alike to embrace sustainable energy in tourism practice in the country remain the major focal points in tourism industry development. This is also as experts have included the reluctance of financial institutions in the country to partner with indigenous hoteliers with a view to financing the emergence and growth of indigenous hotel chains, in addition of facilitating this sector by facilitating the legal framework for the development of local hotels.

With international arrivals scaling 7, 000 daily (Ward 2012), Nigeria is said to lead the sub-Saharan Africa region in terms of appreciable growth in the tourism sector of the economy. This figure, of course, is relatively boosted by the oil and gas industry in addition to marginal improvements of growth in the service sector. The increase in international arrivals has provided the platform which has driven growth in the hospitality sub-sector of the nation's economy by way of huge leap in volume of room keys as well as hotel construction pipeline in the country in the last half of the decade.

According to Ward (2014) Nigeria had almost 7,000 rooms under contract, the highest both in terms of the number of hotels and the number of hotel rooms in the pipeline in Africa. New openings recently have included Rezidor's Radisson Blu Anchorage, Starwood's Four Points by Sheraton, Ibis and Legacy in Lagos, Sun International, Best Western, InterContinental, Golden Tulip, Swiss International and many other international chains have hotels under construction there, including Accor, Hilton, IHG and Protea, the last named planning to increase presence in the country from 10 hotels to 16 hotels in the next three years.

Other groups hoping to enter the lucrative Nigerian market for the first time, and who have signed deals, include Kempinski, Mantis, Marriott and Wyndham. However, signed deals are one thing while actual activity is another,

altering the picture somewhat.

Indeed, Nigeria is turning into a hub for the West African market for international hotel chains like Starwood, Golden Tulip, Rezidor, in addition to the growth and prospects for indigenous brands that are also getting a foothold on the domestic market and thus spreading to other states outside their traditional Lagos, Port Harcourt and Abuja locale.

However, it must also be admitted that the partial growth experienced in the tourism sector is not far reaching and all-embracing as other sections of the industry like the domestic tourism industry including the inbound leisure tourism market still ache for attention and improvement.

#### 4.1 Placement of graduates in the industry

Graduates apply for employment with restaurants, hotels, casinos, clubs, and contract food services. Opportunities exist in hospital and school food service, casinos, clubs, government food service, resorts, fast food franchises, convention centers, airlines, tour operators, and travel agencies. A wide variety of jobs and career opportunities exist within the field. Recent graduates typically start as trainees or assistant managers in food, lodging, and travel operations and progress to managerial positions as they gain experience. Specialized areas such as hotel sales, marketing, personnel administration, and franchise operations also provide employment for our graduates.

The manpower being supplied by the colleges and the universities offering Tourism, Hospitality and Events Management programme in the country are not totally relevant in the scheme of things in the industry. The polytechnics (colleges) and universities are emphasizing basic and craftsmanship, as the backbone of the profession, base on the curriculum being used in the polytechnic while the Events, Hospitality and Tourism operators are emphasising more on managerial capability. This is the main reason why people from core business program are made to head the hotel, thus a gap exit between the Tourism, Hospitality & Events Management program curriculum as being executed presently in the polytechnic and universities and the need of the hotel operators. If you're ill, you see a qualified doctor, if you have a legal problem, you see a qualified solicitor, and if you need to audit your company you see a qualified accountant. If you want to go out to eat, anyone can prepare food for you (Wood, 1997). It is a fact that the hotel is in need of those who can cook, serve food, clean rooms but all those staff operates within the lower strata in the hotel organisation. A ceiling is placed on them as to which position they can hold within the hotel. This is where the bulk of National diploma (ND) and Higher National Diploma (HND) in hotel & catering management and even Bachelor of Science (BSc.) holders in Tourism and Hospitality Management / Administration falls within this crop of employees.

The most recent discrimination is now within the professionals themselves, in which some felt that those with post qualification in Home economics, Nutrition, Public administration are more relevant in the profession than those with post qualification in Business Administration, Marketing and even Psychology. This shows lack of deeper knowledge of what the Tourism, Hospitality and Events Management program entails and how it is being practiced in the developed countries where the profession was adopted.

They might be right to some extent depending on the angle from which the program is being looked at. But we should try to understand these concepts 'Hotel' and Catering Management'. They are two concepts merged together which metamorphosized into what we have today as Hospitality Management and Event Management; they are not the same thing but complimentary to each other. Catering aspect is about cooking and serving of meals. Hotel is about providing accommodation. Another concept to the program is "Management." Management is tasks' Management is a discipline but Management is also people. Every achievement of management is the achievement of a manager. Every failure is a failure of a manager (Drucker, 1979). Management can also be described as getting work done through people. Management is fundamental to the effective operations of work organizations (Mullins, 1999). This portrays the program as a management base course and not technology.

Though the two concepts are complementary, they can also stand-alone. In the United States of America and United Kingdom one can observe some hotels contracting out their restaurant facilities. Then relating the relevant professions with the concepts, i.e. the nutritionist, food technologist, agriculturist could fix into the catering aspect but not relevant in the hotel. But a holder of postgraduate qualification in management sciences is relevant to the two concepts. Also directly relevant to the hotel are the chemistry and biochemistry majors, they fix directly to the housekeeping section of the hotel. Some other professionals that has direct bearing on both

hotel and catering are; electrical, mechanical and civil engineers, architect, information technology, crop scientist ( for landscaping only). In other words after your first qualification in Hospitality or Events Management pursuing post graduate program in information technology, strategic management, accounting, marketing is not out of place.

#### 4.2 Need for personnel

In Europe and America where the discipline was brought, the Hotel and Catering Management (HCM) departments could boast of lecturers with first qualification in hotel and catering management and post graduate qualification in accommodation, personnel management, financial management, marketing, management, food service, food production, beverage management etc but this is not the case in this country. This has made their graduates to be widely accepted both in the hotel and other business concern like merchandising, sales and marketing, consultancy, e.t.c.. There is the need for profession rebirth (repositioning) of the Events, Hospitality and Tourism Management program in Nigeria for it to be acceptable and relevant both in the Tourism and Hospitality industry and merchandising business. To operate a hotel successfully, one need high managerial skill and deeper knowledge in Marketing and Financial management. At Hilton international, most of the chief executives have business or financial background (McDermid,1996). The industry has come of age where professional management skills are imperative. A hotel is probably one of the most complex businesses operating in the modern world, with high levels of information technology, alongside complicated engineering systems and full customers' services aspects.

Re-engineering had been taking place in the United Kingdom, Europe and United States of America where the discipline was brought why not Nigeria. The world is now a global village and this generational change is also taking place in Nigeria. All five-star, four-star hotels are having non-hospitality major at the helm of affair. Presently the front office department of the hotel is no go area for Tourism, Hospitality or Events major, is now exclusive preserve of graduates of Social Sciences and Humanities. Tourism, Hospitality & Events graduates have to beat down the doors to rise through a company because of the entrenched nature of the accountancy and legal world (Gude, 1997). While graduates in the Hospitality and Events discipline are now left with Food and Beverage department, graduates of Food technology, Marketing, Accounting and other disciplines that so wish to work are also employed at the food and beverage department.

Furthermore, tourism organizations need good marketing strategies and salespeople to do both marketing and sales management and management planning by figuring out the best product, pricing, distribution and promotion and sales strategies. Thus, tourism graduates can acquire an overview of a company by working in various departments before specializing in the marketing and sales areas. It should be noted that thousands of marketing and sales positions are available across the spectrum of tourism and hospitality (Walker and Walker 2011:140).

#### 4.3 Rating of profession

The weighing factors allocated to different discipline depend on the industry they found themselves. While an Event, Hospitality and Tourism graduate may be rated poorly in a manufacturing company, the same skill should be rated highly in any hospitality and or tourism or events management firm. But this is not the case in the industry, tail or head they loose. In the hotel, professionals from the core business disciplines are rated higher than these graduates. The reasons was due to the job evaluation plan adopted by various management in the tourism and hospitality industry, in which it is believed that core business disciplines contribute more than Events, Hospitality and Tourism graduates towards the attainment of corporate objectives. This is backed by the fact that people are in hospitality business to make money i.e. High return on investment and not carrying of plate, laying bed etc. Though they are what generate the so-called Return on Investment but their activities is controlled at the strategic level.

This disparity was not just based on sentiment but on job rating, which is normally based on importance of a specific job or position towards attainment of the organizational goal. In rating jobs, positions are based on the job description of various jobs. One of the methods used in rating job is point assessment method. That is weighing the job using the following broad characteristics of work

- (i) Skills required
- (ii) Mental requirement

- (iii) Physical requirement
- (iv) Responsibility
- (v) Working Condition.

So in the hospitality industry, which is, suppose to be the birth right of the Event, Hospitality and Tourism professional, such are being discriminated against when it comes to top management position. The question is clear; "You need an additional qualification in the area of management science".

Parsons and Marshall (1995) summarise the arguments of a number of studies about changes in skills across various industry sectors. This analysis has relevance in the context of changing skills in hospitality and tourism. The argument that hospitality is moving towards increasingly multi-skilled models of training and work has been aired since the early 1980s (Baum, 1987). Indeed, there is an interesting point here on the extent to which service jobs more generally are McDonaldized so with this you don't really need anybody with qualification in Hospitality or Event Management to perform a task. The issue of multi-skilling or multi-tasking should also be seen in the context of organisational change within hospitality and tourism and the manner in which organisations are separating core employees in whom significant training and skills development is invested and those at the periphery for whom such enhancement is not common (Guerrier and Lockwood, 1989). It is argued that developing skills across a range of functional areas enhances the likelihood of acceptance within the core although evidence for this is not readily available.

## 5. Government Policy In Hospitality And Tourism

The immediate benefits of tourism industry is its' ability to create employment both at the skilled and unskilled level. As a labour intensive industry tourism has the potential to create more jobs per unit of investment.

The committee on the Nigeria Tourism Master Plan observed huge economic potentials of tourism on the country economy, they also observe some hindrances.

- i. The Nigerian Tourism Development Corporation (NTDC) is overstaffed. The staffs lack appropriate training and experience. The organization is badly equipped, lacking computers with very poor office accommodation together with an inadequate budget, the overall results is an ineffective organization (Nigerian Tourism Development master plan).
- ii. The commercial sector lacks a much needed strong single voice to articulate its needs to government. The overall state of the commercial sector of the tourist industry and the lack of government support and the multi taxation of the industry underline the need for strong single industry voice (ibid).
- iii. The collection and compilation of tourism statistics needs urgent improvement. The reliability of the current statistics extremely low and no information was available on tourists spending and overall tourists' revenue for the country.
- iv. The human resources capabilities of the tourism and hospitality sectors are lagging far behind in terms of quality, standards and skills delivery. There is a lack of balance between management and supervisory training and craft skills training. The numbers receiving craft skills training need to be greatly increased.
- v. The National Institute for Hospitality and Tourism (NIHOTOUR) is grossly overstaffed and ineffective in its present role as a provider of educational services. The institute has no credible on-site practice facilities nor has any experience of delivering skilled personnel to the work force.
- vi. The various education providers do not specify skills or program outcomes. There is no way of ensuring consistent delivery of quality outcomes nor is there any way for auditing the quality of outcomes of the various training and education institutions. Some of these institutions are equipped under funded and equipment are badly maintained. There is significant shortage of suitably qualified instructors, teachers and lecturers across the teaching faculty. They also lack industry experience and an international exposure. This results to faulty teaching methods and outdated course content.
- vii. The frontline staffs receive less training and education than the managers in crucial areas such as customer care, tourist communication, travel office procedure, human and public relations knowledge of tourist destination etc.

The committee came up with twenty eight key recommendations. Some of the key recommendations are as follows:

Establishment of: i. National institute for culture and tourism.

- ii. Abuja college of culture and tourism
- iii. Nigeria tourism authority

Others are;

- i. Legislation
- ii. Tourism cluster
- iii. Sites of regional significance
- iv. Accommodation
- v. Visa regime etc

According to Dantata (2008), the main tourism legislation in Nigeria is the Nigeria Tourism Development Corporation (NTDC) act, which is Decree No. 81 of 1992, which establishes NTDC as the apex regulatory government body for the Nigerian industry. The functions of the NTDC include

1. Encouraging people living in Nigeria to take their holidays in Nigeria and people abroad to visit Nigeria.
2. Improvement of tourism amenities and facilities including the development of hotels and ancillary services.
3. Providing advisory and information services.
4. Promoting and undertaking research on tourism.
5. Rendering technical advice to states and LGC in tourism field.
6. Registering, classifying and grading of hospitality and tourism enterprises, travel agencies and tour operations.
7. Assist in the development of museum, and historical sites, parks, game reserves, beaches, natural beauty spots, holiday resorts, souvenir industries and publicizing tourism

The National Institute for Hospitality and Tourism (NIHOTOUR) was established in 1988 following a tripartite agreement signed between the Federal Government of Nigeria, the United Nations Development Programme (UNDP) and the International Labour Organization (ILO). The institute was set up to serve as the apex institution to provide training and manpower development for the Hospitality and Tourism Industry in Nigeria and entire West Africa Sub-region.

The organization currently offers programs as follows:

PgD in Hospitality Management

PgD in Tourism Management

Diploma in Transport & Travel Management

Diploma in Transport and Tourism Recreation.

Professional Certificates in Tourism Statistics.

Advanced Professional Certificates in Tour guiding

Certificate in Hospitality Operations

National Technical Certificate

Catering Craft Practice (340)

Cookery and Kitchen Operation

IATA/UFTAA Foundation Diploma

Additionally the institute had been conducting seminars workshops in collaboration with Industrial Training Fund (ITF), Nigeria Institute of Transport Technology (NITT) and National Association of Journalist and Writers of Tourism (ANJET), etc.

The National Board for Technical Education (NBTE) was created to handle all aspects of Technical and vocational education outside the university education, was established by Act No. 9 of 11th January 1977. It is

to provide standardized minimum guide curricula for technical and vocational education and training. The Board supervises and regulates, through an accreditation process, the programmes offered by technical institutions at secondary and post secondary levels. It is also involved with the funding of Polytechnics owned by the government of the federation of Nigeria.

Trevor Ward (2011) show us the geometric progression increase in number of rooms from 2011 to 2013, i.e. between 7229 rooms to 11,335 rooms with the inflow of international hotel brands in the country. With the brands entering into Nigeria, how prepared are the educational institutions?

What position do we have for all the graduates/diplomates being turned out by the sixteen universities and twenty six (26) polytechnics offering this program (JAMB Brochure 2011). Are they still going to be engaged as a supervisor or waiter? Are they going to be mixed up with SSCE holder and craft certificate holder for the same waiter or steward position, or are the graduates going to be accepted for management trainee position?

## 6. Conclusion and Recommendations

The global growth of hospitality and events potentials as a result of increase in tourism activities and its speedy expansion has created serious societal problems such as environmental degradation/pollution, culture treats/diffusion, prostitution, drug trafficking, skilled manpower requirements among others. A basic understanding of the relationships and interdisciplinary concepts among knowledge and skills in Tourism, Hospitality and Events enables stakeholders to minimize and manage the risks and problems tourism and/or tourists create. Thus, the understanding of tourism, hospitality and events management as independent but related discipline is a positive step to this direction in that its teaching in higher institutions brings the knowledge of the concepts closer to the people and thus, reduces ignorant of natural, manpower and cultural resources and its values to tourism development and promotion in Nigeria.

The career prospects of graduates of tourism, hospitality and events management cannot be over emphasized, especially the later. Both the private and public sectors are good playing ground for such graduates. Their job opportunities range from government establishments (Ministries, State and Local Government Tourism Committee) to private-oriented outfits. Career opportunities from airlines, tour operators, travel agencies, hotels, to transportation sector require a large amount of manpower.

This paper therefore exposes the potential for growths and manpower development that exists within the tourism and hospitality industry and particularly expressing concerns on the quality of available manpower as a result of the current training structures in the country. The issues of the course contents of the programmes at degree levels should be able to complement what the industry requires in ensuring the manpower supply via the graduates of tourism, hospitality and events management are easily absorbed by the industry with potentials for growth within the institution they choose to operate.

The following recommendations are thus suggested for continued and consistent application in ensuring that teachings and knowledge obtained via current educational institutions are not detrimental to the industry as well as the graduates of such degrees:

- I. There is the need to re-engineer the program as it is being done in developed world where a graduate of Tourism, Hospitality and Events Management could be Hotel sales and marketing manger, Hotel accountant, Accommodation Manager or Room Division Director, Human Resources Manager, etc.
- II. The gap between tourism, hospitality and events education and the industry's expectations must be narrowed. It is essential that both players in industry and the universities continue to discuss the current issues in hospitality and events training and education in particular, so that we can develop current and future managers. The current proposal for the School of Tourism, Hospitality and Events Management to have an Industry Advisory Board is a thinking in the right direction.
- III. Research has always revealed that the industry itself is looking for the best managers, and that there should be an increased emphasis on the business discipline and transferable skills. We must crate graduates who can quickly become productive in an industrial setting, and yet possess the abilities in generic management to proceed to the higher echelons of industry in due course.
- IV. The Curriculum need to be restructured and multi-skilled professionals attracted. This sort of manpower mix in the department will bring in more researches in the areas of consumer behaviour, human resources, marketing, quality management, ICT etc. Curriculum – the main problem the profession is the curriculum, with over emphasis on cooking and food service.

The program needs to have strong operational base along with managerial capability:

For Diploma.

ND level – operational.

HND level – strategic

For university education:

Between 100 – 200 level – operational

300 – 400 level – strategic

- V. The training of the disciplines in Tourism, Hospitality and Events Management should be encouraged to be executed via a school under a management or social science faculty. This will enable graduates of such institution at post graduate level to decide which area should their interests be developed during their post graduate education e.g. culinary, marketing, accommodation food service, human resources, accommodation planning etc.
- VI. Effort should also be directed towards pursuing the program up to doctoral level, also having MBA in hospitality management or event management or tourism management will not be out of place.
- VII. There should be increased in core Business courses in the Hospitality, events and Tourism Management curricula at both the university and polytechnic.
- VIII. Encouraging the academics in the profession to diversify into the core area of management sciences for them to be more relevant in the industry.
- IX. Just as the NBTE & NUC are regulating the ND, HND & BSc programmes for supervisory and managerial roles, NIHOTOURS should be repositioned to focus on regulating and standardizing the unskilled and craft aspect of the profession so that the Industry can have all it requires to function effectively and profitably. With this, ND, HND & BSc holders will be used for more productive and relevant positions in the industry, while the craft takes care of the lower cadre positions within the industry.
- X. The professional body should wake up from their slumber. A stronger professional body is required now. For effectiveness the professional body should be divided into subgroup i.e. Culinary, Tour Operators, Food Service, Travel & Ticketing, Sales and Marketing, Tour Guides, Accounting, Human resources/personnel management, Engineering, Room Management.

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