

REVIEW ARTICLE

Tourism Perspectives and Administrative Practices in a Globalized Economy

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Abstract

Globalization has been challenging the theory and practice of administrative practices in the Nigerian tourism and hospitality sector at an unprecedented level. Major policy issues, cross national boundaries cannot be solved without international collaboration, even domestic issues will be better understood and addressed with a global perspective. Administration in a globalized economy cannot be practiced in isolation of the culture of the society. This assertion implies that the knowledge, attitude, societal norms and orientation which people hold epitomize their administrative philosophy and their adoption of tourism practices. Administration in Nigeria is practiced in ways and manners which will benefit the administrator and, in most cases, not in the best interest of the common man. Whether in the private sector or in the public sector, some Nigerian administrators would normally use their positions and every other resource at their disposal to amass pecuniary interests for themselves. This paper has elaborately discussed the concept of tourism and its relationship with administrative practices in a globalized economy. Based on the findings obtained from the review of literature, the authors concluded that the adherence and efficient adoption of administrative practices will enhance tourism performance in a globalized economy and thus recommended that the tourism sector of the Nigerian economy should regularly improve on the adoption of administrative practices in other to enhance organizational performance. Furthermore, the authors suggested that more scholars should conduct empirical investigation using the tourism perspectives and administrative practices model provided in this paper to validate the theoretical findings obtained in this study.

Keywords: Perspectives of Tourism, Administrative Practices, The Globalized Economy.

1. Introduction

Globally, tourism contributes significantly to the national economies in terms of employment creation and revenue generation (Musavengane *et al.* 2019; UNWTO 2018a, b). Understanding travel motivations and shifts in the global tourism marketplace is critical for unpacking future travel patterns and consumption perspectives, and also for tourist destinations to leverage on tourism spin-offs. Anton *et al.* (2017) observed that growing competition in the tourism landscape has resulted in destinations increasingly

becoming concerned with balancing tourists with attracting new visitors.

Tourism is the process where people travel from one place to another for enjoyment and spending of time. It plays a great role for the development of a country. Through tourism demand of different commodities, increasing and different cultures of the world are homogenized in one culture. On one side, development occurs but on the other side different diseases are transferred from one country to another in the world. In real sense, the tourism industry

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is linked with every sector of the economy in the world which positively and negatively affects the GDP of the country. Through tourism industry, many employments were generated which play great role in poverty reduction and socioeconomic improvement of the world. Tourism improves the trade balance of a country and also boosts the industrial sector of the world.

Due to the adoption of information and communication technology, tourism globalization is made easier. ICT is a catalyst of changes in the environment and has a strong impact on tourist movements. Bird and Thomlinson (2012) posits that globalization can be defined in several ways. One broad definition of globalization is that it is a complex web of social processes that intensify and expand worldwide economic, cultural, political and technological exchanges and connections. Globalization can also be simply described as the movement of goods, ideas, values, and people around the world. The contributions of the globalized economies in improving tourism performance cannot be over emphasized. Some argue that globalization has a homogenizing effect on cultures, as Western values are spread through music, fashion, film, and food, rendering one culture indistinguishable from the other.

Conversely, administrative practices or enforcement policy refer to courses of conduct or policies which an

agency has determined to follow in the administration and enforcement of a statute, either generally or with respect to specific classes of situations. An appropriate administrative practice absolutely influences the level of employer and employee commitment. The administrative practices in the tourism and hospitality sector such as, training & development of the employees and their effective & positive appraisal performance enhance the confidence level of the employees which leads to the development of the tourism and hospitality sector. The work task and responsibilities of the employees depends upon the effective administrative practices. In any tourism and hospitality sector, a well-defined responsibility is the best tool for the enhancement of the whole process. Past studies have been conducted to examine the effects of administrative practices on Employees' job Performance and also on other constructs in developed and developing countries but to the best of our knowledge, it appears that there is dearth of research on tourism perspectives and administrative practices in the Nigeria tourism and hospitality sector. Against this backdrop, this paper was designed to literary explore the nexus between tourism perspectives and administrative practices in the Nigeria tourism and hospitality sector. A conceptual framework of the study variables is depicted in figure 1 below.

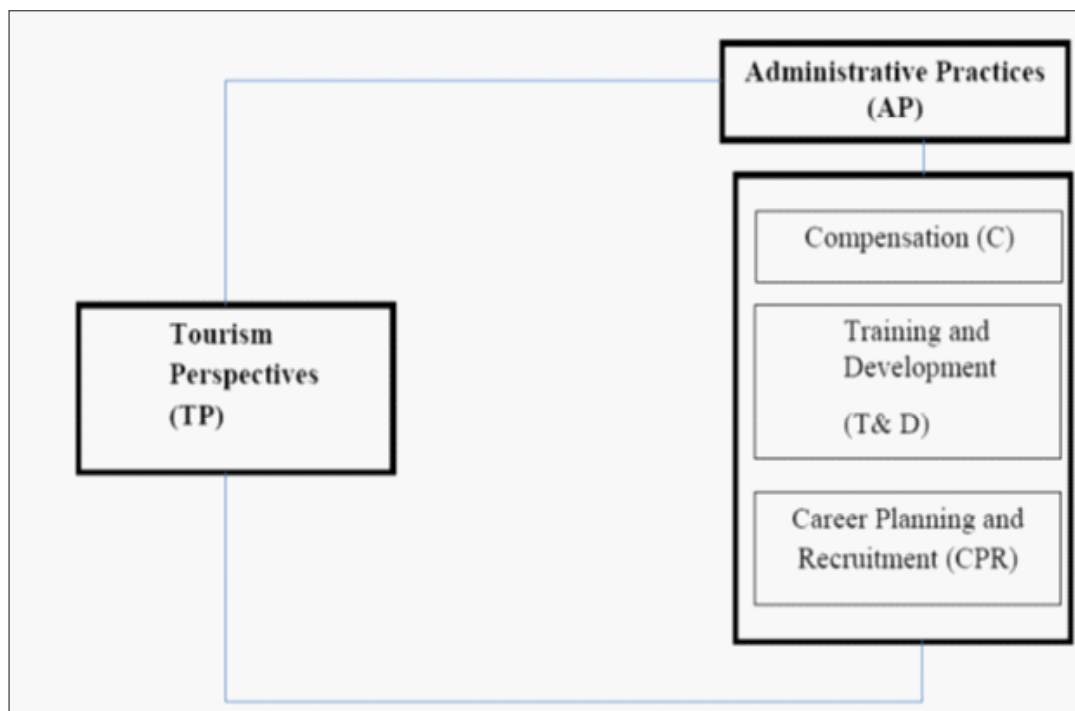


Figure 1. Conceptual framework of the relationship between Tourism Perspectives and Administrative Practices in a Globalized Economy.

Source: Muhammadiyah, N.J., Fauzi, H., & Muhammad. A.H (2020). Effect of administrative practices on job performance: An empirical study among public university employees in Pakistan. *Global Academic Journal of Economic and Business*1 (1), 1-4

2. Nature of Tourism

Today, tourism is one of the most important ways to explore the geographical, cultural, social and political space. Therefore, it makes sense to talk about the geopolitics of tourism as one of the branches of geopolitical science (Ignatieva, 2013). The impact of international tourist flows on the sustainable development of society. The movement of people, as it is happening today, turns tourism into a global phenomenon with a clear geopolitical context.

The geopolitical impact of tourism is mainly reflected in the economic contribution of tourism. Problems in the tourism industry affect the level of unemployment, the standard of living, especially in countries where tourism is the leading industry (Smolenskiy, 2021). To the unique geopolitical influence is added the totality of the economic, social and cultural influences of tourism. Individuals become tourists when they voluntarily leave their normal surroundings where they reside, to visit another environment. These individuals will usually engage in different activities, regardless of how close or how far this environment (destination) is (Hall, 2018; Holloway & Taylor, 2016; Jafari, 2012). Therefore, tourists are visitors, and what they do whilst visiting another place may be considered as tourism. Back in 1963, the United Nations Conference on International Travel and Tourism agreed to use the term 'visitors' (other than residents) to describe individuals visiting another country. This definition covered two classes of visitor: Tourists were classified as temporary visitors staying at least 24 hours in a destination. If they are travelling for recreation, health, sport, holiday, study or religious purposes, their visit could be categorized as leisure. Alternatively, excursionists, including cruise travellers may be considered as temporary visitors, if they stay in a destination for less than 24 hours.

However, these definitions fail to take into account the domestic tourists. In 1976, the Institute of Tourism (which later became the Tourism Society) suggested that tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work. Therefore, tourism includes the movement of people for all purposes, including day visits or excursions (Cooper, 2018; Holloway & Taylor, 2016). This broader definition was slightly reformulated at the International Conference on Leisure Recreation Tourism that was organized by the Worldwide Network of Tourism Experts (AIEST) and the Tourism Society in Cardiff, in 1981: "Tourism may be defined in terms of Particular activities,

selected by choice, and undertaken outside the home environment.

Tourism may or may not involve overnight stay away from home". In 1991, the United Nations

World Tourism Organization declared that "Tourism comprises the activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business or other purposes". At this stage, one could differentiate between domestic and international tourism (Yuksel, 2014). The former refers to travel that is exclusively undertaken outside the national boundaries of the traveller's home country. The latter refers to travel within the borders of one's home country. Domestic travel will have an impact on the balance of payments and will reduce the outflow of money from the tourists' home country (Mathieson & Wall, 2022).

At this stage, it is important to realize that there are two types of travellers: There are those who travel for reasons of business. Others may travel for personal motives, including visits to friends and relatives (VFR travel); study; religious pilgrimages; sport; health, et cetera. For the first group, the decision to travel, and where to go, is largely beyond their control. The business travellers will have little discretion in the choice of their prospective destination, or on the timing of their trip. Generally, the purpose of their trip is not to enjoy the destinations' attractions and facilities. Business travel is usually arranged at short notice and for specific and brief periods of time; the duration of their itinerary may often be as short as a day (Swarbrooke & Horner, 2011). In this case, there could be a substantial journey time involved. For these reasons, business travelers need the convenience of frequent, regular transportation facilities, efficient, reliable services and good accommodation facilities (in terms of accommodation and catering) of a high standard, at their destination (Jafari, 2012). Very often, business travelers will be less concerned about the cost of travel, as their employer could be paying for their travel arrangements (Gustafson, 2012). Higher prices will not deter them from travelling, nor will lower prices encourage them to travel more often. Therefore, there seems to be inelastic demand for business travel (Gillen, Morrison & Stewart, 2013). On the other hand, leisure travel is highly elastic for those travellers who are price-sensitive. The lower prices for holidays to particular destinations will usually lead to an increase in the aggregate numbers of travelers (Hall, 2018). Frugal tourists will usually

shop around for affordable holidays (Xiang, 2013). Therefore, they may be prepared to delay their travel, or to book well in advance of their travel dates, if this would translate to a significant reduction in their travel costs (Russo, 2012).

The growing disposable income among many populations from developed and developing economies is having an effect of reducing price elasticity for many holiday makers, as upmarket winter sports holidays, cruises, special interest and long-haul travel continue to attract a greater proportion of travellers (UNWTO, 2017).

3. Concept of Administrative Practices

Administrative practices are the routines / static laid-down rules and regulations that are followed in the day to day running of an organization. Such guidelines are designed and meant to improve upon organizational effectiveness and efficiency. The global nature of public administration practice, training, and scholarship in the 21st century necessitates a new perspective that fully addresses the transnational connectedness, interdependence, and complexity of the field.

Administrative practices are a process of retaining, attracting and motivating the employees to provide guarantee for the existence of the institution (Schuler & Jackson, 2017). The proper use of administrative practices in a positive way can influence the level of employee commitment (Purcell, 2003). Administrative practices in the tourism sector such as, employees' appraisal performance and training & development is to ensure the effective output of employees and betterment of the sector (Pfeffer, 2008). The employee's job performance mainly depends upon the positive attitudes of the administration. The developed organizations assure the satisfaction of the employees. The satisfied employees work with full zeal and zest if they feel satisfied about their managers activities. The empowerment, effective communication and positive relations with the employees are an important factor that influences best performance of the employees. By so doing, employees are encouraged to take the responsibilities for the fulfillment of common objectives in the Nigerian tourism sector (Leigh, 2015).

Omolaja, (2022) posits that it has become widely acknowledged that there is the universality of administration. The implication of this claim is that administrative duties and responsibilities tend to remain constant irrespective of the location

and time where and when they are performed *ceteris paribus*. However, from experience, nothing remains the same except the change itself. Consequently, since culture differs across national boundaries and over time, administrative responsibilities also differ in mode of performance. Hence, administrative practice in Nigeria is dependent on the Nigerian culture while administrative practice in Europe or in Asia is also dependent on the culture of the respective continents. This assertion implies that the practice of administration is a function of cultural pattern of behavior of the administrator; which implies non-homogeneity of administration.

Consider the major differences between the performance of administrative duties in developing countries and the system in Europe, what do you think is the main differences which you observe? It is nothing but cultural differences. Culture, generally would influence, and be influenced by, what we do, how and when we do it, what we wear, what we say, how we develop, our mode of dressing, our thinking faculty and practically every aspect of our life. The way a person is brought up, his family background, his class in the society, etc, would definitely affect the way he thinks, behaves, his orientation and general attitudinal disposition to his work, place of work and the society at large.

Therefore, because of the cultural background of Nigerians as discussed in the previous sections, administrative practice in the country may be said to be at variance from the ideal practice especially when compared to the European model. For instance, administrative duties and responsibilities in Nigeria are not sufficiently organized, coordinated, controlled, disciplined and sometimes lacks proper planning; reflecting the culture of the society.

4. Tourism Perspectives and Administrative Practices in a Globalized Economy

Globalization as a process had brought about significant changes in all spheres of social, political and economic life. Global economy, as a result of the globalization impact, has also led to certain changes that can be seen primarily in the liberalization of international trade, free movement of capital, workforce and goods, as well as the provision of services breaking down the barriers.

Tourism is an industry that can be considered an increasingly important industry within the global economy, especially as tourism. We can also conclude that the globalization processes, which have initiated

changes in the field of transport, communications, new technologies and the Internet, exert a strong impact on tourism development. This influence can be observed in a constant rise in the number of tourists and travels, as well as in constantly rising revenues in the tourism industry with continuous reduction of costs, through industries following tourism. It can be concluded that globalization processes which have been causing changes in the global economy, especially in tourism-related industries, have severely affected tourism development, principally mass tourism.

The tourism and hospitality industry, given its significant impact on the economic and social development of the country and the branching of economic ties, needs regulation and support from the state. The transition to market relations and fierce competition require the solution of new problems related to the need for an adequate response of the state to significant changes in the external and internal environment of the functioning of organizations of the tourist and hotel complex (Tourism in Russia, 2021). In these circumstances, the state takes certain measures to provide economic support to enterprises and organizations in the field of tourism and hospitality (Skvortsova, Pasikova, Vereshchagina, Pozdnishov & Sukhovenko, 2020).

The development of the tourism and hospitality sector and employees' performance mainly based on the satisfaction level of the employees from the administrative effective practices Ahmad & Schroeder, (2003), Kehoe and Wright (2013) opined that the high performance of the employees among the tourism and hospitality firms is the positive attitude of the administration towards the workers. The positive behavior of the administrative practices affects the performance of the employees (Kehoe, & Wright 2013). Van den & Ros, (2014) investigated that the strong and positive correlation between employees and managers is the best tool for the development of the tourism and hospitality sector (Van den & Ros, 2014). The employees are considered as the most important asset among all the strengths. The skillful and trained employees are the best source for the enhancement of the organization (Zaharie & Osoian, 2013). The higher tourism and hospitality firms also focused on the skilled employees so that they can perform well for the betterment of the organization (Danish & Usman, 2010). Leigh (2015) revealed that the qualified and trained employees are best source for the increasing the reputation especially for the tourism and hospitality firms. Della-Torre and Solari

(2013) suggested that the development of tourism and hospitality is dependent upon the trained staff (Della Torre, & Solari, 2013).

Based on the forgoing discussions and from the review of relevant and empirical literature, it appears that a relationship exists between tourism perspectives and administrative practices in a globalized economy and on the strength of the above assertion, the authors hypothesizes as thus:

H_{AI} : There is a significant relationship between tourism perspectives and administrative practices in a globalized economy.

5. Conclusion

This paper has elaborately discussed the concept of tourism, and its relationship with administrative practices in a globalized economy. Based on the findings obtained from the review of literature, the authors concluded that the adherence and efficient adoption of administrative practices will enhance tourism performance in a globalized economy and thus recommended that the tourism sector of the Nigerian economy should regularly improve on the adoption of viable administrative practices necessary requirement to enhance organizational performance. Furthermore, the authors suggested that more scholars should conduct empirical investigation using the tourism perspectives and administrative practices conceptual framework provided in this paper to validate the theoretical findings obtained in this study.

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