

DETERMINANT VARIABLES INFLUENCING TOURISM EMPLOYMENT: EMPIRICS FROM DESTINATION CROSS RIVER, NIGERIA

By

Linus Beba Akeh

Department of Tourism Studies

Faculty of Social Sciences

University of Calabar, Calabar

E-mail: linusarticles@yahoo.com

ABSTRACT

Tourism employment is believed to be influenced by some factors globally. While there is uncertainty in indices required for recruiting tourism workers, there are suggestions that influences on tourism employment revolve around some factors. The study examined the factors influencing tourism jobs in Destination Cross River. The study generated its data through field survey using structured questionnaire, administered on respondents of tourism establishments in Destination Cross River, Nigeria. Three variables were analysed (educational qualification, skills/competences, and years of experience) to see if they have any significant influence on tourism labour force. Descriptive and inferential statistics such as tables, simple percentages, charts, graphs, and photographs were utilized in analysis of data and presentation of results, while hypotheses were tested using the multinomial logistic regression analysis (MLRA) in IBM SPSS data analysis software, version 16.0. Multinomial logistic regression analysis ($\chi^2(2) = 2.001; P > 0.05$) revealed that tourism employment was significantly influenced by educational qualification, skills/competences, and years of experiences of the tourism labour force. It is recommended that Tourism industry managers should avail themselves of trainings on recruitment of competent labour force to enhance staff retention and performance in the study area.

Key words: Tourism development, skills, tourism labour force, drivers of employment.

INTRODUCTION

Tourism is now at the front burner in global discourses, contributing significantly to the development of nations through employment. However, the factors influencing its phenomenal role on employment are yet to be understood. As an amalgamation of anthropogenic activities across geographic space, tourism activities generate around and within attractions and other associated services such as transportation, accommodation services, food and beverage, infrastructure, support, and ancillary services. These activities leave a lot of impacts to contend with. Tourism industry impacts are far-reaching and permeate the social, economic, cultural, spiritual, and environmental fabrics of society. It is because of tourism impact that awareness and concerns are generated globally.

It has become obvious that tourism is now at the front burner in global discourses. In some quarters, tourism is considered one of the most important forces shaping our world (Higgins-Desbiolles, 2006; Cohen and Kennedy, 2000); in other circles, tourism is seen as the leading service industry due to its capacity to unite people (Lakshman, 2014); or its phenomenal, catalytic and limitless opportunities in employment spin, because of its ability to employ people

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(Homafar, Honari, Heidary and Emami, 2011; International Labour Organization, 2011; Edusei and Amoah, 2014).

As observed by UNESCO (2017) and Shodhganga (2017), tourism is now a major area of concern to academicians, governments, industries and the public at large in view of its huge impacts on people's lives and on the places in which they live; it is significant in size – in terms of the number of people traveling, employing and income generation both in the home/host economies.

Again, the notion that tourism employs everybody (skilled and unskilled; educated and uneducated) and in all disciplines (Aynalem, Birhanu and Tesefay, 2016), still lack empirics in the literature. Tourism has emerged as a powerful social, economic and cultural force, which must be investigated for several reasons. The reasons include to:

1. Organize and regulate its activities.
2. Track its gains/benefits and possible problems.
3. Document, analyse and predict future impacts.

With the creating opportunities for employment in developing and underdeveloped countries, exploring the offers of tourism in employments remains a cornerstone. An important gap to be filled is the fact that in all discourses, there remains an unresolved argument in tourism literature over the determinants of tourism employment. This study was designed to investigate the determinants of tourism employment in southern Destination Cross River, Nigeria.

OBJECTIVES OF THE STUDY

The study objective was to investigate the factors influencing tourism employment in the study area.

HYPOTHESIS OF THE STUDY

Tourism employment is not significantly influenced by educational qualification, skills/competences, and years of experiences of labour force.

LITERATURE REVIEW

Tourism has been reported to take a large share among the industries creating jobs around the world (Marcouiller, 2008; ILO, 2010; Banskota, 2012; Ajadi, 2012; Kuria, Wanderi and Ondigi, 2012; Edusei and Amoah, 2014; Jennings, 2014). Unarguably, tourism is a labour-intensive industry that employs large numbers of people. It creates opportunities for developing countries to overcome their latent problem of high unemployment (Milic, Jovanovic and Krstic, 2011). Worldwide, employment within the tourism industry in the year 2000 was estimated at 192.2 million jobs, representing one in every 12.4 jobs in the formal sector. It grew to 251.6 million jobs in 2010 - one in every 11 formal sector jobs (WTTC, 2012). It is amazing on the trend of tourism industry GDP, visitor exports and employment by country in 2000 as reported by the World Travel and Tourism Council. In 2011, 98 million jobs were directly created in the travel and tourism industry worldwide (WTTC, 2012).

Tourism development activities have also contributed to global employment as reported by the Economic Impact Research of the World Travel and Tourism Council (2013). In its report in 2007, 274,312 persons were employed in the industry; 264,190 in 2008; 256,076 in 2009; 253,000 in 2010; 257,348 in 2011 and 261,394 in 2012; while the importance of travel and tourism is even more pronounced with 98 million people directly employed in 2011 (WTTC, 2012).

Further comparison by the World Travel and Tourism Council (WTTC, 2012) indicate that travel and tourism directly employed: 6 times more than automotive manufacturing; 5 times more than the global chemical industry; 4 times more than global mining industry; 2 times more than the global communications industry; and a third more than global financial/services industry. In addition, the total contribution of travel and tourism to world employment (real 2012 prices, USD bn) shows 274,312 in 2007; 264,190 in 2008; 256,076 in 2009, while 253,000 in 2010. Others were 257,348 in 2011; 261,394 in 2013 and an estimate of 265,754 and 337,819 in 2013 and 2023 respectively (WTTC, 2013). In other words, there has been a steady increase in financial contribution from 2007 to 2013.

Africa's share from tourism industry GDP and visitor exports is growing. Several African countries are developing attractions for tourists' patronage. Some selected African countries' tourism industry GDP, visitor exports and employment, showing that visitor exports growth and travel and tourism employment growth vary significantly across ten selected African countries. South Africa, for instance records a total of US\$3801.7 (million) US Dollars with total of 3.4 per cent of travel and tourism industry employment and percentage growth of 6.5.

Job creation is a central consideration to all governments of the world (Frangialli 2006; Meke, 2011). A look at the average unemployment rate (in percentages) in Nigeria (Nairaland Forum, 2013) leaves a concern for the eradication of jobless situation as its effects on the nation could be devastating. The report shows that Bauchi State has the highest unemployment rate of 30.0 per cent while Benue had the least unemployment rate with 8.5 per cent. The unemployment rate for Southern Senatorial District of Cross River State is reported to be 17.3 per cent. With such high unemployment rate, the need for creating job opportunities arises. Meanwhile, the forgoing literatures did not demonstrate any capability of the industry in employing its jobless persons in the study area.

Tourism literature in less developed, developing and developed economies shows that tourism has the capability to enhance development. Discussing tourism as development, Sharpley (2009) argued that rapid growth and spread of tourism around the world has resulted in its virtually universal integration into local and national development policies and plans. He sees tourism as a catalyst of development or economic growth. The compelling reason for adopting tourism as a development tool is its potential to contribute to destinations' economy, foreign exchange, employment and government revenues (Baldwin, 2007; Bolwell and Weinz, 2008; Sharpley, 2009).

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Other developing issues in tourism workers' expectation cannot be overlooked. Issues that bordered on brain drain, job satisfaction, working conditions, competences, age of tourism workforce, coping with job demands, training opportunities, growth opportunities, learning from others and on-the-job trainings, perception of tourism jobs by tourism workers, workers' entrepreneurship inclinations, perception of retirement benefit conditions, among others (WTO, 2004; Henry, 2009; Ichou, 2010; Nyce, 2012). All the emerging concerns have not been given attention in tourism research around the study area and the possible impacts on mopping up the gamut of unemployed persons by tourism activities.

Tourism services are hospitality related. The need for skills and competences for service delivery in the tourism and hospitality industry has also been identified in tourism literature. Hospitality is the act or practice of being hospitable. Hospitality skills include the reception and entertainment of guests, visitors, or strangers. The main function of the hospitality industry is to make people feel at home, whether they are staying in a hotel or dining in a restaurant (Lacey, 2013). Creating an atmosphere where guests can have a sense of 'home away from home' is in the hands of hospitality workers. Lacey (2013) identified five different hospitality skills such as empathy, charisma, sense of urgency, intuition, and willingness for training. Insider Daily (2013) argued that hospitality is the industry for people who love people, though just being friendly won't guarantee success. It presented a six-point skill requirement to function in the hospitality industry: communication skill, being organized, languages, computer skills, calm under pressure and attention. Focusing on the requirements for working in the hospitality management, Johnstone (2013) asserts that such must possess listening skills. To him, possessing listening skills is one of the most important requirements for holding a job in hospitality management. Good listening skills with complement ability to identify the needs of customers and staff, goal-driven hospitality, and ideas that motivate. Expanding on motivating staff to deliver great service, Johnstone explains that a hospitality manager has several goals to always keep in mind. Such goals encompass keeping customers satisfied with services, finding creative solutions to possible problems, develop ways to stay competitive, be responsive to customer needs and sustaining a productive and a creative moral (Johnstone, 2009).

It is a difficult task recruiting a skilled labour force. Human resource managers are facing the difficult task of recruiting the right kind of people for the industry (ILO, 2001; Akwara, Biu, Abutu and Okwelume, 2014). Beginning from recruitment, training, and maintaining the skilled labour force, the manager's task is enormous (Akwara et al, 2014). Another challenge the manager faces is the skills/competences and upgrading of the workforce to deliver expected services (Elwood, James and Trott, 1996). There are yet some few strategies in upgrading the skill of the workforce to cope with changing and diverse tourists' demands. For example, in the South-Savo, Finland (ILO, 2001), Savonlinna, a hotel devised a way of using off-season periods in training their staff to acquire multiple skills which in turn solves the problems of recruitment and demand for general competences in small enterprises. Some of the known strategies in the literature have been understudying senior and experienced workers, seminars,

frequent in-house training, workshops, short courses, and self-help training programmes (ILO, 2001; Akama and Kieti, 2007). The benefits of engaging employees in these trainings are many. Training enhances employees' career competencies, employee satisfaction, employee performance, on one hand; and market growth, organizational performance, employee retention on the other (Obong, Asuquo, & Okon, 2012; Jehanzeb and Bashir, 2013).

Markandya, Taylor and Pedroso (2014) summarized the linkages between tourism and sustainable development into three categories: economic, social, and environmental. The linkages are majorly negative or positive influences on the economic, social, and environmental aspects of tourism host communities.

Tourism and hospitality are a labour-intensive and highly skill-dependent industry. The industry generates different kinds of jobs, ranging from full-time jobs, part-time (or casual, temporary, or flexible) jobs and fractional jobs in terms of working arrangement. A full-time job is a job that has a minimum number of workhours defined by the employer (Akeh, 2021). Full-time jobs may come with benefits that are not enjoyed by other forms of jobs (part-time, casual, or fractional). Such benefits include annual leave, sick leave, and health insurance. Zander (2015) differentiated part-time jobs from fractional jobs. He opined that 'a part-time job is an established relationship with a single company'. One distinct feature of part-time jobs is 'an hourly wage'; while fractional employment is 'like freelance or contract work, which allows an employee to work for multiple employers - essentially selling pieces of their time or their skills'.

Full-time, part-time, and fractional jobs are created within the tourism and hospitality industry, but empirical studies on tourism and job creation are few. Tourism is recognised as one of the key sectors of development in all countries and a major source of income, jobs, and wealth creation (Dupeyras and MacCallum, 2013; Jennings, 2014). As argued by Babatunde (2015), one of 'the main factors that can be used to measure the industry's impact on a community is that of job creation'. Some evidence of tourism impacts on employment in destination countries include Germany (Ahlert, 2007), Iran (Homafar, Honari, Heidary, and Emami, 2011); and Ghana (Havi and Enu, 2013; Edusei and Amoah, 2014). For instance, Homafar, Honari, Heidary and Emami (2011) studied 'the role of sport tourism in employment, income and economic development'. They reported that 'job creation and income production were previously at a minimum' while they believed tourism industry development creates jobs and income.

Edusei and Amoah (2014) identified weaving and carving as jobs created by tourism industry in Kwabre East District, Ghana. Other jobs as reported in the literature include construction jobs; artisan jobs; civil service jobs; catering service jobs, transportation jobs, tour guiding, pubs and joints, hotel, and accommodation services (Ahlert, 2007). Fractional jobs are reported in the literature also. Fractional jobs are jobs that are engaged in by skilled persons who do not want to engage in full time employment. They are freelance workers who offer their services

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to multiple companies and agencies with the aim of generating more income and building their career. They are not willing to tie down their time and skills to one employer, hence, are often difficult to capture in studies. Such skills include most commercial driving, baking, supply of food stuff to hotels, restaurants, pubs and bukkas, event centers, decoration, rental services and so on (Yoon, Gursoy and Chen, 2000; Jacobs, 2005).

However, scholarly output on tourism and job creation in the study area is scanty.

Arising from the multiple needs of goods and services by tourists in destination areas such as accommodation, food and beverages, entertainment, local transport services, souvenirs (Bernardo and Chiang, 2009; Sharpley and Telfer, 2002; Akeh, 2022), the tourism industry generates backward linkages; energizes other forms of employment opportunities in direct and indirect links such as local farming expansion to provide food for hotel and restaurants and construction industry (Telfer, 2001).

METHODOLOGY

The research design in this study was survey design. Survey design involves the collection of data to describe existing phenomena accurately and objectively (Isangedighi, Joshua, Asim and Ekuri, 2004). It is directed towards determining the nature of a situation, as it exists at the time of investigation (Kerlinger, 1986). Also, survey design depends basically on questionnaires and interviews as means of data collection (Isangedighi, Joshua, Asim and Ekuri, 2004); and ‘is often used because of the low cost and easily accessible information’ (Shuttleworth, 2013). The survey research design is advantageous in enhancing the collection of attributes, opinion, and behavioural data. This research design will be useful in generating data on the present status of employment generated because of tourism activities.

This study focuses on the factors influencing tourism employments. The characteristics, factors or variables under study were educational qualification, skills/competences, and experience. Before the data collection, pre-surveys were embarked upon to familiarize the researcher with the study area. The survey intention was to identify tourism infrastructure and support services and contact persons for necessary information in the study area, to have an idea of the current employments scenario to serve as a guide for the actual exercise.

Data types for this study included jobs created in the tourism attractions and support services; job positions, tourism workers’ characteristics such as sex, age, educational profile/discipline, skills/competences, job change intentions, State and Local Government of origin; vector on point locations of administrative offices of tourism institutions, and other support services; and tourism development challenges.

Data was also collected on current employment statistics, source of electricity supply, water supply, waste disposal and security services. Other issues were the objectives of establishments, activities, challenges and coping strategies with identified challenges in contributing to tourism development.

A field survey was conducted on tourism infrastructures and support services to enable oral interview on appropriate personnel in Southern Senatorial District of Cross River State using a checklist and structured questionnaire to obtain information from the respondents. Data from this primary source included socio-economic variables such as age, sex, educational level, status of employment (casual/permanent), and so on. The study explored and identified the jobs created in the study area.

Other sources of data included published and unpublished materials available in the Cross River State Tourism Bureau, Tourism Development Department, Cross River State Planning Commission, Department of Culture and Tourism, journal articles and Google search. Data collected from these sources include government and non-government agencies affiliated to tourism, accommodation facilities, and employment statistics, among others.

For the administration of structured questionnaire, the study population comprised of 2,238 people sampled from all the workers in tourism-related institutions. Government created tourism-focused institutions with the responsibility of administrating tourism development activities in attraction centers and overseeing the operations of private tourism institutions. The tourism institutions constitute the focus of the study. Such institutions include Cross River State Signage and Advertisement Agency (CRISSAA), the Department of Public Transportation (DOPT), Carnival Commission, Department of Tourism Development and Cross River State Tourism Bureau, and so on. Others were attractions which include the Calabar Botanic Garden and Conservation Centre, the Kwa Falls and the Marina Tourism Resort.

For Food, Beverage and Shopping services, the population captured the staff of Mr. Biggs, the Macbite, Hot Chops, B-System Stores/Restaurant and Divine Favour Stores Limited. The study population also included the staff of Carnival Bands including the Sea Gull and the Bayside Bands. Lastly, accommodation services and outdoor fares such as Country Home Resort, Kal Vgas Hotel and Suites, Success Villa Laundry, and the Noble Place Hotel. A checklist was used to interview some people from unstructured tourism workers including outside fares, bukkas and pubs, arts, and crafts, etc.

Table 1: Sample population and size

S/N	Source	Population	Sample
1	Government tourism related institutions	1,928	303
2	Attractions	53	15
3	Accommodation	85	34
4	Food, Beverage & Shops	89	36
5	Carnival Bands	83	32
Total		2,238	420

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The Local Government Areas (LGAs) and tourism-related institutions were purposively selected for the study, while the simple random sampling technique was used to sample tourism infrastructure and support services. The sampled LGAs include Akamkpa, Calabar Municipality, Calabar South and Odukpani. The reason for the purposive sampling technique was due to the presence of developed attractions and the presence of some key elements of tourism development such as attraction sites, accommodation facilities, amenities and tourism-based institutions.

The sampled population for questionnaire administration was determined using the Yamane (1967) formula. The formula is given as:

$$n = \frac{N + N(e^2)}{1}$$

Where:

n= the population

N= the total population

e= level of significance (0.05)

Out of a total population of 2,238, a sample of 400 was selected. To make room for losses, 5 per cent of the sample was added, bringing the total sample to 420. The different establishments were administered copies of questionnaire proportionate to their sampled population.

The study utilized field observation, oral interviews, and structured questionnaire to generate data from the field. Well-structured and validated questionnaire was developed. A total of 420 copies of the questionnaire were administered to respondents. Prior to the administration of questionnaire, a letter introducing the researcher was written to the various managements of MDAs, attractions, and support service providers. Seven (7) field assistants were engaged in the administration of the questionnaires. Also, with the aid of a checklist, oral interviews were conducted to elicit some information that questionnaires could not generate. The global positioning system (GPS) was used to take point locations of tourism and tourism related MDAs, attractions and support services administrative or service points, while a photographic camera was used to take pictures during observations in the study area.

The study was limited to tourism-related institutions of government such as carnival bands, attractions, tourism agencies, accommodation service providers, food, beverage and shopping service providers and other support services with organizational and employment structures. Besides semi-structured interviews, 18 item well-structured questionnaires (which were corrected and certified by the supervisors) were administered. Six field assistants were engaged in the administration of the questionnaire, while one assistant for coordinate data collection. The field assistants were given short term coaching on the procedure with which to administer the questionnaire. A pre-test administration was conducted as a guide by the researcher to ascertain their readiness for the exercise before the actual administration of the questionnaire.

The government tourism-related institutions like carnival bands, attractions, tourism agencies, accommodation service providers, food, beverage and shopping service providers and other support services were shared among the field assistants. No distinction was made in sex, age, years of experience, nature of employment, etc. of respondents in administering the questionnaire.

During questionnaire administration, the tourism related institutions were visited, and the contact persons (Directors of Administration and Human Resource Managers or designated officers) gave appropriate days to visits and administer the questionnaire. Because these institutions are field-oriented, contact persons requested that the questionnaire be placed with them and be retrieved after completion. The contact persons explained that their staff are field staff and could not be met in their offices for the administration of questionnaires. The questionnaire administration lasted for a period of one month and one week, and the coordinate data were collected for two weeks. After administration of the questionnaire, some respondents demanded for the instrument to be left with them to be retrieved later, while some returned the same day.

Data generated was analyzed and presented in tables and percentages. The Multinomial Logistic Regression (MLR) technique was used in testing the hypothesis with the aid of the Statistical Package for Social Sciences (SPSS) version 16. The MLR is suitable for non-parametric data.

The MLR is regression that deals with analysis of nominal dependent variables and a simple extension of binary logistic regression that allows for more than two categories of the dependent or outcome variable (Starkweather and Moske, 2011). MLR is the linear regression analysis used when the dependent variable is nominal with more than two levels. Thus, it is an extension of logistic regression, which analyzes dichotomous (binary) dependents (Flom, 2013; Freese and Long, 2000).

The model is the same as the multiple regression models although subjected to SPSS. The model is given as:

$$y = a + b_1x_1 + b_2x_2 + b_3x_3 + \dots + b_nx_n + e$$

Where:

y = dependent variable

a = regression constant

b₁, b₂, ..., b_n = regression coefficient

x₁, x₂, ..., x_n = independent variables

a..... = y intercept

e..... = error term

RESULTS AND DISCUSSION

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Table 2 shows educational qualification of tourism workforce; HND/Bachelor's degree is the dominant educational qualification representing 61.66 per cent of the workforce, followed by SSCE/WAEC holders with 28.53 per cent; FSLC had 27.75 per cent, Masters and Ph. D had 3.99 per cent, while OND had 3.07 per cent. The implication is that the workforce is skilled, but not in tourism or tourism related skills as high as 69 per cent of the work force is skilled while the remaining 31 per cent of the workforce is unskilled.

Table 2: Educational qualification of respondents in the study area

S/ N	Establishme nt	No qualificati on	Educational qualification/Frequency				
			FSLC	SSCE/WA EC	OND	HND/ Bachelo r's Degree	Master's/P h.D
1	GTIs	0	8	47	4	174	7
2	Attractions	0	1	8	1	1	0
3	Accommodat ion	0	0	16	2	13	2
4	Food, Beverage & Shops	0	0	18	2	7	1
5	Carnival Bands	0	0	4	1	6	0
Total		0 (0.00%)	9 (2.76 %)	93 (28.53%)	10 (3.07 %)	201 (61.66%)	13 (3.99%)

The skills and competences of tourism workforce ranges from information and communication skills (ICT), driving, packaging, arts and crafts, communication, administrative skills, culinary skills, running, computer skills, service delivery, hat and bead making to graphics design and video editing. As depicted in Table 3 and Figure 1, computer skills have 74 responses representing 22.70 per cent, while service delivery, auditing, hat, and bead making, graphics design and video editing has the least of 0.31 per cent respectively.

Table 3: Skills/competences of tourism labour force

	Skill/Competence	Frequency	Percentage (%)
a	Information and Communication Technology (ICT)	32	9.82
b	Driving	73	22.40
c	Packaging	6	1.84
d	Arts & Crafts	3	0.92
e	Communication	64	19.60
f	Administrative skills	1	0.31
g	Culinary skills	3	0.92

h	Running	1	0.31
i	Computer skills	74	22.70
j	Service Delivery	1	0.31
k	Auditing	1	0.31
l	Hat & Bead making	1	0.31
m	Graphics design & Video Editing	1	0.31
n	No Response	65	19.94
	Total	326	100

Legend: a=Information and Communication Technology (ICT); b= Driving; c=Packaging; d=Arts & Crafts; e=Communication; f=Administrative skills; g=Culinary skills; h=Running; i=Computer skills; j=Service Delivery; k=Auditing; l=Hat & Bead making; m=Graphics design & Video Editing; n=No Response.

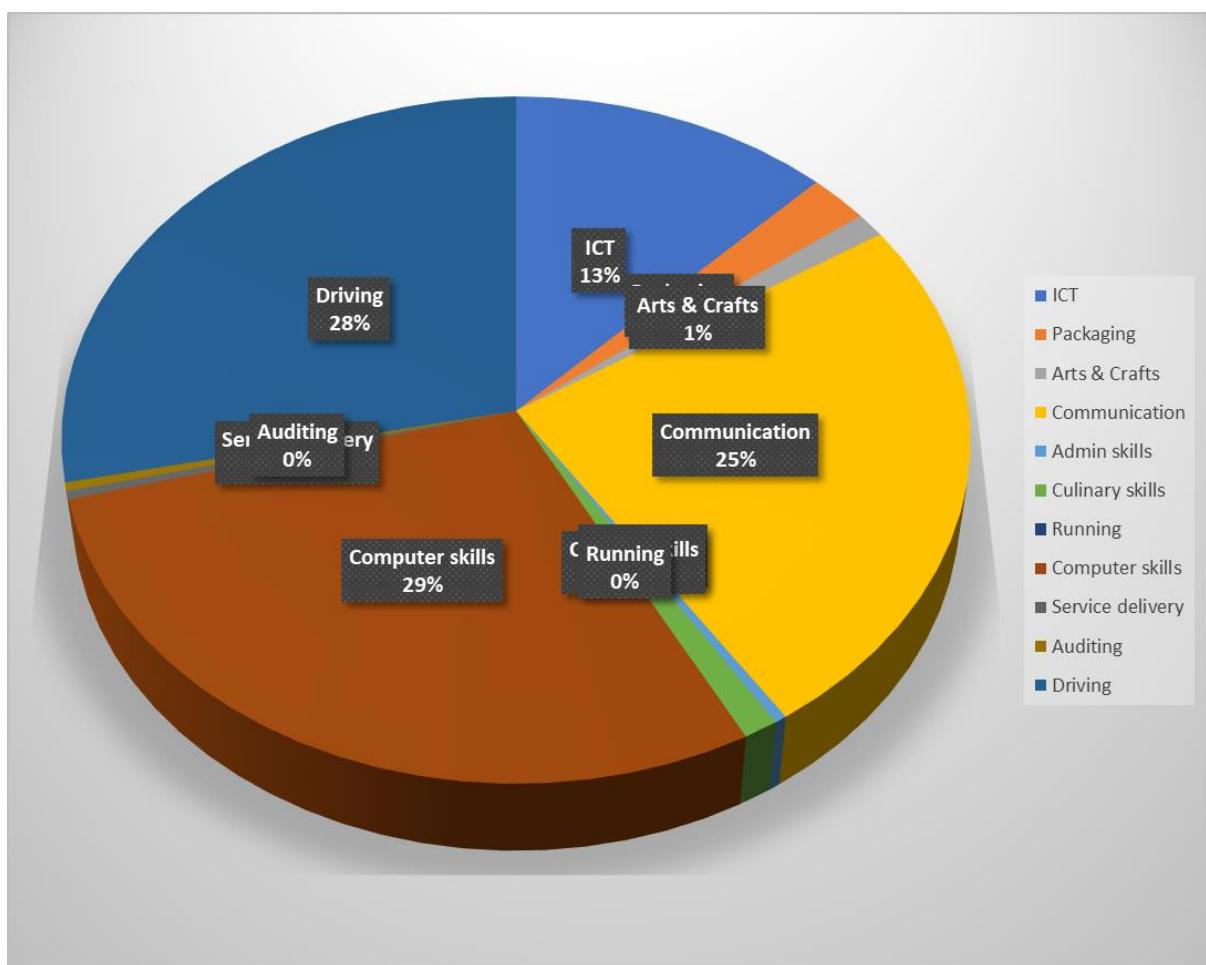


FIG. 1: Skills and copetences of labour force in the study area.

Table 4 and Figure 2 indicates that the largest proportion of respondents (306 respondents) representing a total of 93.90 per cent falls within the range of 1-5 years of experience in the tourism industry, 5.80 per cent of respondents (19 respondents) falls within 6-10 years while an insignificant 0.30 per cent (1 respondent) falls within the range of 11-15 years in experience in the tourism industry. It is however observed that a significant population of tourism industry

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employees are not that experienced judging that they fall between 1-5 years of experience. The implication is that the management system and quality of services may not provide expected satisfaction to the tourists.

Table 4: Years of experience of tourism labour force

S/N	Establishment	Years of experience /Frequency			
		1-5 years	6-10 years	11-15 years	Above 16 years
1	GTIs	236	7	0	0
2	Attractions	9	2	0	0
3	Accommodation	25	7	1	0
4	Food, Beverage & Shops	26	2	0	0
5	Carnival Bands	10	1	0	0
Total		306	19	1	0
Percentage (%)		93.9	5.80	0.30	0.00

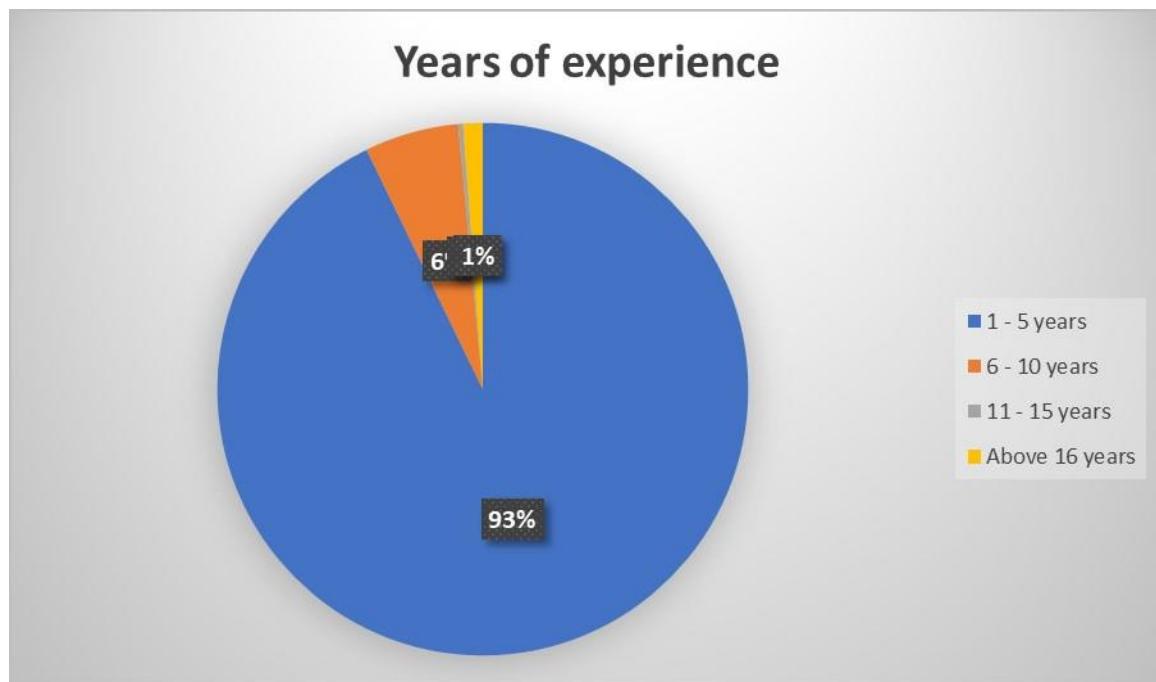


FIG. 2: Years of experience of labourforce in the study area.

Statistical analysis of factors influencing tourism employment

Statistical analysis was carried out to establish factors that influence tourism jobs. Three variables were analyzed in this regard (educational qualification (Table 2a), skills/competences (Table 3a), and years of experience (Table 4a) to see if they have any significant influence on tourism labour force.

Hypothesis

H_0 : Tourism employment is not significantly influenced by educational qualification, skills/competences, and years of experiences of tourism employees.

H_1 : Tourism employment is significantly influenced by educational qualification, skills/competences, and years of experiences of tourism employees.

The Multinomial Logistic Regression (MLR) was used to analyze the relationships between tourism jobs and employees' educational qualification, skills/competences, and years of experiences. The result in Table 5a shows the case processing summary of the variables used; the full output of analysis is shown in Appendix B. Table 5b presents the initial log likelihood function (-2 log likelihood) which is likened to measure of sum of squares in linear regression. The initial likelihood of (438.114) and the final likelihood (167.890) gives the model chi-square value of 270.224 which is significant at 0.00 level ($\chi^2(2) = 270.224$; $P > 0.05$). In this analysis, the level of significance of the model chi-square indicates existence of significant relationship between tourism jobs and other variables (educational qualification, skills/competences, and years of experiences).

Table 5a: Case Processing Summary

		N	Percentage
Tourism_Jobs	MDAs	243	74.5%
	Attraction	11	3.4%
	Accommodation	33	10.1%
	Food and beverage	28	8.6%
	Carnival bands	11	3.4%
Educational_Qualification	FSLC	9	2.8%
	SSCE/WAEC	93	28.5%
	OND	10	3.1%
	HND/Bachelor's	201	61.7%
	Postgraduate	13	4.0%
Years_of_Experience	1-5	306	93.9%
	6-10	19	5.8%
	11-15	1	0.3%
Skills_and_Competences	ICT	32	9.8%
	Driving	73	22.4%
	Packaging	6	1.8%
	Arts and craft	3	0.9%
	Communication	64	19.6%
	Admin skills	1	0.3%
	Culinary skills	3	0.9%
	Running	1	0.3%
	Computer skills	74	22.7%
	Service delivery	1	0.3%

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Auditing	1	0.3%
Hats and beads making	1	0.3%
Graphic design	1	0.3%
None	65	19.9%
	326	100.0%
Valid		
Missing	14	
Total	340	
Subpopulation	24 ^a	

a. The dependent variable has only one value observed in 21 (87.5%) subpopulations.

Table 5b: Model Fitting Information

Model	Model Fitting Criteria -2 Log Likelihood	Likelihood Ratio Tests		
		Chi-Square	df	Sig.
cept Only	438.114			
Final	167.890	270.224	84	.000

Table 5c shows the possible R-square which indicate the strength of the relationship. The three measures show high relationship. For instance, Nagelkerke's measure is between 0 and 1, so the relationship is said to be strong. Classification in Table 5b evaluates the accuracy of the model. The chance accuracy was calculated based on the proportion of cases in Table 5d by squaring and summing the proportion of cases in each group ($0.753^2 + 1^2 + 0.909^2 + 0.25^2 + 1^2 = 3.456$). The proportional accuracy is by chance is 43.3%. Comparing with the overall percentage, the 74.2 per cent is higher than the proportional by chance accuracy of 43.3%. This meets the criterion of above 25 per cent. There is a statistical relationship which shows that years of experience and skills/competences are all significant contributors to explaining differences in tourism jobs except educational qualification ($\chi^2(2) = 2.001$; $p>0.05$). From the analysis, the results demonstrate a significant final likelihood value and a high strength in the relationship as well as accuracy of the relationship. The predictor variables of years of experience and skills/competences are significant contributors; therefore, the null hypothesis is rejected and the alternate which states that 'tourism employments are significantly influenced by educational qualification, skills/competences, and years of experiences of tourism labour force is sustained.

It is therefore very important for tourism destination managers to devise means and strategies to attract and retain experienced, skilled and competent labour force for the industry.

Table 5c: Pseudo R-Square

Cox and Snell	.563
Nagelkerke	.678
McFadden	.465

Table 5d: Classification

Observed	MDAs	Predicted				Percent Correct
		Attraction	Accommodation	Food and Beverage	Carnival Bands	
MDAs	183	60	0	0	0	75.3%
Attraction	0	11	0	0	0	100.0%
accommodation	0	3	30	0	0	90.9%
Food and Beverage	0	0	19	7	2	25.0%
Carnival Bands	0	0	0	0	11	100.0%
Overall Percentage	56.1%	22.7%	15.0%	2.1%	4.0%	74.2%

CONCLUSION AND POLICY RECOMMENDATION

It was established from the multinomial logistic regression analysis that tourism employment is significantly influenced by educational qualification, skills/competences, and years of experiences of tourism labour force. Tourism industry labour force is typically characterized by high level of hiring and firing. The singular characteristic makes the workforce highly migratory and unhealthy for retention of a competent and highly qualified work force. It is essential that tourism industry managers should avail themselves of trainings on recruitment of competent labour force to enhance staff retention and performance in the study area.

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