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Tourism Education Planning for Manpower Development: Rational for Boosting National Productivity for Sustainable Economy.

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Abstract

The use of gross national income per capital as the main criteria for classifying economy of a nation as stressed in economic literature as given focused and emphasis on meaningful national productivity for sustainability of such nation economy through effective tourism education planning. The paper discusses tourism education planning, manpower training and development, challenges of manpower training and development, factors affecting the growth of tourism industry in Nigeria for employment and productivity. The paper further x-rays the relevance of tourism education, goals and objectives of sustainable tourism education, employment and productivity, concept of production, national productivity and sustainable tourism education and its principles. The paper concluded that social environment plays a major important role in the development of tourism project through effective tourism education planning. Also recommended among others that government should provide infrastructure and amenities for comfort of the visitors' tourist and students.

Introduction

Tourism education planning involves the process through which tourism emerges, how it evolves and how it is encouraged. This encouragement is facilitated by both the government and private sector.

Hence, tourism industry over the years has been an effective means of generating revenue that has contributed significantly to the development of the nation based on continuous interest,

resulting from the exhibition of unique places and features by media organization. These displays heightened people's curiosity to see such places thereby increasing tourism concerns. Increased transportation which facilitates easy access to regions of interest; owing to the varied means of transportation available, it has become relatively easy to move from one location to another to visit natural sites and parks that have intrinsic values. Also awareness of the potentialities of holiday period as a time to see much publicized new areas of interest. This has ultimately resulted in the demand for and even greater improvement in the tourism industry. Hence, tourism educational planning become imperative for manpower development for boosting national productivity for sustainable economy.

Tourism Education Planning as a Tool for Sustenance

The school as an institution has its own ideology to fit in towards achieving the general educational objective. The general objectives of a school when properly facilitated and enhanced brings about productivity in the nation as a whole sustainable productivity emphasized that increase in the output that will meet the needs of the present generation without undermining the future generation getting theirs.

Good planning will always enhance achievement of school objective for national productivity and this can only be possible where there is good programme in the school.

World Tourism Organization (1994) defined tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Tourism education is an important element of tourist experiences within the heritage, dark tourism, wildlife and natural attractions, and other sites where there is a story to narrate. It is such a central part of many attraction, either as part of the organizations' mission or as a tool to engage visitors, that most tourism businesses employ an education officer and develop a package of learning resources and educational tours to meet the needs of education-first tourists (those travelling for education rather than those travelling for tourism with some educational value, described as tourism first) (Ritchie, 2003).

The SGDs is the offshoot of the Millennium Development Goals. One of the aims of the SDGs is to promote inclusive and sustainable and economic growth, employment and decent work for all.

The aim of this article is to use education as a tool to sustain economic growth. This is possible by encouraging technological innovation to develop industries which will in turn create job opportunities.

Therefore, the role of travel and tourism industry in economy survival of countries and states had been stressed (Okoli, 2001). The industry is described as having economic regeneration and stability potential given its roles in employment creation, income generation and infrastructure development (WEF, 2013). According to Ahmed and Krohn, Lea and Zhou and Ritchie in Bello and Bellow, 2017, three types of employment are being generated through the travel and Tourism: direct, indirect and induced employments: in terms of direct employment provision, travel and tourism and tourism sector accounted for about 102 million jobs (3.4% of total employment) in 2012 (UNINTO, 2012). This figure is expected to rise by 1.2% in 2013 and 2.0% pato about 126 million jobs (3.7%) in 2023. According to WEF (2013), the total contribution of the travel and tourism industry to the global employment, including jobs indirectly supported by the industry, was 8.7% of total employment put at 262 million jobs. This figure is expected to rise by 1.7% in 2013, estimated at about 266 million jobs and 2.4% pa but at about 338 million jobs in 2023.

Productive Employment

Kola in Wonah and Ekpenyong (2017) averred that even though job opportunities are very rare to come by, many non-governmental organizations. (NGOs) are initiating the employment of the young graduates by providing training opportunities for the graduates so that they can become self-employed. Agomno (2009) asserts that graduates are forced to go into farming since opportunities for white-collar jobs are rare. Agomno opined that since graduates can read and write, they are bound to quickly acquire the skills in fertilizer application, use of herbicides, planting distances and the general techniques of farming.

Burns and Holden (1995) make a generalizations about tourism and employment generation. According to them, one of the strong arguments for the development of the travel and tourism in the developing countries is that it creates job opportunities for the local people and increases their income. Similarly, Yoon and Uysal (2005) study revealed that in Pennsylvania, sporting, fishing and angler wildlife-watching activities create more than 43,000 jobs. The argument further revealed that travel and tourism accounts for one in eleven jobs on the planet with the projection to rise to one in ten jobs by 2023. That is why Johnson (2012) argues that productive employment does not necessarily mean government white-collar jobs. It could mean the income derived from such engagements that could sustain the employee. By this engagements, he is able to sustain his family. Indeed, he could be a cocoa farmer and earns foreign exchange from his cocoa sales. By this, he is productive because he has a means to sustain the economy. Census News (2015) puts unemployment rate in 2009 to be 13.3% that is for those who qualified to work. Judging from the head count of 2016, which had 150 million people, 20% of that population should be 30 million. Out of this 11.2 million people were unemployed. Similarly, Wikipedia (Feb. 2017) in 2011, unemployment rate shut down to 9.52%, only to rise again in 2016 to 19.7%. If the population of Nigeria rises by 7% per annum, the population of Nigerian 2016 would be about 179 million, giving on unemployment eligible and qualified candidates to be 90.7 million people.

Manpower Training and Development

The concepts of manpower training and development are sometimes used interchangeably in human resource discussion. Jones, George and Hill in Okotoni and Erero (2005) view the two concepts as different and as such believe that: Training primarily focuses on teaching organizational members how to perform their current jobs and helping them acquire the knowledge and skills they need to be effective performers.

On the other hand, development focuses on building the knowledge and skills of organizational members so that they will be prepared to take on new responsibilities and challenges. Okereke and Igboke (2011) stated that manpower development broadly refers to job enrichment that has an intrinsic mechanism to motivate an employee to accept and play challenging organizational tasks. Okereke and Igboke further argued that, manpower development involves activities that enable an employee to comfortably and conveniently perform organizational tasks.

In other for organization to achieve its goals there is need for proper planning of manpower. Therefore, manpower planning refers to a number of functions which according to Ushie in Uya, Denya, Emeh and Okoro (2004) highlight to include: Planning of formal education system, planning of in-service training and adult education system. Similarly, Obi (2003)…

Glueck in Arikpo, Ushie and Akpama (2017) opined that the primary reason for manpower (employment) planning is that, it provides the input data or information/for personnel functions, such as recruitment, selection and training. Usually, firms provide their employees with manpower training and development which does not stop them from performing their duties over extended period, hence, tourism education play a vital role in manpower training and development needs.

Challenges of Manpower Training and Development in Tourism Industry

1. Lack of interest in manpower training and development.
2. The prevailing knowledge, personnel officers in charge.
3. Funding problem.
4. Lack of accurate data.
5. Shortage of Training/Technical personnel and facilities.

Factors Affecting the Growth of Tourism Industry in Nigeria for Productive Employment

i. Poor tourism education and research.
ii. Poor tourism infrastructure.
iii. Global insecurity.
iv. Global economic recession
v. Poor integration of technologies in tourism.
vi. Weak political will and tourism policies among countries.

vii. Culture and taboos.
viii. Civilization and Globalization (Bello and Bello, 2017).

Goals and Objectives of Sustainable Tourism Education

The goals and objectives of sustainable tourism education include:

1. To improve the quality of life of host communities;
2. To preserve intergenerational equity.
3. To ensure the cultural integrity and social cohesion of communities.
4. To prove a high experience to visitors (Collin, 1994).

These goals and objectives transcends the superfluous nature of sustainable development for achievement of equitable benefits in the sector for generation yet unborn.

Sustainable Tourism Education Characteristics

1. Concerned with the quality of experience.
2. Capable of employing locals and has local participation in planning and decision making.
3. Operated within the limits of the resources as is the maximization of implication and use of energy and effective waste management and recycling techniques.
4. Maintains full range of recreational educational and cultural opportunities within and across generation.
5. Based respects the character of a region.
6. Allows the guest to gain an understanding of the region visited and which encourages guests to be concerned about, and protective of the host community and environment.
7. Does not compromise the capacity of other industries or activities to be sustainable.
8. Integrated into local, regional and national plans.

These characteristic has in all it's ramification given the kind of behavioral pattern in tourism industry should look like at the long run. This is with particular emphasis to the physical environment of historical nature, the environment as a setting, as a back drop and focus. Focus here implies to centered on the negative impact created on the physical environment as environmental; damage, pollution, tourist services/activities given the positive impacts of tourism.

Sustainability is the process of people maintaining changes in a balanced environment, in which the exploitation of resources, the direction of investments, the orientation of technological development and the institutional change are all in harmony and enhance both current and future potentials to meet human needs and aspirations (Wheris and Milling, 2001). Sustainability can also be viewed as a sociological process characterized by the pursuit of a common ideal. An ideal is by definition somehow unattainable in a given time and space (Uchegbu, Anyakoha and Uchegbu, 2021). However, by persistently and dynamically approaching it, the process results in a sustainable system.

According to Kahle and Atay (2014) sustainable development is a process for meeting human development goals while sustaining the ability of natural system to continue to provide the natural resources and ecosystem services upon which the economy and society development depends. It involves social development and environmental protection.

Sustainable development is an organizing principle for sustaining resources, hence sustainability envisions desirable future state for human societies in which living condition improves for an enhanced standard of living. The gains of sustainability are employed to determine the integrity, stability and beauty of natural biotic system.

Wonah et al (2017) maintained that after the Millennium Development Goals (MDGs), there is the need for sustainability. This is the reason why the Sustainable Development Goals (SDGs) was introduced. The aim is to sustain the achievements of the MDGs. This article is based on the 5th point agenda of the 17th point agenda of sustainable development goals. The article articulates education as a tool for productive employment and sustainability which in the context of this paper is focused on tourism education. Otherwise terms as Edu-tourism. According to Okoli (2001), Ritchie (2003) Edu-tourism is one of the tourism typologies, hence, a type of tourism primarily motivated by the guest for education and learning. It refers to a form of tourism in which participants travel to a location outside their original places of domicile, with the primary purpose of engaging in education and learning experience (Jimenez and Luis in Bello and Bello, 2017). Donatus et al (2017) opined that in term of employment, employment which led to paid holiday as incentives to the workers as a result, workers have the privilege of searching for different segments of the tourism market foe leisure and recreational travels such as adventure and sport tourism, cultural tourism, health tourism, agric-tourism etc.

UNICEF (2012) observes that the rapid growth is the economy of Sub-Saharan Africa (SSA) countries has not created sufficient productive jobs to lift people out of poverty. This is because they work in the informal sector. To pet people out of this situation is to encourage investment in the formal sector.

Suurs (2009) assert that the gains of sustainability are to create jobs for the growing population. Job creation would bring wealth and this wealth will be used for development. Furthermore, Suurs narrated that, “those who work in the agriculture or the informal service sector are unable to meet their basic needs”. Since they work in this sector, productivity is low, what brings development is wealth which can be achieved through gainful employment. This thus means that man should work hard to influence their economic status so as to influence the economy. Johnson (2012) comment the NGOs about what they have done by providing jobs for the graduates teeming population. He recalls that many youths (non-graduates) have benefited from the NGOs schemes by the organization’s ability to provide jobs for youths. Also, Suurs (2009) maintained that the gains of sustainability are to create jobs for the teeming graduate

population. This is a fallacy as it is difficult for government to create jobs for her graduates. However, NGOs are in pipeline in job creation issue. Government should partner with the NGOs in this issue. Based on this sustainability can be focused on something that improves the quality of human life while living within carrying capacity of supporting ecosystem. It has a quantifiable limit.

National Productivity

Sustainability in national productivity is a social challenge that entails international and national laws, planning, supply chain management cooperate and individual lifestyles.

Productivity describes various measures of the efficiency of production. It measures is expressed as the ratio of output to inputs used in the production process. Productivity is a crucial factor in production performance of firms and nation. Increasing national productivity can raise living standards because more real income improves peoples' ability to purchase goods and services, enjoy leisure, improve housing and education and contribute to social and environmental programmes (Capra, 2015). Therefore, productivity growth can also help business to be more profitable. Most times, a productivity measures are expressed as the ratio of an aggregate output to a single input or an aggregate input used in a production process; that is output per unit of input is an example of the aggregate labour productivity measure such as Gross Domestic Product (GDP) per worker. Omini and Iquo (2018) sees national productivity as measuring sustainable competitiveness in the sense that metrics now include measuring the ability of today economy without compromising the ability of future generation to meet their own needs.

Generally, productivity can be thought of as the ability to produce outputs, such as goods or services taking into consideration the amount of inputs such as raw material, capital and labour used to produce them. Therefore, the basic concepts of production functions are as follows:

1. It states the quantity of a producers output (q) as a function of the quantities of his variables inputs (X_1 and X_2). $Q = f(X , X_2)$.
2. It is a single-valued continuous function with first and second order partial derivatives ($M,PX_1 \geqq O$).
3. It is defined for only non-negative value of the input and output levels. i.e. $q \geq O$; $X_1 \geq O$; $X_2 \geq O$.
4. It is increasing within its domain.
5. It is regular strictly quasi-concave function when output is maximized or cost minimized (in this case, it is called an isoquant).
6. It is a strictly concave function when profit is maximized.
7. The entrepreneur is able to use many different combinations of X_1 and X_2 for the production of a given level of output. There is factor substiturhability.
8. The production function differs from the technology in that it presupposes technical efficiency and states the maximum output obtainable from every possible input combination.

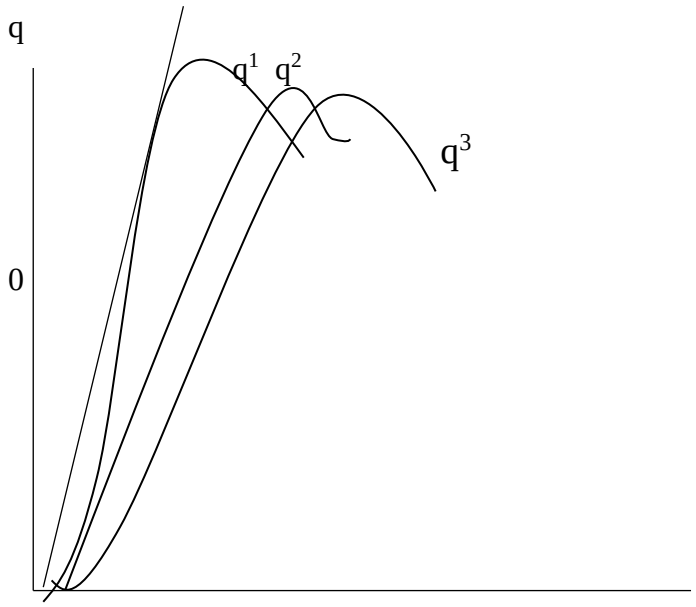
9. Hence, the selection of the best input combination for the production of a particular output level depends upon input and output prices and is the subject of economic analysis.
10. Inputs and outputs levels are rates of flood per unit of time. For the short run functions, the time must be.

a. Sufficiently short so that the entrepreneur is unable to alter the levels of his fixed inputs.
b. Sufficiently long to allow the completion of the necessary technical processes.
c. Sufficiently short to ensure that technological changes are kept constant.

The total production of input X_1 in the production of the output q can be defined as the quantity of q that can be secured from X_1 if X_2 is fixed (X^0_2 is treated as a parameter and q becomes a function of X_1 alone).
That is $q=f(X_1, X^0_2)$.

And q=
The relationship between q and X_1 may be altered by changing X^0_2

Productivity Curves



Each curve picks the relationship between q and X_1 for a different value of X^0_2. If one total productivity curve lies to the left another, it corresponds to a higher value for X^0_2; $X_1^{(1)} > X_1^{(2)} > X_1^{(3)}$.
The average and marginal productivities of X_1 are defined as follows:

$$APX_1 = \frac{q}{X_1} = \frac{f(X_1, X^0_2)}{X_1}$$

$$MPX_1 = \frac{dq}{dx} = \frac{F_1(X_1, X^0_2)}{}$$

Relationship between MP, AP and TP

i. Both Ap and Mp increase and then decline as the appropriate of X_1, is expanded. The Mp curves reaches a maximum at a lower input level than the Ap curves and intersects the Ap curve at its minimum point.
ii. The input levels at which Mp is zero is the same as the input level at which the corresponding total productivity curve is at a maximum; i.e. the point at which the slope of the tangent equals zero.
iii. The input level at which Mp reaches a maximum is the same as the input level at which the slope of a vector drawn from the origin to the total productivity curve reaches a maximum (see point).
iv. Mp is equal to Ap at the point where Ap is maximum.

Further understanding

Given $Ap = \frac{q}{X_1} = \frac{f(X_1, X^0_2)}{X_1}$

Using the quotient rule for differentiation and set equal to zero for a maximum output.

$$\frac{Ap}{dX_1} = \frac{X_1 f(X_1, X^0_2) - f(X_1, X^0_2) = 0}{X^2_1}$$

If (i) equals zero and since $X^2_1 \neq 0$, then (X^2_1 is not equal to zero $\neq$).

That means $X_1 f_1 (X_1, X^0_2) - f(X_1, X^0_2) = 0$

Divide through by X_1 and move second term to the right

$$f_1 (X_1, X^0_2) = \frac{f_1 (X_1, X^0_2)}{X_1}$$

Hence Mp = Ap at the point of maximum Ap. If such a point exists.

v. The productivity curves satisfy the law of diminishing marginal productivity. The Mp of X_1 will eventually decline as X_1 is increased with X^0_2 remaining unchanged. The law of diminishing marginal productivity concerns the relative quantities of the inputs and is not applicable if both inputs are increased.
vi. The output elasticity of X_1, denoted by W_1, is defined as the proportion rate of change of Wrt X_1.

$$W_1 = \frac{d(\log q)}{d(\log X_1)} = \frac{X_1\, dq}{q dX_1} \quad \frac{Mp}{Ap}$$

Outputs electicities may be expressed as ratios of marginal and average productivities and are positive if Mp and Ap are positive. The output electicity of an input will be greater than, equal to, or less than unity as its Mp is respectively greater than, equal to, or less that it's Ap.

Capra (2015) opined that a nation's national productivity framework serves as a key indicator of the nation's growth and development. The objective of national productivity is in two term technical and democratic terms. In technical terms – it is the constant need to achieve a high volume of qualitative output with least expenditure of resources.

In democratic terms, national production is defined by the objective of a constant improvement in the productivity of the goods needed and demanded by the citizenry.

According to SAI (2010), Nigeria's production file is a very dismal one, the most visible demonstration of Nigeria's product.

Concept of Production

Production is the transformation of economic resources into creation of goods and services (Okoli, 1999). Okoli futher opined that transformation of inputs varies considerably with the technology employed in the course of the production process. Technology here mean both the general set of transformation activities taking place and the level of scientific sophistication in plant, equipment, skills and product or services in the conversion process.

Jones, John and Philip (1998) production is the system that an organization uses to acquire its input, convert the inputs to outputs to be purchased by the customers. Andrew (2005) equally defined production as the transformation of economic resources from its original or natural state or stage to another, where it could satisfy human want. This is true because through production, each customer obtains something him or her values more highly than the items he gave up. Hence, production is said to be complete only when what is produced reaches the final consumers.

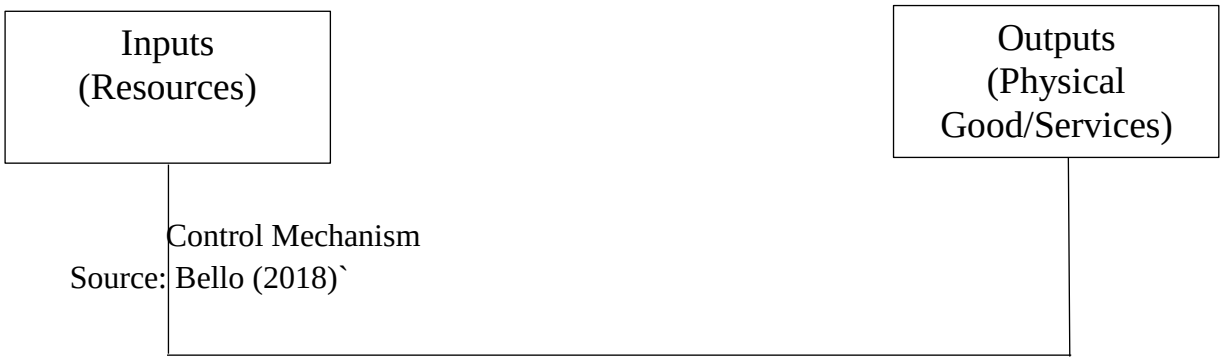
Akanwa and Agu (2005) viewed production as a set of functions or activities necessary to be carried out in order to achieve a set of objectives of converting input through a conversion process to physical goods or services (output). Therefore, the major objective of production theory is to discover rules for activities for the purpose of creating utility for the satisfaction of customers. This involves that the concept of production resources emphasis or refers to those essential resources, which are to be invested in the creation of hospitality and tourism goods and or services.

The index in the above definitions shows that production resources are the core elements in any production process. That is, "no resources, no production" and "no production, no goods and or services".

Based on the illustration above, production resources can be defined as those essential resources harnessed, coordinated and controlled by the managers in other to manufacture hospitality and tourism products that will impact positively on the lives of the consumers. Therefore, Bello in Bello (2018), categorized hospitality and tourism production resources as follows:

a. Man (i.e. Human Capital Resources).
b. Machine (i.e. Tools and Equipment).
c. Materials.
d. Money (i.e. Capital).
e. Land and
f. Method (i.e. Entrepreneurship).

These resources are often called/refers to factors of production. However, in other words, Bello (2018) tagged it as bins of the hospitality and tourism production determining the optimum proportions of inputs so that waste and cost will be minimized.



Source: Bello (2018)`

The index in the definitions given above indicates that production involves the creation of utility. That is, the creation of goods and or services through the combination of production resources to satisfy human needs and desires. It is pertinent at this junction to emphasize that the main objective of production is human satisfaction.

Production of goods and services in the hospitality and tourism industry involves identification and utilization of essential resources needed for the purpose creating utility. This means that for any production activity to take place, some essential resources are required. Thus, in the hospitality and tourism industry, various production functions being carried out by the organization requires that quality production resources should be invested (Bello, 2018).
Okoli (2002) defined production resources as those resources, which are invested in business activity deficit is found in the non-optimal productivity of the public service. The efficient and effective productive capacity of public service is critical for measuring the economic performance of the nation (SAI, 2010). Uchegbu et al (2021) maintained that the public service in Nigeria is overwhelmed by a fundamental problem of achieving a capacity readiness that will ensure a democratic service delivery that is efficient, public service productivity is further compounded by Nigeria economic framework. Protracted challenges of inadequate economic diversification from a limiting mono-cultural framework.

There is frustrating poor quality of fiscal expenditure (a balance on fiscal policy) on rate of investment and return on investment should be encourage (Internet, 2006). To this end, many firms one of the most significant side effects of increased output is the impact on the environment, with a greater use of resources understandably having an effect on sustainability. Many argued for the development of “sustainable” economics as the new guide post to deal with issues of growth, economic, community development and environmental protection. Sustainable growth and natural resource development will help communities use natural resources more prudently and sensitively than in the past and ensure their continued survival. Sustainability contains the aped of an attractive model for action but difficult to implement

practically or operationally. Sustainability is often associates with such terms as "sustainable agriculture, sustainable management, sustainable development, sustainable forestry" and sustain context, it is frequently associated with discussions of ecotourism "and nature based tourism" (BOD 1990, Whelan, 1991).

According to Dison and Fallon in Ebiogwu, (2011) sustainability has become an atarctive ideal for both scientist and activist, but operationally details objectivs or action provided by advocates are scarce. It debates involve, how to pursue the goal and how to measure progress towards it. Hence, sustainable national productivity is a call to maintain a production process that aims to meet, raise and maintain living standards, economically, politically, educationally, technological without compromising the ability of the future generations to meet their own needs. Any aggregate national labour productivity that cannot extend the benefits to the future is not sustainable. Sustainability thus is expected to satisfy own needs without sabotaging the opportunities of other unborn generations.

Sustainable Tourism Education and its Principles

WTO (1995) established criteria for tourism education system which must guarantee its competitiveness. These included the following principles:

i. Matching the skills offered during the educational process to the real expectations and needs of demand (external and internal consumers).
ii. Offering the tourism training system just in time is at the right moment training given too early or too late can produce equally negative results.
iii. Guaranteeing individual and collective efficacy by bringing the sectors training aims into closed alignment.
iv. Acquainting those who demand education system with the result that can really be expected without raising false hopes, which will then be very difficult to satisfy.
v. Guaranteeing the maximum efficiency by optimizing the use of resources, and conducting regular quality audits, which will enable the existing aberrations to be remedial and the contents of teaching programme to be kept constantly up to date.

Conclusion

It was concluded social environment plays a major important role in the development of tourism project through effective tourism education planning because tourism has a veracious appetite for peaceful environment for the purpose of business boosting etc.

Recommendations

Based on the paper, the following recommendations were made:

1. Government should provide infrastructure and amenities for the comfort of the visitor's tourists and the students.
2. Government actions policies should be predicate on its overall tourism implication for positive impact of tourism on the economic growth.
3. There should be adequate promotion of tourism programmes through tourism education by government at all levels.

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