



Education and Training in Tourism and Hospitality

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Abstract -This paper focuses on education and training in tourism and hospitality. It appears that the role of tourism education or edu-tourism has been developed to balance the tourism development demand for fulfilling the broader perspective of managing tourism in achieving socio-economic development in the country. However, the development in tourism call for training in the hospitality sector which leads to the application of modern science and technology to suit the present requirement as expected of the industry for international standard.

Keywords: Benefit, Education, Motivation, Technology, Tourism, Training.

1.0 Introduction

Tourism has become a major science taught in higher education. At the first time, tourism education has been taught in the form of vocation school (Airey and Tribe, 2005) then in the development it evolved to be taught as a study in more academic nuances. This means that tourism education has been developed to balance the tourism development demand for fulfilling the broader perspective of managing tourism. The industry needs more comprehensive analysis than just providing the skilled graduates to be able to work in the tourism business. This notion is in line with Lewis (2005) proportion which stated that “Balancing the vocational and liberal aspects of tourism education is vital to producing a well-rounded graduate. This balance develops students who are broadly educated and knowledgeable about, and responsible in, tourism and hospitality development as well as occupationally functional in tourism. Concentrating on just the vocational impoverishes students and renders them less likely to be able to respond to stakeholders in a developing tourist society.” Since there are a number of stakeholders in tourism and hospitality management, the industry has called for graduates with more academic insight to solve tourism and hospitality management problems in the society. Thus, the need for developing tourism and hospitality education with academic perspective has been increased. However, the tourism education has been developed in emphasizing concept learning in academic point of view, there were still the needs of understanding for the occupational knowledge. Hence, the tourism and hospitality education was also dealing with internship or on-the job training program for the students.

1.1 Statement of Problem

The issue of poor management in the tourism and hospitality industry, ill staff as a result of illiteracy and lack of training about the job as become a general issue that call for address, also is the application of necessary technology in the industry which call for adoption by various tourism and hospitality establishment. In addressing these issues this paper mainly focuses on education and training in tourism and hospitality sector, and the effect of technology on tourism and hospitality.

1.2 Objectives of Study

1. To understand the importance of education and training in tourism and hospitality industry.
2. To know the socio-economic impact of tourism and hospitality.
3. To know the role of science and technology in hospitality and tourism business.
4. To know the effect of boarder closure on tourism and hospitality sector of the country.

1.3 Significance of the Study

It is of great importance to note that for research purposes education and training in the tourism and hospitality industry cannot be overemphasized. The rapid growth of the tourism industry creates large numbers of jobs, as tourism and hospitality serves as tools for driving the nation's economy.

1.4 Scope of Study

The scope of this study is basically centred on tourism and hospitality education, application of science and technology in industry.

1.5 Methodology

The method adopted for this paper is the application of documentaries, internet visitation and observation approaches. Also, a good understanding of the industry.

2.0 Literature Review

Education and training in the tourism and hospitality industry plays a major role in preparing students to gain professional and practical skills required by the industry. Given that the tourism and hospitality industry is a labor-intensive sector, it is undeniable that practical find the opportunity to apply what they have learned into practice and to develop personal skills and abilities. The rapid growth of the tourism and hospitality industry creates large numbers of jobs. As tourism and hospitality plays an important role in the economy, there is a need to examine tourism and hospitality education in relation to employment. Tourism is a multidisciplinary field, characterized by a large number of small and medium-sized businesses (Ayres, 2006).

Bodger defined education tourism or edu-tourism "to any program in which participants travel to "location as a group with primary purpose of engaging in learning experience directly related to the location" The form of edu-tourism consists of ecotourism, heritage tourism, rural/farm tourism, and student exchanges between educational institutions. Those activities were incorporated to learning method and curriculum of the scholars. The objectives of those activities were integrated with the subject of students at their schools. Thus, in managing the edu-tourism destination, the management needs to understand the scientific contribution for the scholars who visited the place. This understanding emphasized that the tourists of the edu-tourism are those who were in academic institution. It could be students, teachers, researchers, or academic staffs.

In the broader context, Ritchie (2009) defined educational tourism as "Tourist activity undertaken by those who are undertaking an overnight vacation and those who are undertaking an excursion for whom education and learning is a primary or secondary part of their trip". His definition open the wider understanding that edu-tourism is not just travel arrangement made for scholars, but also for people in the society. He added that people who would like to travel by the cultural motivation usually searched for learning element, finding novelty, and education.

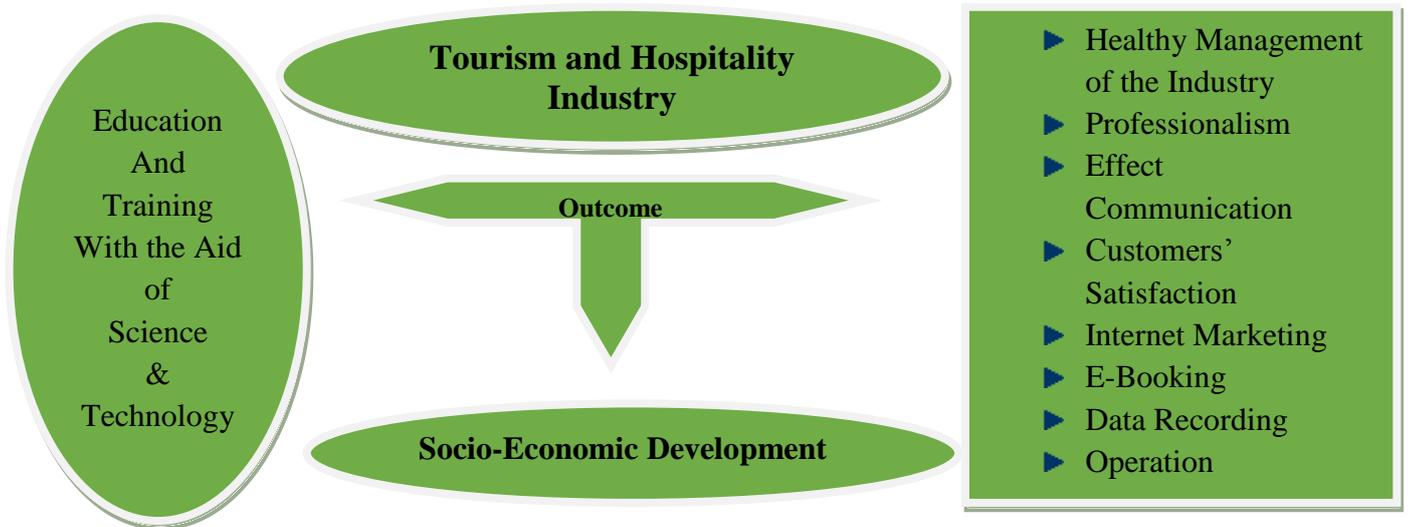
2.1 Economic Benefit of Tourism

Tourism today is one of the major global industries and an important source for economic growth and employment generation. Tourism is one of the biggest-growing industries on earth and its hegemony appears secure if the current rate of growth is maintained, World Tourism Organization (WTO, 2010). International tourist arrivals have grown steadily from 25 million in 1950 to over 1.1 billion in 2014. At present, 1 in every 11 people worldwide is employed by the tourism sector, with the industry generating US\$ 7.6 trillion or 10% of the global GDP in 2014 (WTTC Travel & Tourism Economic Impact 2015). Tourism in recent times has been widely seen as one which has contributed tremendously to the economy of most destination areas, improving their foreign exchange, creating jobs, creating awareness, improving standards of living and contributing to image-building of destination areas, it is pertinent to note that most developing countries in the world today benefit so much from tourism without recognizing the real impact such tourism activities has on its economy based on the trickle-down nature of tourism benefits to its host (Okech, 2008). In the economic situation of a country like Nigeria tourism can play a vital role. There is no doubt that Nigeria is able to attract many International and National tourist towards its different tourist's destination.

However, Nigeria has depended on oil for so long and a country looking to diversify should take the steps proffered into consideration and act accordingly. Indeed, there are huge prospects for the tourism industry in Nigeria that will benefit the masses and bring about the much needed development for the country.

2.2 Theoretical Framework

The Framework for Education and Training in Tourism and Hospitality Industry;



Source: Authors' compilation (2020).

3.0 Training Concept in the Hospitality Industry

The hospitality industry uses a diverse workforce, which includes a variety of positions that may or may not have a strong educational component (Leonard Kimberlee, 2019). A valet, cleaning personnel and restaurant servers have different requirements than check-in clerks, concierge providers and managers. Yet, the entire workforce is a reflection of a hotel's hospitality culture, which is why everyone needs to be trained from top to bottom on certain specific values and standards.

3.1 The Company Culture

Every hospitality company has its own special way of doing things. You might remember a specific hotel because of the chocolates that a courteous maid deliberately left on your pillow. A cruise line might always make towel monkeys that sit on the bed to greet you. A tropical hotel might do a lei greeting the moment you arrive. These are all components of a corporate culture that's designed to enhance the guests' experience. Training at each location helps ensure that everybody will have a consistent experience. Training is also important to have consistency among staff in the larger chains. From the way the pillows are fluffed to how the lobby is designed for convenience or relaxation, chains need to reflect the same culture, albeit with some customization. So, if a person is staying at a Hilton in Honolulu, San Francisco, New York, Atlanta, Washington, D.C., Denver or Dallas, there should be consistency as to how the hospitality staff acts and how they do things.

3.2 Developing and Training Talent

Many hospitality workers start in entry-level positions and work their way up into higher level jobs. When a company takes the time to train people, it is easier to recognize the talent that can be developed for higher management positions. Training for the hospitality industry is diverse. Basic skills include communication and ways to interact with the hotel guests. It also involves teamwork training and diversity training, because the staff is perceived as one unit by guests. Learning to work together with people from different backgrounds is essential since staff never know what the background of any specific guest will be. Yet the guest experience needs to be the same for everyone.

3.3 Problem Solving and Service

Great service that leads to amazing experiences is the goal of the hospitality industry. This is something hospitality leaders need to develop in staff. Things go wrong; it's part of life. For example, if a guest has been given the wrong reservation and the problem is not resolved in a friendly and positive way, the guest will not have an enjoyable experience. The goal is to resolve problems so the guest feels satisfied about the solution and that she wants to continue her stay so that ideally, she will want to return.

3.4 Safety and Security

If a danger presents itself in the hotel, guests look to staff to direct them. After all, the staff knows the lay of the land, whereas the guests are in unfamiliar territory. Staff should be trained as to the basics of safety, with many having the ability to perform first aid and Cardiopulmonary Resuscitation (CPR) if necessary. The hospitality industry must also prepare staff, and develop plans in the event of natural disasters and potential terrorist activity. This is so important, because if the staff doesn't know what to do, chaos will emerge, because people panic while they are trying to determine the best course of action.

3.5 Tourism Education Motivation

Tourism science or studies has been taught at the higher level because it could contribute to customer satisfaction and the competitiveness of tourism business (Bashraf and Al Saleh, 2013). Tourism education was developed for preparing the human resources at the tourism business/industries. Thus, many universities have attempted to link and match the curriculums and modules with the industrial needs. Hjalger (2003) have studied the students' motivation in learning tourism and hospitality management. The result indicated that there were three motivations, such as:

- A. Going to school to gain the work experience
- B. Increasing value programs in tourism industries and
- C. Preference to work people.

The students also wanted to be more professional in the tourism work environment and according to Johnson et al, (2006) that "professionalism can be realized through education". These notions were strengthened by Zagonari's (2009:7) who stated that "policies on tourism education and training should provide a balance between professional skills, basic knowledge, and thematic specialization: students should reach professional skills in order to meet the current qualitative need of firms".

3.6 How Information Technology Has Affected the Tourism and Hospitality Industry

Information Technology has played an important role in the hospitality and tourism industry over the last two decades. Technology has helped reduce costs, enhance operational efficiency, and improve services and customer experience. Both customers and businesses can benefit from improved communication, reservations, and guest service systems.

Technology has helped tourism and hospitality industries replace expensive human labor with technological labor. This helps reduce labor costs, but also helps avoid customer service issues. Here are some examples of the ways that science and technology continues to improve the hospitality and tourism industry.

❖ Internet and Marketing

The internet has a powerful impact on hospitality and tourism. A customer's first experience with your business is a visit to your website. This includes looking at pictures and reviews from past guests. It is vital for a business to effectively utilize online advertising, social media, blogs, and online purchasing to help convenience their customers, especially when your competitors are doing the same thing.

❖ Computer Systems

Computer systems allow communication between larger hotel chains with multiple locations to connect easier. They also help keep staff on the same page and make it easier to access information, making your guests experience much better. Guest requests, housekeeping information, and reservations can all be found on one system.

❖ Mobile Communication

Mobile tablets and smart phones have replaced large desktop computers, making them virtually extinct. This is helpful, because many travelers take some type of mobile device with them on a trip. This helps hospitality businesses keep customers advised of changes and delays to their reservations, offer deals, and advertise by using GPS tracking.

4.0 Conclusion

Tourism education and the concept of training in the hospitality industry plays a major role in preparing students and staff of the establishments to gain professional and practical skills required by the industry. Tourism and hospitality industry is known to be a labor-intensive sector of the country economy, research shows that training is of paramount in the hospitality industry as it is required from the top to bottom management staff of the establishment for socio-economic development, quality service delivery and attaining customers' satisfaction. The use of Technology in the hospitality and tourism industry has helped speed up operations and helped the traveling process much more enjoyable and efficient.

5.0 Recommendations

However, Base on the observations and findings of this write up, the following are therefore recommended as the way forward for education and training in tourism and hospitality:

- Governments at various levels should consider tourism and hospitality matters as important as crude oil, this is because its potentials cannot be exhausted and many developed countries earn their revenue majorly on tourism and hospitality. For instance: France, Kenya, United Arab Emirate, and so on.
- Proprietors of hospitality and tourism businesses should mandate either On-the-job and or Off-the-job training from the top to bottom management staff of the establishment.
- Necessary man and material resources needed for effective running of Hospitality and Tourism Management as a course of study in higher institute of learning should be made available for accreditation.
- Graduates of Hospitality, Leisure and Tourism Management are advice to venture into small scale business of their profession after school than waiting and searching for white-collar job.
- Tourism and hospitality establishments are advice to harness the present and available technology in the day to day running of their business to enhance the business operation.

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