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PERCEPTION OF MALE STUDENTS TOWARDS HOSPITALITY MANAGEMENT AS A COURSE OF STUDY IN TWO POLYTECHNICS IN SOUTHERN NIGERIA.

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ABSTRACT

This research sought to assess the perception of male students towards hospitality management as a course of study in selected Polytechnics in Nigeria. Populations of study were male students from two purposively selected polytechnics in Nigeria. A well-structured questionnaire was utilized to collect data from a random sample of 163 male registered students for ND/HND. The data was analyzed using descriptive statistics. The findings revealed that majority of the male students did not choose hospitality management as their first course of study. It also shows that the males perceived hospitality management as a course designed for females alone, but, they are not dissatisfied with the course curriculum. The study also discovered that male students prefer tourism to housekeeping, Food and Beverage service as course options. Based on the findings, it is recommended that the Polytechnics should create an avenue for orientation of students from this misconception, practical skills should be encouraged and increased in schools. Male students should be taught about the future prospect of their gender in the hospitality industry.

Keywords: Industrial experience, hospitality management, male students, polytechnic education.

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INTRODUCTION

The tourism and hospitality industry has a profound impact on the society, economy and environment of a nation. The industry is an integral, contributor to national, regional and local economies and sustains small and micro businesses and make up the world largest industry. The industry is a breeding ground for entrepreneurs, creates job for both skilled and unskilled labour. The industry also operates on regional, national as well as global levels and involves different sectors of an economy such as government and private sectors (Foskett & Paskins, 2011).

Environmentally, hospitality industry in combination with tourism industry, when properly managed and developed can serve as a mechanism for protecting natural environments, and preservation of historical, archeological, religious monuments and cuisines. Economically, hospitality industry brings many benefits to the central government, local authorities as well as private sectors, the generation of foreign revenue, financial returns on investments, taxation on tourists and hospitality products and linkages to other industries such as agriculture and fisheries (Foskett *et al.*, 2011).

In Nigeria, hospitality management is still perceived

as a female-dominated profession particularly, at the non-managerial levels (Oke, 2019). It is not uncommon for people to make jests of males who venture into hospitality professions. Mbagga *et al.*, (2021) emphasized the fact that hospitality management programmes are intended to equip the graduates with practical skills and knowledge to meet the hospitality industry's need and therefore should be more of a practical-oriented course.

Morrison *et al.*, (2001) revealed that positive perceptions of the hospitality industry were the main driving force behind student's choice of the program. The rise in level of education is gradually changing the perceptions, but, stereotype have not been completely eradicated (Brites da Silva *et al.*, 2021). However, despite all efforts, the stereotype is limiting the participation of males in the hospitality professions (Asmau, 2017). Though, there abounds varied scholarly works extolling the virtue and benefits inherent in hospitality and tourism industry (Franco *et al.*, 2020; Shukla & Ansari, 2013). Only few studies have been carried out on male perceptions of studying hospitality as a course in tertiary institutions. It is in this light that the research is carried out on the perception of male students studying hospitality management as a course in two Polytechnics in southern Nigeria. In Nigeria today,

majority of hospitality businesses are managed by men (Afenyo-Agbe&Adeola, 2020; Nwosu, 2016) whereas Yafang and Gongyong (2008) noted that females are more inclined towards hospitality as a career than males owing to their positive perception towards hospitality industry. This assertion was supported by Ezeuduji *et al.* (2017) that female students prefer hospitality management than male students.

Mak and Ng (2014), reported that students expressed motivating elements which influenced their choice of schools providing tourism education and to receive education in this field as "field attractiveness" and "curriculum attractiveness" and Mak *et al.* (2014) further stated that the most motivating factors were; tourism education provided them with good jobs and self-actualization. The gap in choice by male student is created by negative perception conceived (Lee, 2008). In this vein scholars in hospitality management field agree that curriculum with student- oriented programs can generate quality learning outcomes and students' satisfaction (Malgwi *et al.*, 2005; Farmaki, 2016; Mak *et al.*, 2014).

Objectives of the Study

The general objective of this study is to assess the perception of male students towards hospitality management as a course in federal polytechnic Oke, Anambra State and Federal Polytechnic, Auchi in Edo state, while the specific objectives are to;

- a. Determine the perception of male student's choice of hospitality management as a course of study in the study area.
- b. ascertain male student's satisfaction with hospitality management as a course of study in the study area.

LITERATURE REVIEW

Male Student's choice of study

Most students either male or female make a decision to attend university before selecting their educational preferences (Morrison & O'Mahony, 2001). Mohammed and Alsaleh (2013) emphasized that there were two significant factors for female motivation; job opportunities and modern major, while the one significant factor towards the male students' choice was ease in studying the course. Hospitality education is not always the students' first choice (Lu & Adler, 2009). Therefore, the unsuccessful ones in gaining entry to programs such as law or management might change to hospitality

programs because of a less stringent entry requirement. It seems logical therefore that not all hospitality male graduates will have the intention of entering the industry, let alone remaining to get to the management cadre. Richardson & Butler (2011) argue that it is important for the higher education sector to equip students of hospitality management with a comprehensive and real world view of the actual working conditions in the sector so that they can be informed of 'real work' situations and conditions.

Farmaki (2016) stated that international students in Cyprus, choose to study tourism and hospitality either because tourism is an emerging sector in their home countries, or because they wish to obtain a more gainful employment abroad, especially in more developed countries such as France and Italy. Some researchers posit that hospitality internships (industrial experience) do play a role in providing students with future employment prospects and insight into opportunities that do exist in a hospitality career (Kim & Park, 2013; Lee 2008).

Industrial Experience Impact of Students

Much evidence supports the idea that the internship or industrial experiences influences students' career intentions (Farmaki, 2016). The findings of Farmaki (2016) that some interns were not satisfied during their internship programmes, particularly due to unequal treatment in relation to their gender and nationality, need to however, be emphasized. Other studies however have shown the preferences of hospitality and tourism students, without focusing on internship programmes. Kim, *et al.*(2013), in the United States, found that among the sector segments, students mostly preferred accommodation, while food and beverage was the least preferred operational area. The authors (Kim *et al.*, 2013) further reported that students particularly decided their future career based on first-hand information received (such as work and personal experiences), and extrinsic factors (such as career advancement and job security). In Australia, Richardson *et al.*, (2011), has detailed that tourism and hospitality students have fears with respect to career pathways, future relationship with managers, salary, promotion opportunities, and work conditions in the sector.

Career Prospect

The hospitality industry has prospects of career advancement, since tourism became an emerging

industry in Nigeria. Millions of jobs, with billions of dollars in economic contributions are generated either directly or indirectly by the hospitality and tourism industry in the United States alone, which benefits large segments of the society (Goeldner & Ritchie, 2007).

Lam and Ching (2007) emphasize that schools should lead the planning and organizing of industrial experience programs as well as involving students and employers to participate in the planning stage before finalizing a training program for students. This industry has long been associated with poor image and lack of understanding of the opportunities offered. The vast majority of the literature reported that students have negative expectations of their future career and career prospects (Penny & Frances, 2011).

In a study Richardson & Butler (2011) stated that possibly the most alarming finding is that more than 50% of respondents are already contemplating careers outside the industry because they did not believe that a career in tourism and hospitality will provide them required future advantage. This is in contrast to Lu & Adler (2009), who showed that a majority of the undergraduate students were interested in pursuing a career in the hospitality and tourism industry. Roney & Oztin (2007) posited that the respondents' perception are neither "favourable nor unfavourable", towards the hospitality career.

Perception

Lee (2008) found in his study that there is no significance difference between the male and female perception and attitudes towards the hospitality and tourism industry, but at the same time it was pointed out that female students showed slightly stronger study motivation than male students. In a similar study Hjalager (2003) found that previous experience in the industry is a factor that motivates male more than female students. The study by Hjalager (2003) also revealed that male students showed a higher level of motivation in opportunities for international careers, whereas the female students were highly motivated about factors like good salary than the male group. In Nigeria there are a lot of stigmas towards the male students studying hospitality management.

Malgwi *et al.*, (2005) found that students choice of course major was influenced by the course's potential for career advancement, job opportunities and the level of compensation in the field for male students unlike female students. Yafang and

Gongyong (2008) emphasized that final year hospitality management students who were exposed to real work conditions in hotels during their internship (industrial experience) period develop negative perception toward the industry due to lack of coordination between schools and employers. Kim and Park (2011) stated that the post-internship perceptions generally have lower mean values than pre-internship expectations for most career factors, thereby implying that final year students after internships become pessimistic regarding their future jobs.

Kasli and Ilban (2013) in their findings revealed that the final year students who have undergone training have developed a perception of trainees, viewed as cheap labour in the hospitality industry and do not contribute to their professional development and this changes the perception of the senior graduating students negatively. Therefore, negative male perception of the hospitality industry could be attributed to personal experience, culture and ego.

METHODOLOGY

Study Area

The study was carried out in Auch Polytechnic and Federal polytechnic, Oko. Auch Polytechnic is one of the first four Polytechnics in Nigeria; it was first founded in 1963 as a Technical College and later in 1973 as a Polytechnic. It has over 10,000 students enrolled in Business, Technology, Environmental and Art courses (Ogbeifun, 2006). It is situated in Auchi, Etsako west local government area of Edo State.

Federal Polytechnic, Oko is located in Oko, Anambra State. It was founded in 1979 as a College of Arts and Science and later upgraded to a College of Arts, Science and Technology in 1980, became Anambra State Polytechnic in 1985 and turned into a Federal Polytechnic in 1993. The Polytechnic is situated within Oko town in Orumba North Local Government Area of Anambra State. It has over 15,000 students enrolled in Arts, Science and Technology.

Population of the Study and Sampling Procedures

A survey method of research design was used for the study. The population of the study consists of only male students in the two selected Polytechnics in Nigeria. Online questionnaires were used by the researcher to generate primary data, information were collected online through Google Doc.link due to the Covid-19 pandemic. The secondary sources of data used include various virtual journal articles and

books. Slovin's formula was used to determine the sample size of the study (180) from the population.

Data Collection and Analysis

Data were collected using questionnaires. One hundred and eighty questionnaires were distributed online, but only 163 responses were retrieved from male students of hospitality management of both institutions, implying 94.4% return rate. The data collected were analyzed using descriptive statistics such as mean, percentages, frequency of counts and standard deviation. Results were presented in tables.

Results and Discussion

Table 1: Demographic Information of Respondents

Respondents	Frequency	Percentage
Male(students)	163	100%
Age		
15 – 19	34	20.9%
20 – 24	99	60.7%
30 and above	30	18.4%
Educational level		
ND	36	22.1%
HND	127	77.9%
Marital Status		
Single	154	94.5%
Married	9	5.5%
Religion		
Christian	157	96.3%
Muslim	6	3.7%

Source; Field's survey (2020)

Table 1 shows that majority of male students surveyed age range was between 20 and 24 years. The United Nations (2019) considers individuals within this age range as youth. At this age, the choice of course of study might be influenced by their parents, peer pressure or the desire to gain admission to a higher institution of learning irrespective of the course of study (McVicar & Polidano, 2018). Majority of the respondents were HND students (77.9%) in both institutions. This implies, future emergence of young professionals in the hospitality industry. The study also shows that majority of the respondents (96.3%) were Christians. This religious homogeneity may promote future professional networking. It as well showed that vast majority of students were single (94.5%). This indicates that most of the students have little or no

direct dependants.

Table 2: Perceptions of male students towards Hospitality Management.

S/N	Statements	SA f %	A f %	SD f %	D f %	U f %	Mean	SD
1	Hospitality Management was not first course choice	49(30.19)	42(25.8)	19(11.7)	26(16.0)	27(16.6)	3.10	1.25
2	Passion & understanding for what Hospitality Management studying entails	90(55.2)	64(39.3)	-	-	9(5.5)	4.39	.95
3	Female students perform better academically than male in Hospitality Management	12(7.4)	18(11.0)	42(25.8)	61(37.4)	30(18.4)	2.63	1.13
4	Females studying Hospitality Management are more than the male	30(18.4)	60(36.8)	46(25.8)	21(12.9)	6(3.7)	3.38	1.18
5	Hospitality Management is all about cooking.	109(66.9)	48(29.4)	-	-	6(3.7)	4.56	.83
6	Tourism is an aspect of Hospitality Management	69(42.3)	30(18.4)	24(14.7)	6(3.7)	34(20.9)	3.47	1.63
7	Hospitality Management is ICT driven	96(58.9)	52(31.9)	6(3.7)	6(3.7)	3(1.8)	4.42	.87
8	The misperception about Hospitality Management as a course for only female students can be corrected	90(55.2)	61(37.4)	3(1.8)	-	9(5.5)	4.36	1.00
9	The best cooks globally are male chef.	84(51.5)	55(33.7)	-	6(3.7)	15(9.2)	4.20	1.19
10	Females are more satisfied with courses offered in Hospitality Management than the male	42(25.8)	63(38.7)	6(3.7)	21(12.9)	31(19.0)	3.45	1.50
11	Hospitality Management is mostly practical oriented.	117(71)	40(24.5)	-	3(1.8)	3(1.8)	2.94	1.32

Source; Field survey (2020).

Table 2 shows the perception of male students toward hospitality management as summarized using percentages and likert scale indicated a "strongly agree, agree" and "strongly disagree and disagree" and mean estimate was calculated on this basis. The table also reveals concentration of standard deviation (around the mean value, the highest mean value (M=4.56) is the perception that "hospitality management is all about cooking", while the lowest or least mean (M=2.63) is the perception that "females perform better academically than males in hospitality management". This indicates that there is a significant misconception about hospitality management as a course of study for male students. This agrees with the findings of Richardson *et al.*, (2011) on students' perception that they did not believe a career in tourism and hospitality will provide them required future advantage.

Some male students (30.1%) agreed that hospitality management was not their first choice course. This implies that students were admitted to read hospitality management as an alternative course of study. This confirms Lu & Adler (2009) statement that hospitality education is not always the students' first choice at the point of gaining admission.

On the aspect of having passion for hospitality management and understanding of what studying the course entails, majority of the male students (94.5%) agree, implying that male students already

have a predetermined mindset irrespective of the negative perceptions to study hospitality management. Most of the male students disagree (63.2%) that female students perform better academically than the males studying hospitality management. Interestingly, the percentages of male students maintaining undecide and agree position are same (18.4%). This may imply the male ego not accepting that most a times women perform better academically in a class with a higher proportion of women than male (Beekhoven *et al.*, 2003). Most respondents (55.2%) agree that females are more than males in hospitality management courses. This is in line with Lee *et al.* (2008) that female students showed slightly stronger study motivation than male students in hospitality and tourism course. It also agrees with the findings of Oke (2019) that hospitality management is still perceived as a female-dominated profession.

The highest percentage of 96.3% agreeing that Hospitality management is all about cooking and may be one of the discouraging perceptions attributable to the low male number studying the course. This corroborates Ozioma (2012) who stated that boys are more interested in quick money careers, while girls tend to tilt more attention to future home building. *The male students viewed it from the aspect of cooking only with no adequate knowledge of other significant courses in the curriculum, thus forming a negative perception and aligning the course to a particular gender.*

The table also shows that majority of male students (70.7%) agreed that tourism is a branch of Hospitality Management. This implies that they are aware of the complimentary role of hospitality management to tourism. A substantial number of students (90.8%) agreed that Hospitality Management is Information Communication Technology (ICT) driven. This shows the global levels and the industry involvement in different sectors of the economy (Foskett & Paskins, 2011).

This study also revealed that 92.6% of respondents agreed that the misconception of people about Hospitality Management as a course for female can be corrected. It was also revealed that 85.2% agreed that the best cooks are males. The high percentage in agreement gave credence to La Chef (2020) on line ranking of top ten chef and all are top male chef, who have excelled in their field, chosen from different countries around the world. Most respondents (64.5%) perceive that female students are more satisfied with Hospitality Management courses than

male students. This finding corroborates Yafang & Gongyong (2008) who stated that females are more inclined to hospitality as a career than males owing to their positive perception towards hospitality industry. Invariable females choose the course because of the future career prospect.

Moreover, majority of the male students agreed (95.5%) with the perception that Hospitality Management course is mostly practical - oriented. Mbagga *et al.* (2021) emphasized the fact that Hospitality management programmes are intended to equip the graduates with practical skills and knowledge to meet the hospitality industry's need and therefore should be more of a practical-oriented course.

Table 3: level of satisfaction of students.

Statement	Very satisfied f %	Satisfied f %	Dissatisfied f %	Somewhat satisfied f %	Modal(f)
Satisfied with studying hospitality management	93(57.1)	58(35.6)	-	12(7.4)	93
Satisfied with course curriculum content	84(51.5)	70(42.9)	3(1.8)	6(3.7)	84

Source; Field survey (2020)

Table 3 shows that many respondents (57.1%) are very satisfied with hospitality management as a course of study while 51.5% are satisfied with curriculum content of the course. This agrees with findings from scholars in hospitality management field that curriculum with student-oriented programs can generate quality learning outcomes and students satisfaction (Malgwi *et al.*, 2005; Farmaki, 2016; Mak & Ng, 2014). This indicates that the level of satisfaction male students derive from hospitality management study may be high, probably because of the learning outcomes and student-oriented programs put in place by the school despite the perception.

Table 4: Hospitality management course preference for respondents

Course options	Frequency	Percentage %
Cookery	42	25.8
Tourism	92	55.8
House-keeping	15	9.2
Food & beverage Service	15	9.2
Total	163	100

Source; Field survey, 2020

Table 4 shows that most respondents (55.8%) prefer tourism to cookery (25.8) while, 9.2% chose housekeeping and food and beverage service respectively.

This implies that male students in the study areas prefer tourism course to other core hospitality management courses because they want to pursue a career in tourism. In line with Lu and Adler (2009) statement, that majority of surveyed students in their study indicated interest in pursuing a career in tourism and hospitality management and a desire for a postgraduate degree in the field. It indicates that male students prefer a career in tourism to hospitality management.

CONCLUSION AND RECOMMENDATIONS

It is therefore imperative that hospitality institutions understand the factors that influence the male perception, preference and satisfactions, so that the misconception can be properly and timely corrected. The findings in line with objectives reveal that most male students did not chose to study hospitality management; the female students are more satisfied with hospitality management course than male students in the selected Polytechnics. It was also discovered that male students prefer tourism to housekeeping and Food and Beverage service as course options. However, the hospitality industry today cannot survive without both genders. To remain effective, the hospitality institutions must continue to produce highly skilled and motivated students to fill the required future vacuums in the industry.

As a result of the findings and conclusions from this research work, the followings are therefore recommended;

- i. The male students should be encouraged to choose hospitality and tourism courses as first choice course.
- ii. The misconception about hospitality industry being meant for only the female students should be corrected by creating forum for orientation during admission into higher institutions.
- iii. Based on the future prospect of the industry, the male students should be satisfied with hospitality management course content and strive to acquire all the required skills and knowledge.
- iv. The schools should increase their practical skills to enable male students compete with their counterpart globally.

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INSTRUCTIONS FOR AUTHORS

Publication Schedule:

The *HATMAN JOURNAL of HOSPITALITY and TOURISM* (ISSN 2276-8297) is published twice a year (in April and November) by the Hospitality and Tourism Management Association of Nigeria (HATMAN)

Aims and Coverage:

The Journal is designed to encourage and promote applied research and adaptive technology in all aspects of Hospitality and tourism. It is dedicated to encouraging and promoting practical technologies necessary and relevant for improving occupational, technical and scientific practices in Nigeria's hospitality and tourism sector.

The Journal covers all areas of hospitality and tourism including planning, development, policy matters, private sector activities, practical processes and procedures, culture, the environment, food technology and food processing systems, etc. Sciences.

Papers for publication

Papers for publication in the Journal should be typed double spaced on A4 paper (210mm x 297mm) on one side of the paper only. The paper should not exceed twenty pages including figures and tables. Four copies of the paper should be submitted to the Editor.

Organization of paper for publication

The manuscripts should be organized in the following order.

Title, Abstract, Keywords, Introduction, Literature Review (if any), Materials Methods and Techniques, Results and Discussions, Conclusions, Notation (if any), Acknowledgments (if any), Tables, Figure, Captions, References.

The main headings listed above should be capitalized and left justified.

The sub-headings should be in lower case letters and should also be left justified.

Title:

The title and address of author(s) should be the only items on the front page. The title should be as short as possible, but explanatory. Use words that can be used for indexing. In case of multiple authors, the names should be identified with superscripted numbers and the addresses listed according to the numbers e.g. A.B. Auta, B.C. Craig.

Abstract:

An abstract not exceeding 200 words should be provided. This should give a short outline of the problems, methods, findings, and application(s).

Keywords:

Between four and eight key words should be provided. These should be words that can describe the type of work.

Introduction:

The introduction should provide background information on the problem including recent or current references to work done by previous researchers. It should contain the objectives and contributions of the work.

Literature Review:

This (if necessary) should review all available published work on the topic. The review should be as short as possible but exhaustive and should provide background information to the work.

Materials and Method / Methodology

This section can vary depending on the nature of the paper. For papers involving experiments, the methods, experimental design and details of the procedure should be given such that another researcher can create it.

Standard procedures however, should not be presented. Rather authors should refer to other sources. This section should also contain description of equipment and statistical analysis where applicable. For papers that involve theoretical analysis, this is where the theory is presented.

Results and Discussion:

Results give details of what has been achieved, presented in descriptive, tabular or graphical forms. Discussions on the other hand, describe, ways the data, graphs and other illustrations have served to provide answers to the problem. This section should answer questions and describe problem areas as previously discussed under introduction.

Conclusion:

Conclusion should present the highlights of the solutions obtained. It should be a brief summary stating what the investigation was about, the major results obtained and whether the results were conclusive and recommendations for further work if any. It should also provide information/recommendations on the direct application of result of the work to agricultural productivity.

Notation:

A list of symbols and abbreviations should be provided even though each of them should be explained in the first place where it is used.

Tables:

Tables should be numbered by Arabic numerals e.g. Table 3, in ascending order as reference is made to them in the text. The same data cannot be shown in both Table and Figure. The use of vertical lines should be avoided. Horizontal lines are used only to separate headings and sub-headings. The caption should be self explanatory, typed in lower case letters (with the first letter of each word capitalized) and placed above the table. All tables must be referred to in the text.

Figures:

Illustrations may be in form of graphs, line drawings, diagrams, schematics and photographs. They are numbered in Arabic numerals e.g. Figure 5. The title should be placed below the figure. Line drawings should be made with black ink on white or tracing paper. Letters should be of the size that remains legible after 50% reduction. Photographs should be black and white on glossy paper. Figures should be adequately labeled.

Reference:

Follow the name-date system in the text, example Aneke (1990) for single author, Paul and Aminu (1983) for double authors and Gloria et al (1992) for multiple authors. References sited should be listed in alphabetical order. Reference sited should be listed in alphabetical order. Reference to two or more papers published in the same year by the same author or authors should be distinguished by appending alphabet to the year e.g. Michael (1990a, 1990b). All references cited in the text must be listed under the section "References". The order of listing should be authors' name, year of publication, title of paper, name of the journal, volume number, and pages of the article. For books, the authors name comes first followed by date, title of book, edition, publisher, town or city of publication and page or pages involved.

Units:

All units in the text, tables, and figures must be in international system of units (SI).

Assessment:

Each paper will be assessed by at least three assessors to be appointed by the Editorial Committee. At least two assessors will recommend a paper before it is considered for publication in the journal. A paper recommended for publication may be published in the immediate edition or the next.

Off prints:

one reprint will be supplied free of charge to the author(s). Additional reprints can be obtained at current charges.

Submission of Manuscripts:

Submission of a paper or article for publication implies that it has not been previously published and is not being considered for publication elsewhere.

Electronic copies of the manuscripts should be sent to:

The Editor-in-Chief

The *HATMAN Journal of Hospitality and Tourism*,
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Turaki Ali House (NNDC) 3 Kanta Road,
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For further information please contact the Editor at the above address

WHAT IS HATMAN?

It is the professional body for the international hospitality industry. With around 3,000 members in 36 states in Nigeria and Abuja, the *Hospitality and Tourism Management Association of Nigeria* (HATMAN) is recognized throughout the nation.

Established in 1999, HATMAN's national influence brings together individuals from all sectors of the hospitality and tourism industry – airlines, resorts, hotels, contract catering, restaurants, fast food, pubs and clubs, hospitals, education, armed forces and the teaching profession.

In its size and scope, it leads the hospitality and tourism world in Nigeria.

WHAT DO YOU NEED?

To succeed in the exciting fast growing changing hospitality and tourism industry, do you need?

- Ø To be recognized as a professional
- Ø To be very well informed and therefore impressively knowledgeable about latest industry trends and development?
- Ø To meet other professionals and gain from their knowledge and experience?
- Ø To be supported at every stage of career development?

You need to join HATMAN.....

Why Join?

- Ø HATMAN membership gives you status. Designatory letters identify members as professional managers. You will gain recognition from your employers, colleagues and customers.
- Ø We ensure that you keep up-to-date in our rapidly developing industry through HATMAN's comprehensive information network, quarterly newsletter, and journal, the *Hatman Journal of Hospitality and Tourism*.
- Ø The Association represents a global network of like-minded colleagues of 3,000 professionals in 36 states of Nigeria and Abuja who will respect you as a member.
- Ø In today's competitive employment market we provide exclusive job opportunities for members and access to lifelong learning.

How does this benefit you?

The benefits of membership are thoroughly practical. There are hundreds of ways in which we support our members on a day-to-day basis.

Professional Recognition

In order to become a member of **HATMAN**, members must meet a high standard of management excellence. This is recognized by designatory letters which may be used after your name to signify your status. In addition, companies are increasingly looking with greater favour on applicants who are members of **HATMAN** for management posts.

HATMAN is the authoritative voice for hospitality and tourism in Nigeria, representing your views to government, education and industry.

Keeping you informed

The **HATMAN** library is going to be one of the most comprehensive sources of information in the field of hotel, catering and tourism operation with our relationship with Institute of Hospitality UK, having over 80,000 books and subscribing to industry journals. It provides, free of charge to members, and invaluable source of reference.

Members receive a complimentary subscription to the excellent quarterly newsletter; purchase the *Hatman Journal of Hospitality and Tourism*, containing informative technical articles on developments within the industry, the latest think in hospitality and tourism management and views from its leaders.

Enhancing Your Career

The exclusive career progression opportunities available to members are;

HATMAN Job Register

Linking members searching for a new job to potential employers world-wide.

Internet Job Shop

A preview of the latest employment opportunities in the international hospitality and tourism industry.

Career Planning Intelligence

Fast access to geographic data, market analysis, sector trends and detailed company overviews, ensuring you are fully prepared to make a successful career move.

In addition, members have access to a dedicated **HATMAN** advisor to provide objective and unbiased guidance on your career. The Association also provides 'Continuing Professional Development' opportunities to keep your knowledge and skills fine tuned.

Providing Networking Opportunities

Putting you in touch with over 15,000 local, national and international contacts, **HATMAN** seminars, conferences and social and business meetings aim to extend your knowledge and understanding of the issues facing the industry – and enable you to learn from the experience of other members.

It is not unknown for members to meet their next employer on these occasions! You may wish to make your own contribution to the industry's future. We welcome input from our members on various industry committees, working groups and advisory boards.

Plus Personal Benefits

Finally, a range of special offers and discounts is available including hotels, car hire, subscription to our journal and other publications.

WHO should join HATMAN?

From students to chief executives, whether in your own business or a global organization, there is a membership grade to suit all management levels.

Whilst the completion of certain hospitality courses automatically makes you eligible, we do recognize that many highly skilled supervisors and managers come directly into the industry. For them we have a point's assessment system which gives credit for work-place learning and responsibility, which leads to membership. Wherever you are in your career, there is a membership grade for you.

The grades are designed to assist career progression and reflect every stage of career development.

HATMAN Membership Grades

Hospitality and Tourism Management Association of Nigeria Membership Grades are as follows:

- STUDENT MEMBER
- AFFILIATE (AFHATMAN)
- ASSOCIATE (AHATMAN)
- MEMBER (MHATMAN)
- FELLOW (FHATMAN)

AFFILIATE MEMBER (NON CORPORATE GRADE OF MEMBERSHIP)

This grade is open to those who wish to participate in, and learn about the work of the Hospitality and Tourism Management Association of Nigeria and is assigned initially to all members on first joining the Association. Affiliate members do not have voting rights and cannot hold office.

Affiliate members are normally those not eligible for a higher membership grade or individuals studying for a recognized qualification in hospitality, leisure or tourism.

ASSOCIATE (AHATMAN)

This is the first Membership grade of the Institute that confers designatory letters upon an individual (AHATMAN). Associate Members do not have voting rights and cannot hold office. Associate Members will have met the following criteria:

- Qualifications: a Hospitality or Tourism based qualification, a degree, foundation degree, diploma or equivalent comparable qualification awarded by a Nigerian or internationally recognized organization.
- Industry Experience: have achieved the appropriate Industry Experience Points in an entry level or supervisory management post directly concerned with the hospitality, leisure and tourism industries, and/or in other areas of work.
- Continuing Professional Development: have shown evidence of an ongoing commitment to Continuing Professional Development.

MEMBER (MHATMAN)

This grade of membership confers designatory letters upon an individual (MHATMAN). Members have full voting rights and can hold office in the association. Members will have met the following criteria:

- Qualifications: have achieved Hospitality/Tourism qualification, a degree, foundation degree, diploma or equivalent comparable qualification awarded by an international recognized institution.
- Industry Experience: Have achieved the appropriate Industry Experience Points in a management or senior management post directly concerned with the hospitality, leisure and tourism industries, and/or in other relevant areas of work.
- Continuing Professional Development: Have shown evidence of an ongoing commitment to Continuing Professional Development

and have consistently participated in association's conferences.

FELLOW (FHATMAN)

This grade of membership confers designatory letters upon an individual (FHATMAN). Fellows have full voting rights and can hold office in the association. Fellows will have met the following criteria:

- Have made a significant personal contribution to the industry.
- Have been in a Senior Management position for at least 5 years
- Have been a Full Corporate Member (MHATMAN) of the association for at least five years or at the discretion of the Executive Council be considered for direct entry in accordance with the relevant constitutional provisions.
- Should be able to demonstrate a significant contribution to the aims and work of the association.
- Have shown evidence of an ongoing commitment to Continuing Professional Development.
- Applications for upgrading to Fellowship shall be supported by two Fellows of the association, who shall have knowledge of the candidate for THREE years immediately preceding the application. Referees must not be members of the applicant's immediate family circle.

Direct Entry to Fellowship

In exceptional circumstances, the National Executive Council may admit directly into Fellowship, individuals who have made an outstanding contribution to the industry. They must be able and willing, in the view of the Executive Council, to personally advance the objectives of the Association and encourage others to pursue these objectives throughout a major segment of the industry. They should be supported by three Fellows of the Hospitality and Tourism Management Association of Nigeria, one of whom acts as proposer. This method of entry into Fellowship is not available by application; it is invitation only.

Student

Students following HATMAN accredited programmes of study are registered as student members and may upgrade to full membership on graduation.

Apply now

Applying is easy simply complete the application form and forward with our application form fee of N2,000, registration fee of N26,500 and one year subscription fee for your category of membership paid into designated HATMAN bank account

The application process should take about two weeks and we will keep you informed at every stage

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Whilst your application is being processed, please feel free to sample our benefits and services free of charge.

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Upholding high standards is key to the status of a professional body. We ask you to provide the name of one referee to support your application.

Membership Grades

Following a thorough evaluation of your application we will inform of our membership grade. Our assessors will provide clear guidance on how you can progress with HATMAN.

Annual Subscriptions

Subscription rates can be found within the application form. Many companies will assist employees with professional membership fees. However, you may pay your own subscription.

Welcome to HATMAN

We will send you a personalized membership card and a prestigious certificate to display as evidence of your profession status. We look forward to a long and happy relationship with you.

UPGRADING

The membership committee may also upgrade you if it considers that you have contributed significantly to the upliftment of the association and the industry. Those who have acquired higher academic qualifications may also apply to the membership committee for upgrade. Upgrading fee is N10,000 only.

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