

THE IMPORTANCE OF EDUCATION IN TOURISM DEVELOPMENT AND SUSTAINMENT

Tourism is the fastest growing industry in the world, and its environmental impacts are so great that the achievement of sustainable tourism would seem too integral to the achievement of sustainable development.

Tourism impacts are wide-ranging, as perceived differently by different interest groups, and are subject to extensive uncertainties. However, there appears to be widespread agreement that education has, at the very least, an important role to play in the achievement of sustainable tourism. It is widely agreed that education and training are important to the achievement of sustainable tourism and sustainable development (UNESCO, 1996). Unfortunately, there is much less agreement about who should learn what, from whom, and how. This is perhaps unsurprising, given that tourism probably touches, at all levels, upon a wider range of social interests and economic sectors than any other industry (Cater, 1995), and given that most academic disciplines have a bearing of some sort on the question of how to make tourism sustainable. For this writeup, it is very important to understand what education is and the various types of education and its effect on tourism development.

Education in its general sense is a form of learning in which the knowledge, skills, and habits of a group of people are transferred from one generation to the next through teaching, training, or research. Education frequently takes place under the guidance of others, but may also be autodidactic. Any experience that has a formative effect on the way one thinks, feels, or acts may be considered educational. There are three forms of learning defined by the Organisation for Economic Co-operation and Development (OECD):

Formal Education, Informal Education and Non-formal Education. Formal education is the conventional system of schooling which involves institutionalized teaching and learning in relation to a curriculum, which itself is established according to a predetermined purpose of the schools in the system. In this type of learning, tourism and hospitality is added to the curriculum of institutions of learning whereby students are taught in classes the importance of tourism to the economic development of a nation and its environmental impact. But this type of learning in as much as it's laudable is not the best for sustainable tourism because most of the indigenous people of various tourist sites do not have access to this institutional learning and are left behind in the educational development of tourism. Other types of education whose importance to tourism development are often times overlooked and ignored are Non formal education and Informal education. Non formal education is a type of learning which has to do with a decentralized network in which skills, information, and knowledge are shared without hierarchy or the institutional environment of formal schooling. Free school students may be adults, children, or both. This organisational structure is distinct from the ones used by democratic free schools which permit children's individual initiatives and learning endeavours within the context of a school democracy, and from free education where 'traditional' schooling is made available to pupils without charge. The open structure of free schools is intended to encourage self-reliance, critical consciousness, and personal development. This kind of learning is commendable for sustainable tourism

development because people that have no financial access to formal education can still get to learn about tourism and its vital importance to the development and economic growth of the nation.

The Non formal type of learning is where I would love to place great emphasis because its vital role to tourism development and sustainability has been ignored for so long. Informal educations have to do with indigenous education. Indigenous education refers to the inclusion of indigenous knowledge models, methods and contents within formal and non-formal educational systems. Often in a post-colonial context, the growing recognition and use of indigenous education methods can be a response to the erosion and loss of indigenous knowledge and language through the processes of colonialism. Furthermore, it can enable indigenous communities to "reclaim and revalue their languages and cultures, and in so doing, improve upon the educational success of indigenous students. There is the need to educate the indigenous people living in tourist attraction areas about the importance of their natural endowments. As rightly observed during the Permanent Forum on Indigenous Issues Second Session, 15th & 16th Meetings (AM & PM), the importance of educating youth in their own cultures, as well as using indigenous languages to educate them, was stressed during the discussion on culture and education in the Permanent Forum on Indigenous Issues.

Opening the discussion, a representative of the United Nations Scientific, Educational and Cultural Organization (UNESCO) observed that

millions of children continued to be taught in languages they did not use or even understand. She added that the participation of indigenous peoples in designing curricula was still limited, and education still fell short of eliminating prejudice and discrimination targeted at indigenous peoples.

There is a vital need to educate the indigenous people of various cultural heritage and tourism sites in their own language and also in world recognised official languages for the sake of the foreign tourists who might not understand the local languages. Educating them in their own language will make them understand better, the role of tourism in sustaining structural and economic development of their region, educating them in a world recognised official language will make communication between the indigenous people and the tourists much easier. There is also the need to let them understand that the presence of tourists among them is for their own benefit and economic growth. Ecotourism (Nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable) should be highly encouraged through indigenous education.

In conclusion, the vital role of education to tourism development and sustainability can never be ignored because without education, there will be a drastic fall in tourism development. Like Nelson Mandela rightly noted, "education is the powerful weapon which you can use to change the world"; education is the powerful weapon with which tourism development and sustainability can be achieved.

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iCLOUD TECHNOLOGY

Cloud computing is not necessarily a new technology, but it is one that has become much more popular in the past few years. It is a technology that has been improved upon and more companies are relying on cloud computing for their hardware, software, and storage needs.

What is Cloud Computing?

There are several definitions of what exactly cloud computing is. The simplest explanation is that cloud computing is a means of renting computers, storage, and network capacity on an hourly basis from a company that already has these resources in its own data center and can make them available to you and your customers via the Internet (Smith, 2009). Cloud computing comes in three main formats: Infrastructure-as-a-service, platform-as-a-service, and software-as-a-service (SaaS) (Howarth, 2009). Infrastructure-as-a-service provides access to server hardware, storage and bandwidth (2009). Platform-as-a-service provides basic operating software and may also include services such as database access, user interface, message queues, and application servers (2009). The last model is software-as-a-service (SaaS), which provides customers with access to complete software applications that are often integrated with other users to prove greater functionality for the customer (2009).

Positive Aspects of Cloud Computing

Prior to cloud computing, there were related services that offered certain or limited services, but not all the services were combined, as they are with cloud computing. Small- and mid-size businesses are signing up for cloud computing, as their goal is to eliminate as much internal IT services as possible (Shacklett, 2011).

Cloud computing allows a company to use the services that they see fit for their needs and use as much computing power as they deem necessary on an hourly basis (Smith, 2009). As the demand for internal or external users shrinks or expands, the necessary software, hardware, storage, and network capacity can be added or subtracted as needed (Smith, 2009). The equipment is not kept at the company using the cloud computing service. It does not require upgrades to the electrical system, modifications of the cooling system, additional floor space, or expansion of the IT staff (Smith, 2009). The cloud computing company handles the storage and service of the equipment needed. The last advantage is that there are competing providers for cloud computing services (Smith, 2009). If you are not happy with the current company, you have the choice to move your business to a different company that offers the services that you need.

Disadvantages of Cloud Computing

The biggest concern or disadvantage of cloud computing is security. The geographical location of the data in a cloud computing environment will have a significant impact on the legal requirements for protection and handling of the data (Bowen, 2011). The laws of the host country apply to the data on the machines (Smith, 2009). Most businesses are hesitant to allow their internal data to be stored on a computer that is outside of their own company and could potentially be stored with another company's application (Smith, 2009).

To date, there has been no breach of client-to-client data, which could be due to sufficient security or because there has been no value in this type of breach (Smith, 2009). There have also been variations of performance when running applications on the cloud (Smith, 2009). Cloud computing services have crashed and become unavailable for several hours or days. When this happens, all your services are off-line until the problem is corrected (Smith, 2009). It may appear as if cloud computing has an unlimited amount of computers and storage disks to meet the needs of customers. As cloud computing becomes more popular and widely used the amount of computers and storage disks may become somewhat limited.

Relation of cloud computing to a Biblical Ethical Worldview

When a business uses cloud computing they are putting their trust into another company with their personal and business information. The cloud computer company must protect the information as if it were their own.



Recommendation of Cloud Computing

I believe I would use cloud computing if I were starting or operating a small- to mid-size business. To have access to the hardware, software, and storage capacity of the changing and growing computer industry, it is a good alternative to actually purchasing the equipment or software.

Projections of Cloud Computing

Cloud computing will continue to grow in popularity. As more businesses look for ways to cut cost, cloud computing will eliminate the need to have the storage space, money needed to purchase and upgrade equipment and to have the technical knowledge to handle problems that arise.

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