

## Developing Career Path in the Tourism and Hospitality Industry in the South West Region – The Public Sector Role

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### ABSTRACT

*Proper understanding of the importance and good management of career development is necessary to enable employees give it their total support and to reap the advantages. Any tourism and hospitality organisation or business which is interested in developing the career paths of its workers improves the level of confidence and spirit, hence the output of its employees. There is therefore a huge responsibility on the part of each of the stakeholder namely: the employee, the manager and the employer in an organisation as far as career development are concerned. While hospitality and tourism has traditionally been an industry that emphasized hands-on experience, the competitive nature of the business now requires a combination of experience and higher education to build a successful management career. Career paths are sometimes part of the employee development process within organizations, in this case, an employee and a supervisor or the Human Resources representative should always discuss the career development of the worker within the context of their organization. It's important to start thinking of career paths early as the choices made early on in a career can influence the opportunities available in the future. Training and development can play a significant part in the opportunities open to people and therefore the ways they can carve out their career path.*

**Keywords:** *Career, development, career path development.*

### INTRODUCTION

Most professional employees leave their companies nowadays because there is no career growth and to retain the best talented workers, organisations put in place career development measures. It should be understood that developing the careers of employees is amongst the best motivation measures to make employees happy and make them focused on the job. It is necessary to find out if career planning and development has something positive to bring in as far as worker's output is concern. A majority of the organisations maybe of this opinion and have fully integrated it into their Human Resource long term plans. As concerns employees, career development methods help them to understand their career path, the hurdles they need to go through and the target to be achieved. Workers believed that career development is a way for them to move upward the organizational structure. For Managers it may be perceived as an instrument for succession and it is also important for the management of career development programmes. Proper understanding of the importance and good management of career development is necessary to enable employees

give it their total support to reap the advantages. Any organization which is interested in developing the career paths of its workers improves the level of confidence and spirit, hence the output of its employees.

Traditionally, a career path was viewed as moving upward to higher levels of management in the organization but this does not mean that an individual has to remain in the same job for life as there are often lateral moves within the firm that can be taken to allow an employee to become revitalized and find new challenges. Regardless of the career path pursued, today's workers need to develop a plan whereby they are viewed as continually adding value to the organization. If employees cannot add value, the company does not need them, and much of the evolving work environments cannot use them either. Workers must anticipate what tools will be needed for success in the future and obtain these skills. These workers must look across company lines to other organizations to determine what skills are transferable, and then go and get them. Essentially, today's workers must manage their own careers as never before.

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Demotions have long been associated with failure, but limited promotional opportunities in the future and the fast pace of technological change may make them more legitimate career options ([www.whatishumanresource.com](http://www.whatishumanresource.com)).

### BACKGROUND OF THE SOUTH WEST REGION

The South West is a Region in Cameroon, a country on the continent of Africa and it is located in the central of Africa. The capital of the South West Region is Buea and it is situated at the foot of mount Cameroon. It has an area of 25.410km<sup>2</sup> and an approximate population of 1.316.09 and a density of 52/km<sup>2</sup>. The South West Region of Cameroon constitutes part of the territory of the Southern Cameroon. It is one of the two Anglophone speaking Regions of the country. The Region is divided in to six Divisions (Fako, Lebialem, Manu, Kupe, Managua, Meme and Ndian which are in turn broken down into Sub-Division controlled by Senior Divisional Office (SDO), and Divisional Officer (DO).

The South West Region is notable for having the first English speaking University in Cameroon (University of Buea) and the Region is also consider the best tourist destination in the country with Limbe having the best attractions in the country as it is situation beside the Atlantic ocean and it is the home of the Bakwerians. South West Region has important towns like Buea, Tiko, Kumba and Manfe: with Limbe the most popular tourist resorts notable for its fine sandy beaches. Korup National Park is also a major attraction and Buea itself, a site at the foot of mount Cameroon which possesses an almost temperate climate which makes different from the rest of the Regions. The Regional Delegation of Tourism and Leisure for South West is found in Fako Precisely in Buea Sub-Division.

### LITERATURE REVIEW

In today's world, more employers are looking for ways to facilitate career development and encourage their employees to drive their own careers. Skill development means developing yourself and your skill sets to add value for the organization and for your own career development. Fostering an attitude of appreciation for lifelong learning is the key to workplace success (Abam, 2017). Continuously learning and developing one's skills requires identifying the skills needed and then successfully seeking out trainings or on-the-job opportunities for developing those

skills. Developing your skills begins with assessing which skills are important for your desired career development. 70% of your development should come from on-the-job activities and action learning and this can include development experiences like managing a project, serving on a cross-functional team, taking on a new task, job shadowing, job rotation, etc. 20% of your development should come from interactions with other and this includes having a mentor, being a mentor, coaching, participating in communities of practice, serving as a leader in a staff organization etc.

While 10% of your development should come from training, including classes, seminars, webinars, podcasts, conferences, etc. ([www.hr.berkeley.edu](http://www.hr.berkeley.edu)).

Career paths are sometimes part of the employee development process within organizations and this may occur as part of the performance appraisal process that takes into account the interests, knowledge, and skills of the employee. Additional education, training or work assignments may be planned as mechanisms to qualify employees for subsequent roles within their career path. In many cases, an individual will develop and actualize a career path without the cooperation of their employer, such workers will engage in the career exploration process independently or with the assistance of a career counsellor, mentor or personal advisor. A career path doesn't need to be a straight line up the career ladder and traditionally it imply vertical growth or advancement to higher level positions but they can also entail lateral movement within or across industries. The average person changes jobs ten to fifteen times during their career and these changes can involve different types of positions in different industries. Whichever way a career path takes, it is designed to provide increased satisfaction of a worker's career values and needs by targeting a series of jobs designed to get them to their career goal ([www.thebalance.com](http://www.thebalance.com)).

Career paths are routes that individuals take from their first day in the job market through to their final position before retirement and it start with the most junior position and end with the most senior position; this isn't always the case but is likely the intention of the individual. Training and development can play a significant part in the opportunities open to people and therefore the ways they can carve out their career path and some people will carve out a career path within one company while others will attempt to climb the ladder by moving to other companies. Generally-speaking, companies need to promote

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internally if they want individuals to remain with them in the long-term. Your career path can be thought of as a map that leads to your final career goal or destination and to create that map, you have to determine where you want to go with your work, and consider what steps will lead you there(www.reference.com).

### RESEARCH METHODOLOGY

For this research work, the researcher used only secondary data that was information collected from documents and websites.

### FINDINGS AND ANALYSIS

In today's world, more employers are looking for ways to facilitate career development and encourage their employees to drive their own careers. The Ministry of Tourism and Leisure (MINTOUL) as part of its mission, draw up training programs for stake holders at all levels or capacity building for people who want to learn more and the above is to ensure that tourism in the country is well boasted both national and international. The following workshops and seminars were organized by the Ministry of Tourism and Leisure:

#### November 25<sup>th</sup> -26<sup>th</sup> 2015

Capacity building workshop on the implementation of the new training syllabus for tourism and hospitality management in Cameroon higher institutions of learning – FINI hotel Limbe.

#### July 11<sup>th</sup> - 15<sup>th</sup> July 2016

Workshop for the training of hotel staff of the South West Region in view of the organization of the 2016 Female African Cup of Nations at Buea - Mountain Hotel.

#### September 15<sup>th</sup> - 17<sup>th</sup> 2016

Seminar on the security of tourists, reception

techniques, hygiene and quality of service for tourism actors in the South West Region at Buea Mountain Hotel.

### CONCLUSION

Employee in an organization career path is seen when employee moves on one by one as he/she grows in an organization. The employee may move vertically most of the time but also move laterally or cross functionally to move to a different type of job role. Developing new skills that are required for the career change in organisations and businesses should develop a career-path system that rewards those who play along with the corruption and destruction and punishes those who do not.

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