
HOSPITALITY EDUCATION IN NIGERIA: CHALLENGES AND OPPORTUNITIES

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Abstract

Hospitality Education has emerged as driving force for developing economics therefore, these economics recognized hospitality as a vehicle for their envisaged development and growth (Mill & Morrison 1999) hospitality education in Nigeria system is a source of supply of skill labour to hospitality and Tourism Industry over the years invoke concern, the main aim of this paper was to get insight of present hospitality Education in Nigeria and to search various challenges and opportunities faced the educational institutes, this study was undertaken through extensive study of secondary data mainly literature review from various journals, magazines, newspapers, world wide web and textbooks which evaluate the hospitality educational system, status of hospitality education, perception about hospitality education and method of teaching hospitality education. During the last" two decades, numerous hospitality educational institution have introduced hospitality management education programs to cater for the diverse requirement of the industry in Nigeria were anticipate including hospitality graduate, employment and leadership.

Keywords: Education, Hospitality, System, Perception, Tourism

Introduction

Hospitality and Tourism Education is always viewed as a factor for tourism development of any region (Bagri and Babu, 2009) hospitality is a broad industry

covering various hosting service including Restaurants, hotels, bars, cruise line and many other related business. Globally it is a multi-billion dollar industry with broad offerings, in Nigeria the best of hospitality development is found in accommodations and restaurants and its market has seen an influx of international brands. However this is still not reflected in the quality of services rendered. They seem to have fallen into the abyss of ideological quagmire by forgetting to recognize the fact that the industry thrives on service, take away the services from the hospitality industry then there is nothing "to build on and hospitality services are learn through training and education. The root of the issues within today's hospitality and the solution of tomorrow can be tied within education, with these it becomes clear that drastic changes within the circular and the way the learning process is perceived and executes have to be made, with the introduction of courses that have been specifically designed with the needs of today's students and tomorrow's landscape in mind from hospitality management to culinary arts. A successful hospitality education isn't just about preparing for today, it's about endowing students with the critical thinking, flexibility and entrepreneurial spirit they need to flourish in today's

professional landscape while successful conquering the challenges of tomorrow.

In Nigeria, hospitality education is of vital importance in developing right kind of manpower which in turn can make better planning and bring required professionalism to industry the manpower for this industry is trained in institutes to considerable extent , the number of institutions offering hospitality management programme has seen a gradual increase over the years, today some private and government institutions, universities have come up to initiate this programme apart from the ones that offer degree through correspondence, government/private has started a number of skill based programmes (vocational schools) order to meet the need for skilled staff at the lower level. However many discrepancies found, physical facilities leave a lot to be desired in the institutes in terms of infrastructure, method of operations, administrative and management.

Literature Review

Concept of Education

Education is considered as a discipline that directed to man as no other animal receives

education, we often talk of training dogs, cats, monkeys and other lower animals, but in the case of man we think in terms of educating man. Education can be defined as the "total of the experience made available to the individual in order to make him/her develop a rounded personality and be useful to himself and his community (Prof. Jimoh. S. A, Fafunwa 1974) define education as the aggregate of all the process by which a child or young adult develop abilities, attitudes and other form of behaviors which are of positive value to the society in which he lives, education enhances an individual's personality and provides him confidence to reach out to the world. For the purpose of this study education, is defined as the activity of educating people in school, colleges and university, and all the policies and arrangement concerning this.

Hospitality in Educational System

The introduction of hospitality into the educational system is relatively young, Salgado and Costa (2011) observe that hospitality higher education started at the end of 19th century. Ring Dickinger and Weber, (2009) admit that the initial training course for hospitality staff were centered on hotel management. Chi and Gursoy (2009): Haritison, Poiulston and Kim (2011) Donima and Luka (2014) note that technical and vocational schools thereafter

and in turn evolved into widespread national and International undergraduate and Post graduate programme. It was developed to address the needs of the hospitality industry and professional bodies which in those decades were in need for professional hospitality Management since the mass tourism destination across Europe at this time were increase.

The word hospitality is derived from hospice, a medieval word for house of rest for travelers. The term hospitality emerges as the way hotelier and caterers would like their industry to be perceived. It conveys an image that reflects the traditions of service that goes back over the centuries (Roundel, 2007) defines hospitality as friendly and generous behavior towards visitors and guest intended to make them feel welcome.

Brotherton with wood (2000) defined the hospitality industry as being comprised of commercial accommodation and/or drink/or food, through a voluntary human exchange, which is contemporaneous in nature and undertaken to enhance the mutual well being of the parties concerned. The same author define hospitality management as being only a linguistic label used to describe study programs, research

styles and similar, prevalent in higher education. The evolution of the hospitality industry has influenced hospitality education to make significant changes, the main shift has been moving from its home economics and food services management origins to a business foundation and hospitality-oriented courses (Chaljiath & Sharma, 2007, Rappole, 2000). The change has been a result of the industry demanding that hospitality graduates possess both fundamental knowledge in business and industries and appropriate management skill to operate hospitality business (Agrusa, Tanner & Coats, 2004). The educational system within the hospitality industry has to provide students with theoretical and practical knowledge form the field of hospitality industry (Molestsane, 2011). In recent years educational system started giving more importance to development of personal characteristics, qualities and skills of people working in the catering and tourism business. Work-integrated knowledgeable therefore became aspect of student learning process and is defined as learning through experience rather than through books or formal,(Mathana, 2000).

Student Perception on Hospitality Programme/Education

An industry's image is built on the perception people have about it. Hospitality industry has always been perceived as glamorous one but this picture gets distorted piece by piece once the student undergoes industrial training. Negative perceptions among students of hospitality can have far reaching consequences for the manpower supply in this industry. A study in Tourism students conducted by Kusluwan and Kusluwan (2000) obtained similar results in Turkey. The factors causing these negative views can be listed as the difficulties experienced due to the nature of the work, working conditions, unskilled managers, low salaries, in appropriate behaviours and loosing job. Mckercher *et al.*, (1999) in a study conducted at Charles Strut University Australia revealed that hospitality graduates enjoy high employment rates although their initial start is slow. However, only about 40% of all former students and 55% of the present major surveyed were working with the tourism sector. The graduates working with the tourism industry feel that their education has become even more relevant and important to them as they progress in their career paths.

Lee *et al.*, (2008) conducted a study on Hong Kong student was to determine their motives for their choice of Hospitality and Tourism Management (HTM) course. The results indicate that there were five motivational factors among HTM student: self-actualization, job opportunity, field attractiveness, ease of study and Scholastic achievement. Mott Macdonald (2009) report on survey of Institutes run by the Government of India found that majority (56%) of students surveyed do a proper research about the scope, course and career option before joining the institute. In 33% of the cases the students join the course as their friends/family members are in the same profession. However in very few cases (11%) it was found that the students do not do any assessment of the course before joining it. During the interactions with the students in the visited Institute 44% of them opined that they had plans to join the hotel industry 33% of the student said that they would prefer to go abroad for other jobs/earn more money. Majority of the students felt that the salary structure in the Hotel Industry is not good. The working hours are too stressful and the job is very demanding.

Status of Hospitality Education

Educational programmes in hospitality management has evolved over a period of time keeping in mind the changing face of the world in past the field was termed as hotel management today. It is termed as hospitality and tourism management as it covers a gamut of opportunities on cruise catering service, malls, cinema, halls, corporate house, travel and tourism etc. Many players have entered the segment and the competition is fierce, hospitality management education and curriculum has also evolved over the years and signs of the same were visible as early as 1990s. Powers (1993) predicted that hotel, restaurant and institutional management education will be alive and productive in 2010. They predicted how the curriculum will evolve in the 21st century. Lawis 1993 predicted that many North America Institutes may cease to exist 10 years from now if they did not pay attention to quality teaching and real-world research that address the way companies are really run.

Pavestic (1993) also predicted the need to change the higher education programme in US as the hospitality industry will demand a more skilled force.

Hospitality Education in Nigeria

The term hospitality refers as the act of kindness in welcoming and looking after the basic needs to guests or strangers, mainly in relation to food, drink and accommodations. Education and training have the capacity to empower people towards making positive contribution for self and societal advancement (Ashutosh, 2014): Harkison *et al.*, 2011) in the hospitality and tourism needs of customers in the face of fiercely competitive global village.

Federal government of Nigeria established boards that grant approval for all academic programmes ran in Nigeria Universities, Polytechnics tertiary, these boards are National Board for Technical Education (NBTE) which was established by act 9 of January, 1977 and the National Universities Commission (NUC). It was established in 1962 and is a parastatal under Federal Ministry of Education (FME) web sites of colleges and Universities in Nigeria was view to identify institutions that offer hospitality and tourism management education in Nigeria and their admission requirement after finalizing the list , the conclusion was that there are 28 Universities, 27 polytechnics/College of Education and 6 Nigeria hospitality Training Course in Nigeria.

The admission requirements for hospitality & Tourism Management in Nigerians schools specifically, the following are the O'level requirement, JAMB UTME subject combinations and direct entry. Requirement for hospitality and Tourism Management in all Universities, Polytechnics and Colleges of Education in Nigeria.

O'level requirement for hospitality & Tourism Management in all school- five SSCE credits including English Language, Mathematics and Economics any subject (Biology, Physics, Chemistry or Agric).

JAMB UTME subject combination for hospitality and Tourism management in all schools:

Mathematics, Economics, English and any other subject and score of 180 -200 and above in JAMB UTME to be on a safe side.

Direct Entry Requirement for Hospitality & Tourism Management in all schools

1. ND/HND in relevant field
2. Degree /HND not relevant to the field
3. Two A level passes from Biology/Zoology, Chemistry and physics plus 3 other O level credit

passes in Mathematics, Physics and English Language.

Curriculum for technical education in Nigeria was being enforced on government approved tertiary institutions by National Board for Technical Education (NBTE) the curriculum was drawn by NBTE in collaboration with relevant stakeholders with due consideration for task or job specific and generic skills (Wakelin, Theron, 2014), The board was also empowered to lay down standards of skills to be attained and to continually review such standards as necessitated by technological and national needs.

In Nigeria universities, degree offer four year programme in hospitality and tourism management, the skills, knowledge equips students with all the required skills, knowledge and attitude to efficiently discharge supervisory responsibilities in the hospitality sector, the programme also involves in-depth laboratory work for students to acquire knowledge and skills standards in the operational area of food production, food and beverage services, front office operation and house keeping, and providing managerial input in hotel accountancy, food safety and quality, Human Resource Management, facility planning, financial management, strategic

management, Tourism marketing and tourism management.

Most post graduate programmes in hospitality management are two year programmes offering PGD, M.Sc or MBA degree while National Diploma Hospitality Management is a terminal programme and is structured to last for two years (four semester) this incorporate four to six months of supervised industrial work experience or Industrial attachment (IT) and Higher National Diploma (HND) commence after IT and it is two years programme before one year National year Service Corps (NYSC).

Challenges of Hospitality Education in Nigeria

*** Curriculum update**

The success of any course Curriculum and contents, Kelly (2009): Morris and Adamson (2010) defined Curriculum as the totality of learning environment as agreed with relevant stakeholders. According to Danina and Luka (2014) says that there is need to meet hospitality and tourism industry's requirement and expectations is central in development its curricula, the continuing expansion of the field of hospitality to cover wider functional areas

is another factor necessitates the curriculum development Sisson & Adams, 2013 hospitality syllables are not uniform throughout the country, syllables for diploma courses is much more elaborate than degree course with some unimportant and non-core course. Updating the curriculum to be relevant in light of a changing hospitality industry is critical because industry recruiters expects hospitality graduates to understand what the industry entails and to obtain the range of skill required by the industry via Curriculum and experience (Johanson, Ghiselli, Shea & Roberts, 2010) to give a value based Curriculum NBTE for technical education NUC for universities, stakeholders and industry operation managers need to take up necessary steps to restructure their Curriculum.

Chuthoth and Sharma (2007) suggested a standardization of the hospitality core curriculum that focuses on developing student's common knowledge based by offering a similar core curriculum to that of business school.

*** Administration and Management**

Administration leadership and student management are deemed essential to the transformative process of a programme,

ultimately affecting the organizational culture and its overall quality. Kalargyrou (2011) found that administrative challenges was more apparent when leadership came from a different discipline to lead a hospitality programme the administrators lack understanding about the nature of hospitality education may inhibit the performance and growth of the hospitality programme in their units, Heck, Johnsrud and Rosser (2000) stated that higher education leaders, such as key administrators in a school impact their institution indirectly through such activities as provision of support for faculty growth, effective allocation of resource, goal setting, decision making and communication.

*** Teachers Qualification**

In all teaching activities, teachers play the major role, while teaching quality is the most important factor in overall teaching results increasing teaching effectiveness depends on ability of teachers to acquire professional knowledge, expertise and teaching skills. Classroom lecturing, case study discussions, feedback and presentation session, research papers, situation handling demonstrations, school excursions and trips teaching methods should be adopted in developing the students but according to (Mayaka &

Akama (2007) the number of educators with proper professional credentials is lower than expected are also found in other nations. (Mayaka & Akama, 2007), Tribe, 2005). Developing a stable research environment is extremely difficult if the professional specialty of its teachers does not fit with the departmental goal, department needs to have clear goals for future development, thus striking a balance between teachers with academic and professional expertise within appropriate specialties.

*** Infrastructural/Technology**

To strengthen and expand the institutional infrastructure for education and training, government/stakeholder need to create infrastructural facilities necessary for studying hospitality and tourism courses, there were increasing constraints on the availability of space, and the layout of teaching spaces could not be recognized to facilitate alternative, interactive lessons format sports facilities, laboratories with modern equipment, a well-stocked library has become imperative, knowledge of these technologies particularly in property management is very important. More stress on the use of computer and PMS software at the institute level is the need of the hour for making presentations, teaching and

researching. Modern equipment in kitchen, restaurants, house keeping and front office department should be provided Wood (2007) earlier observed that the sheer cost of investing in and maintaining the facilities required for this educational model are not always palatable to the higher education institutions.

Opportunities of Hospitality Education in Nigeria

Hospitality Management is a course for those whose plan is to take advantage of their individual and professional success in the hospitality industry, to be able to achieve success, they need better understanding of the hospitality business and monetary operations of the industry, the career options for an individual looking for job as a graduate of hospitality management course can be enormous, the individual can be hired to work as a guest service manager, head chef, front clerk, security officer office, banquet manager, book keeper concierge and whole lots of others. Other hospitality management trainee and administrative opportunities will be accessible in full-service, hotels that have restaurants, fitness centres and ample meeting room as well as play grounds for children, hospitality executives, faculty in hotel management/food craft institutes,

cabin crew national and international airlines, catering officers in cruise line/ships. Increasing globalization and the changing way we live are helping drive the growth of travel, tourism and hospitality to bigger height than ever before combines with a performance that's greater than that of the global economy itself, the sector is set to offer incredible opportunities for those who are willing to take them, if hospitality education is reimagine, reconstruct curriculum and delivered. It will not only help enhance the learning experience for students but help prepare them for a world after graduation. It will also streamline the way internship are undertaken and give students the freedom to discover career opportunities first hand within the comfort of their education.

By reimaging the way hospitality education is delivered and experienced, the industry stands to benefit from an influx of human capital that is passionate dedicated and equipped to tackle challenges head on braced with a new generation that is cable innovative and entrepreneurial, the potential for growth within the hospitality and its allied industries is incredible.

Summary

Today, more than ever, education or more importantly, what we define as good education is one of the most important topics in our society, it's a topic we go back time to time again as we choose a future to pursue, tirelessly inspect lists of hundreds, if not thousands, of institutes repeating the same process again when the time comes for our children, before finally finding one that satiates our pursuit of what we believe is a good education, hospitality education provide students with rigorous academic course while also exposing them to numerous practical learning opportunities, such a balanced educational experience will prepare today's students to be tomorrow's managers. Life after hospitality education is much more than just hotels, while the uninitiated are quick to think that graduates spend their entire careers in hotels after their graduation gown are off, graduates actually have an entire world of hospitality open to them. Hospitality graduate are actually some of the most sought after in today's rapidly shifting landscape. Many graduate do indeed pursue a career in hotels and resorts but other excel in banking and financial services, private equity, luxury and financial services, private equity, luxury and retail, event management and entrepreneurship.

Conclusion

Quality of education and training provided by the institutions help students to emerge as professionally qualified personnel for hospitality and other allied service sectors. Education is considered as the most veritable tool for national building but there is no doubt that the hospitality education in Nigeria is facing significant challenges in curriculum update, Administrative and management, teacher qualification and lack of infrastructural technology. However, the challenges of educating and training lies with the educational institutes. The study proved to be useful to students who are currently graduate or enroll in hospitality management education. It can serve as a reference to students in understanding what knowledge or competencies the hospitality industry is looking for in hospitality management college graduates.

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