



FORMATION OF HUMAN CAPITAL AS A MECHANISM FOR DEVELOPMENT OF LOCAL TOURISM: THE CASE OF THE INSTITUTE

NIMI YA LUKENI UNIVERSITY SCHOOL, SOYO

HUMAN CAPITAL FORMATION AS A DEVELOPMENT MECHANISM

LOCAL TOURISM: THE CASE OF NIMI YA LUKENI HIGHER UNIVERSITY

INSTITUTE, SOYO

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SUMMARY

Promoting the development of local tourism is a concern for many countries, above all, those who intend to adopt this practice as a means of diversifying economy. This goal can only be achieved with the formation of human capital in this area. Thus, this article aimed to analyze how the formation of human capital at the Institute Nimi Ya Lukeni University can contribute to the development of tourism local in Soyo. For this purpose, mixed research was used, with a greater predominance in quantitative. Regarding technical procedures, the research is a case study of unique and documentary type, based on the analysis of institutional documents and records official (course reports, statistics on enrolled students, among others). The data qualitative data were analyzed through textual analysis, involving critical reading and interpretation of official texts and numerical data were analyzed using the technique of univariate descriptive statistics. The results achieved showed that the course of degree in Hotel Management and Tourism taught at INSPUNYL is focused on training of sector staff, capable of responding to the potential challenges of the area, which locally and nationally. However, it was noted that there was a low participation of students in the aforementioned course.

Keywords: Human Capital; Development; Local Tourism; INSPUNYL.

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SUMMARY

Promoting the development of local tourism is a concern for many countries, especially those who intend to adopt this practice as a way to diversify their economy. This objective can only be achieved with the formation of human capital in this area. Thus, this article aimed to analyze how human capital was formed at Nimi Ya Lukeni Higher University. The Institute can contribute to the development of local tourism in Soyo. To this end, mixed programs will be developed: scientific research, with a greater predominance of quantitative research. In relation to the technique, procedures, the research is a single and documentary case study, based on the analysis of institutional documents and official records (course reports, statistics on enrolled students, among others). Qualitative data were analyzed through textual analysis, involving critical analysis, reading and interpretation of official texts, and numerical data were analyzed using the univariate descriptive statistics technique. The results obtained demonstrated that undergraduate students of the Hotel and Tourism Management course taught at INSPUNYL focus on training professionals in the sector, capable of responding to the potential challenges of the area, both locally and nationally. However, it was observed that there was a low number of students taking part of the course in question.

Keywords: Human Capital; Development; Local Tourism; INSPUNYL.

1 INTRODUCTION

Tourism activity is characterized by elements from several inter-sectors, related and complementary to each other. These include accommodation facilities, means of transport, travel agencies and operators and the food sector.

Due to the economic and socio-cultural transformations they are going through constantly these productive sectors, and in view of the demand for growth, competitiveness and quality, there is a need for permanent adaptation of the tourism sector. Complex situations require specialized and competent professional action, no more restricted only to performing pre-established procedures, but that it has the ability to act in the most unusual circumstances with relevance.

The Angolan reality shows us that most provinces have potential natural for the development of local tourism. The development of local tourism in Angola's reality necessarily requires the combination of efforts between the different



social actors, with a particular focus on Educational Institutions, consultancies specialized and tourism agencies that play a relevant role in the development of the tourism sector.

Corroborating the above, it is crucial to invest in training Human Capital as a mechanism for the development of Local Tourism. In this logic, the Nimi Ya Lukeni Higher University Institute "INSPUNYL" aligning itself with the strategies of the Government of Angola on the materialization of the policies designed for the development of local tourism has a Bachelor's Degree in Management in its training offerings Hotel and Tourism aimed at training human capital capable of working in the industry tourism at local and national level.

Local tourism has the potential to become a driver of development socioeconomic in communities, promoting job creation, the appreciation of culture and sustainable development. However, the realization of this potential depends the existence of qualified and capable human capital to meet the demands of the sector tourist. In the municipality of Soyo, recognized for its cultural heritage and landscapes natural, the challenge lies in preparing local professionals capable of developing tourist activities in an efficient and sustainable way.

Nimi Ya Lukeni University College plays a relevant role in training of these human resources, by offering courses and programs aimed at the sector. However, it is essential to investigate whether the training process offered by the institution is aligned with the real needs of local tourism and whether there is a connection between the qualification of students and the development of tourism initiatives in the region.

The lack of specialized human capital can compromise the quality of services offered and hinder the creation of an integrated tourism chain, which promotes not only tourism itself, but also the inclusion of the local community and the use of economic and cultural opportunities. In view of the above, the following arose: question: to what extent does the training offered by the Higher University Institute Can Nimi Ya Lukeni contribute to the development of local tourism in Soyo?

At the same time, this study aims to analyze how the formation of human capital at the Institute Nimi Ya Lukeni University Superior contributes to the sustainable development of local tourism in Soyo. Specifically we aim to: Quantify the number of students who



are studying Hotel Management and Tourism at INSPUNYL; identify the potential areas of activity of students trained at the institution in question; and Highlight the importance of training Human Capital for the development of local tourism.

The relevance of this study is based on the need for Angola to work on achievement of objectives concerning the promotion of tourism at local and national level, making it an alternative to face an economy dependent on oil. This desire can be achieved by starting with the training of staff capable of meet the challenges facing the hotel industry sector, starting from the provision of services to national and foreign citizens.

2 LITERATURE REVIEW

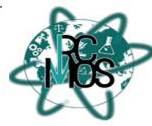
2.1. Conceptions about the origin of tourism

The practice of tourism dates back to ancient times, as its presence has always been associated with the existence of human beings. Historical records confirm that ancient men as they moved from one place to another, they indirectly practiced tourism, although with the aim of seeking better living conditions.

Therefore, the origin of tourism dates back to ancient times, when people traveled around religious, commercial or exploitative reasons. However, modern tourism has begun to develop in the 17th century, particularly in Europe, with the emergence of the middle class and increasing accessibility to transportation. The Grand Tour, a trip through Europe undertaken by young British aristocrats, is often regarded as a precursor of the modern tourism (Patterson, 2020).

The Industrial Revolution in the 19th century brought innovations in transportation, such as train, which made travel even easier. Over time, tourism evolved to include different forms of tourism, such as adventure, ecological and business tourism, reflecting the diverse motivations and interests of contemporary travelers.

For Santos, (2010, p. 12), tourism comprises a system of services with a purpose unique and exclusive travel planning, promotion and tour company. But it is necessary to have adequate infrastructure to meet the desire and/or need of the person who purchased it



the service, namely: reception, accommodation, consumption and assistance to people and/or groups from their residential locations.

Tourism is a complex phenomenon that involves the movement of people from their habitual environments for temporary periods, with varied objectives, such as leisure, business, culture or religion. More than just an activity, although significant, tourism represents a powerful economic, social and cultural force, directly influencing communities local and global dynamics.

Tourism is presented as an integrated system of services, focusing on its for the purpose of planning, promoting and carrying out trips. In addition, it is worth highlighting the importance of adequate infrastructure to meet the demands of tourists. This concept is fundamental, as it encompasses both the logistical organization and the experience of the visitor, recognizing tourism as an activity that transcends mere displacement.

2.1.1. Tourism Typology

2.1.1.1. Ecotourism

Ecotourism is a new conservative movement supported by the tourism industry that Jones, 1992, defines responsible travel as a way to conserve the environment and sustain the well-being of the environment. being of the local community. It is accompanied by ethical codes and a huge group of travelers internationals, students, thinkers and the support of the governments of some industrialized countries.

In the view of Soldateli (2005, apud Meira et al., 2023, p. 6), for the concept of ecotourism is fully developed, it is necessary to incorporate the principles of sustainability, considering that this segment of tourism should prioritize interpretation and contact with nature. In this context, it is clear that the concept of ecotourism maintains relationship with the concern of minimum impact when developing its activities.

According to The International Ecotourism Society (TIES) it defines ecotourism as the responsible travel to natural areas that conserve the environment and enhance human well-being being of local populations (1990, cited by Hohl, 2013) this definition is given in the following principles (Lu & Stepchenkova, 2012):

- Principles of minimal impact;
- Respect the local culture;
- Provides financial benefits for conservation;



•Increases sustainability of host country travelers to improve policy

environmental and social climate;

•Provides financial benefits for conservation.

Travel that helps the environment can be considered an ecotourism practice. natural rehabilitation of degraded areas. For example, there are trips to help cleaning up oil spills, cleaning rivers and helping riverside communities, since there is a clear contribution to both the environment and communities natives who live in its surroundings (Meira *et al*, 2023, p. 6).

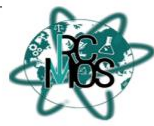
2.1.2. Cultural tourism

Cultural tourism is a form of travel that aims to promote interaction and learning about the various cultural aspects of a destination. This includes the history, traditions, art, architecture, gastronomy, religion, customs and ways of life local. This type of tourism offers visitors the opportunity to experience enriching experiences, while at the same time playing an important role in appreciation and preservation of the cultural heritage of communities that receive tourists.

Corresponds to trips made with the desire to stay in contact with others cultures and learn more about their identity. According to the UNWTO, cultural tourism corresponds more than 40% of international tourism, equivalent to around 450 million tourists internationally; however, in Europe, estimates attribute more than 50% of the activity to it tourist. It should be considered that between 56% and 61% of trips include some type of cultural activity (Alvarellos, 2016).

Corroborating the above, it is considered that there are some points important to consider such as visits to museums, cultural festivals, various studies of markets carried out most of them indicate that a greater number of visitors seek experiences that connect with local culture, in the case of tourism trends, tourism cultural in recent years has gained prominence people are increasingly interested to learn about the traditions, gastronomy, history and arts of the places they visit.

Cultural tourism is a modality centered on cultural resources. Such resources do not are limited to monuments, built heritage or myths and legends of the past. They are also related to lifestyles, habitual and daily practices and activities that survived, adapted or reinvented themselves (Ramos & Marujo, 2011).



In general, cultural tourism can provide:

- **Cultural Motivation:** attracts tourists looking for experiences that highlight the identity of a destination, such as exploring museums, historical monuments, festivals and traditional events.

- **Community interaction** provides a direct connection with residents local, favoring a genuine cultural exchange.

- **Diversity of activities:** includes visits to archaeological sites, participation in craft workshops, tasting of typical cuisine and literary tourism experiences.

2.1.3. Sustainable tourism

Sustainable tourism seeks to minimize negative environmental and social impacts, promoting practices that respect the environment and local communities. Ecotourism and community tourism are examples of approaches that encourage development economic while preserving natural and cultural resources.

Sustainable tourism, a type of tourism, is defined by the World Tourism Organization Tourism (2003), as one that relates the needs of tourists with those of generations recipients, protecting and strengthening opportunities for the future; has proven to be a watershed by focusing on environmental preservation as a way to attract tourists who identify with this approach and represent a market niche to be explored.

Munck et al. (2013, apud Cunha and Jesus, 2020) conceived the idea that the sustainable development is based on the preservation of natural resources, that is, it seeks the same sustainability objectives being complemented by the search for a balance social, cultural and economic.

2.2. Tourism and local development

Tourism as a properly human practice is directly linked to development of communities, taking as a starting point the social dimensions, cultural, economic and political. This narrative is supported by the benefits that the tourism can bring to development and economic growth considering the dimensions mentioned above.

With the diversification of the economy of several countries in mind, the current concern of world leaders focuses on investment in the tourism sector as a mechanism for to face an “oil-dependent” economy. On the other hand, the promotion of tourism arises



as a fundamental alternative for environmental preservation with their respective resources.

In this regard, Barbosa (2004) adds that “The development of tourism locally based represents a way out of the trends of producing a stereotypical image (destruction of its singularities). It prevents the devouring of the landscape, degradation of the environment and the loss of character of traditional cultures”.

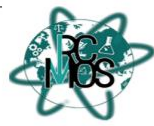
Therefore, the practice of tourism constitutes one of the crucial tools for development of modern societies, since the economy of many countries survives on it. It is for this reason that tourism, when well used, contributes to the local development, ensuring revenue generation and economic growth.

When talking about local development Bandeira (1999) highlights that development local consists of a process in which the social character is integrated with the economic one. The strategy of endogenous development or local development aims to, in addition to developing the productive aspects, enhance the social, cultural, environmental and political dimensions- institutions that build the well-being of society.

In the same sense, Portuguez (1999), when dealing with tourism and local development, emphasizes that traditional models of capital accumulation do not take into account, analysis, social and environmental costs. In this sense, new concepts are breaking traditional paradigms, considering the preservation of the natural and cultural environment of each community.

Considering the arguments put forward above, we understand that local tourism can promote the appreciation of heritage, preservation of the environment. Community that receive tourists tend to value their traditions and customs, encouraging maintenance of festivities, crafts and cultural practices. This enriches the cultural life of the region, but also strengthens community identity.

Tourism can be defined as a set of activities that involve movement of people to places other than their usual environment, with the aim of leisure, business, culture or other motivations, according to the World Tourism Organization (UNWTO, 2021).



In this way, tourism is a multifaceted experience that encompasses not only the trip itself, but also the activities carried out at the destination to interact with the culture local and the economic and social impact it generates in the communities visited.

In the view of Scótolo and Netto (2015), the development of a given location tourist interest is subject to the types of strategies that are implemented and the characteristics of each location. Considering that each region (in macro or micro sphere), each country, city, village or community has its own characteristics that must be considered within the scope of tourism planning, it would be bold to say that tourism always generates local development.

Tourism activity must be combined with local development as it brings a more contextual approach to combating asymmetries and poverty among human beings. Following this logic, the need for the State and companies in the sector is highlighted tourism to align their strategies with the development of the communities where they are practiced tourist activities. It is with this perspective in mind that tourism becomes crucial tool for local development.

In the same vein, Barbosa (2004) states that local development is concerned with achieving 5 essential objectives within its performance:

- Environmental preservation/conservation;
- Cultural identity;
- Generation of productive and income-generating jobs;
- Participatory development; and
- Quality of life.

Drawing analogies of the local development objectives presented by Barbosa we can confirm that they constitute challenges that the practice of the activity tourist should take into account. The preservation of the environment becomes an important factor to make tourism a sustainable activity.

In the same line of action, tourism must value cultural identity, as The wealth of a people is constituted by a cultural reserve that can directly benefit the development of communities. Tourism must also base its actions on participatory, making it a socio-community project.



2.3. Sustainable tourism development in the local context

Tourism development is a process that involves planning, creating and improving the conditions needed to make a destination attractive to visitors. This process encompasses the construction of adequate infrastructure, the promotion of cultural resources, natural and human, in addition to the development of strategies aimed at sustainable and balanced growth of the sector. It is essential that tourism development is approached in a strategic way, seeking to maximize economic, social and environmental benefits, by at the same time, minimizing negative impacts on the location and community.

It is now widely accepted that sustainability is one of the key issues faced by the tourism industry. The transversality of tourism, with influence in various industries, has led to awareness of the need to minimize their negative effects and maximize the positive ones, to ensure its sustainability (Oliveira & Manso, 2010, apud Rocha, 2022, p. 12).

The multifaceted nature of this industry, which affects areas such as transportation, accommodation, food and culture, demands an integrated approach to harmonize the positive and negative impacts of its operations. This perspective is particularly relevant in a scenario where tourism is fundamental for economic development, but it also presents environmental and social challenges to be faced.

The term sustainable tourism generally denotes the application of the more general concept of sustainable development to tourism as a specific economic sector (Richards & Hall, 2000, apud Rocha, 2022, p. 12).

Sustainable tourism development in the local context is a growing topic importance, as it seeks to balance the exploitation of tourism with the preservation of resources natural and cultural, promoting economic and social benefits for local communities. Below, I present an overview of the topic, with suggestions for an updated bibliography.

According to Moutinho (2011), sustainable tourism seeks a balance between three axes: ecological, economic and ethical-social. Thus covering, in addition to ecotourism, all types of tourism and destinations, all tourism segments with a view to sustainability.



Sustainable Tourism Refers to practices that minimize negative impacts on the environment and local culture, while promoting development economic and social inclusion.

Sustainable tourism development in the local context involves the adoption of practices and strategies that enable tourism to grow responsibly. This means respecting environmental limits, promoting the well-being of local communities and preserve cultural and natural resources for future generations. This concept is deeply connected to the notion that tourism must go beyond the mere generation of profits; it must also play a significant role in economic, social and environmental impact of the region, always in a balanced and equitable manner.

Therefore, the goal of sustainable development is to improve the quality of life without exceeding the carrying capacity of the ecosystems that sustain it. Thus, the focus is not is in creating a great economic expansion, but in obtaining a level of equilibrium social, ecological and technological that guarantees possibilities for the future (Pelicano, 2007, apud Moutinho, 2011).

In this sense, sustainable tourism in the local context offers a more in-depth knowledge of local sustainable development principles such as participation community, resource conservation, education and awareness and economic benefits places.

2.4. Tourism as a factor of Economic and Social Development.

Today, tourism is one of the sectors of the economy that has the highest growth rates in the context of the industrialized economy. However, not all forms of tourism generate development with economic returns for the community involved, especially when it comes to mass tourism, where they can be exhausted the environmental resources used (Santos, 2010, p. 16).

Tourism is a sector that plays an important role in development economic and social development of countries and regions. Tourism as a factor of economic development and social can bring economic impacts, tourism generates significant revenues through visitor spending on accommodation, food, transportation, recreational activities. This does not not only contributes to GDP, but also creates direct and indirect jobs. Investment



in tourist infrastructure (such as roads, airports, and public services) can benefit the local community, improving quality of life.

Considering that localities can utilize their strengths and abilities, capabilities and skills of the subjects that integrate them to develop themselves in a endogenous, it is assumed that locations with tourist potential can develop based on strategies that seek to increase the local economy and improve the quality of life of its population by optimizing its natural characteristics, histories and cultural (Scótolo & Netto, 2015).

The current context demonstrates that tourism is a fundamental sector for the development of many countries and regions because it supports several reasons such as the generation of employment, economic growth, infrastructure development, promotion of culture and heritage, economic diversification, cultural exchange and sustainability and ecotourism. Because when it is managed sustainably, it can benefit both visitors and local communities, promoting balanced and inclusive growth.

Tourism has become one of the main players in international trade and represents at the same time, one of the main sources of income for many countries in development. This growth is associated with increasing diversification and competition between destinations over the decades (UNWTO, 2021, apud Rocha, 2022, p. 5).

The fact that tourism has become one of the main actors in promoting trade international clearly demonstrates the commitment of many countries to diversifying the sector tourism as a new channel for generating economic revenue, generating direct jobs and indirect work in all areas of social life.

Therefore, it is necessary for companies to create policies aimed at tourist use of the many tourist potentials that nature offers. From tourism industry, societies can promote self-employment.

At the same time, Santos (2010, p. 35) adds that tourism is a sector that uses intensively the labor factor. It is a generator of new jobs and has as a component of personal services: waiters, receptionists, chambermaids and guides. Still in In less favorable cases, tourism can be situated at two levels:

- a. Manual tasks - waiters, cooks, barmen, porters, chambermaids, etc.;
- b. Administrative tasks - receptionists, travel agents, guides, etc.



Completing these tasks represents gains for the local community, directly generating local development.

2.5. Higher Education in Tourism

The offer of tourism courses is essentially professional and oriented towards companies, a fact that justifies the great demand from students for these courses. However, the author highlights that both the excessive link to professional practice, which will not provide more than just a reflection on the world of work, as well as a great distancing from the tourism sector, constitute negative positions for tourism education and bets that the real contribution will be somewhere between these two extremes (Airey, 2008, p. 44, *apud* (2012)).

For Amorim, Umbelino and Costa, (2012), An adequate understanding of the various activities that make up tourism as one of the main global phenomena is necessary for the curriculum planning and course development.

IQF (2005, p. 119, *apud* Amorim, Umbelino, Costa, 2012) defines skills as for the performance of professional activities in the field of tourism planning and development:

• Knowledge of tourism activity, its activities and market trends; • Knowledge of the different types of Tourism (rural, environmental, gastronomic, cultural, etc.);

• Knowledge of various tourist products; • Knowledge of the local, regional and national economy; • Knowledge of environmental policy and land use planning; • Knowledge of sustainable development; • Knowledge of territorial marketing; • Knowledge of tourism marketing; •

Knowledge of ethnography, history, culture, heritage, gastronomy and crafts; • Knowledge of project management and analysis of their economic viability; • Knowledge of tourist demand management; • Facilitation and cooperation skills; •

Knowledge of promotion and dissemination of tourist products; • Ability to promote and manage partnerships; • Negotiation skills; • Communication skills.

However, most courses that offer career opportunities in the area of management and planning prepares students in a generalist and very superficial way, not guaranteeing the



contact with reality, not even providing the foundations for these professionals to be able to, for example, manage and capture public projects or develop a plan tourism development for a municipality (IQF, 2005, p. 119, *apud* Amorim, Umbelino & Costa, 2012).

3 METHODOLOGICAL OPTIONS

The present study was carried out based on a mixed research, through the application qualitative and quantitative approaches. In the qualitative aspect, the focus of the study was to analyze some institutional texts such as the Bachelor's Degree in Management program Hotel and Tourism, minutes of student registrations and regulations. Quantitatively we analyze enrollment records and featured course statistical data available on institution.

As for the purposes, a descriptive research was carried out with the aim of describing and quantify phenomena such as student training and its impact on tourism, presenting a clear and detailed view of the current situation, and the bibliographical research that served for the survey of scientific articles on the theme of Human Capital formation and the development of Local Tourism allowing the construction of the literature review.

Regarding technical procedures, the ongoing research is a case study of single and documentary type. As for the case study, the unit of analysis was selected Nimi Ya Lukeni University Higher Institute. The documentary research was done based on in the analysis of institutional documents and official records (course reports, statistics of enrolled students, among others), and other strategic elements of the institution aimed at understand the topic under analysis.

To analyze the qualitative data, the textual analysis technique was used, involving the critical reading and interpretation of official texts. The numerical data were analyzed through the technique of univariate descriptive statistics allowing the production of averages, medians, frequencies and percentages. Excel was used for data processing quantitative.



4 RESULTS

4.1. Contextualization of the institution under study

Nimi Ya Lukeni Higher University Institute is an Educational Institution Superior of Angola, located in the Province of Zaire, municipality of Soyo. It officially began its activities on October 10, 2021. The institution currently has five undergraduate courses, namely: Computer Science and Multimedia Engineering; Hotel and Tourism Management; Commercial Management and Marketing; Financial Management and Accounting.

INSPUNYL's mission is to contribute to the development of skills technical-scientific needs of citizens, through quality teaching, research and extension, contributing, in the same way, to responding to the country's challenges with regard to strengthening national sovereignty.

As for Veja, it is intended that by 2036, INSPUNYL will be recognized as a Higher Education institute of excellence in the country and with international prestige in training of staff, production of scientific knowledge, creation of patents and research for support the economic, social and human potential of the region.

INSPUNYL's values and methods of action are: Responsibility; Honesty; Patriotism; Solidarity; Humanism; Industriousness; Honesty; and Justice.

3

4.2. Course information

The Bachelor's Degree in Hotel and Tourism Management is governed by Decree-Law no. 07/09 of May 12, on higher education, published in the Official Gazette and by Regulations in force at INSPUNYL. The course aims to train qualified professionals to work in the various areas of Tourism and Hospitality, one of the fastest growing industries in the Country and therefore, with great needs for staff.⁴

³INSPUNYL aims to promote the following values and ways of acting: Responsibility (Enables the creation of a climate of self-discipline in the performance of their missions in daily activities...); Honesty (Act with transparency, with full correspondence between the way of thinking and acting); Patriotism (Be aware that the Fatherland comes first, showing willingness to die for it); Solidarity (Strengthen the spirit of collaboration and teamwork); Humanism (Identify with the history and best traditions of Higher Education as its worthy representatives, and act as an active promoter in educational, scientific, economic, cultural life at an institutional level in particular and at a social level in general); Industriousness (Bet on work with perseverance, discipline and efficiency); Honesty (Act with rectitude and integrity in all areas of life, and live only from one's own work and effort); Justice (Identify with social equality based on the idea that they are holders of the same rights and opportunities for their development).

⁴Content extracted from the Official INSPUNYL Page, available at: https://www.inspunyl.co.ao/?page_id=10140



According to the Program Content Manual for the Bachelor's Degree in GHT

The INSPUNYL course has the following general objectives: to ensure a solid and effective structure structure, allowing the formation of assets that meet the needs multidisciplinary sectors; train professionals and provide them with a vision that allows them act critically, reflectively and creatively in the performance of their duties, in the field of planning, administration and organization of different tourist companies and organizations tourism officials. The table below shows the Entry and Exit Profile of the course under study.

Table – Entry and Exit Profile of the GHT course

Input profile	Output profile
<p>The opportunities offered to students by the job market are countless, requiring professionals to have a variety of skills and competencies to practice their profession.</p> <p>In addition to the ethical profile, the student must be motivated by tourism and hotel sector, interested in social sciences and contact with different spaces and audiences.</p> <p>Implicit in this profile is a taste for travel and new leisure and tourism experiences.</p>	<p>The graduate in Hotel and Tourism Management is a professional with extensive qualifications in the Tourism sector, a sector of accelerated growth in the country's economy, with countless possibilities.</p> <p>Among their knowledge, skills and attitudes are the following: necessary to serve the different branches and institutions linked to Tourism, such as event organizations, travel agencies, associated services and, most notably, hotel and restaurant management.</p>

Source: Program Content Manual for the GHT Degree Course at INSPUNYL (2025).

The Program Content Manual for the Bachelor's Degree in GHT

INSPUNYL presents the skills that a graduate in Tourism and Hotel Management must have

will have right after your training, and some of them can be mentioned:

• Know the different theories about Tourism and its management. • Know the functioning of the different departments of an institution hotel.

• Know the different branches and services related to Tourism. • Know the economic, sociological and cultural foundations of Tourism and its management.

• Know the principles of strategic planning of activities for the Tourism industry and the principles of marketing for the promotion of tourist destinations and activities.

• Know the principles of public relations, etiquette and protocol. • Know how to apply IT resources to the management of tourism institutions and the financial accounting of companies tourist.

4.3. Results of documentary research

Table 1 – Admission of graduates in the Hotel and Tourism Management course at INSPUNYL

Designation	Masculine		Feminine		Grand total	
Academic year	To be	%	It is %	It is		%
2021 – 2022	10	33.3	20	66.6	30	100
2022 – 2023	13	40.6	19	59.3	32	100



2023 – 2024	8	40	12	60	20	100
2024 – 2025	5	29.4	12	70.5	17	100

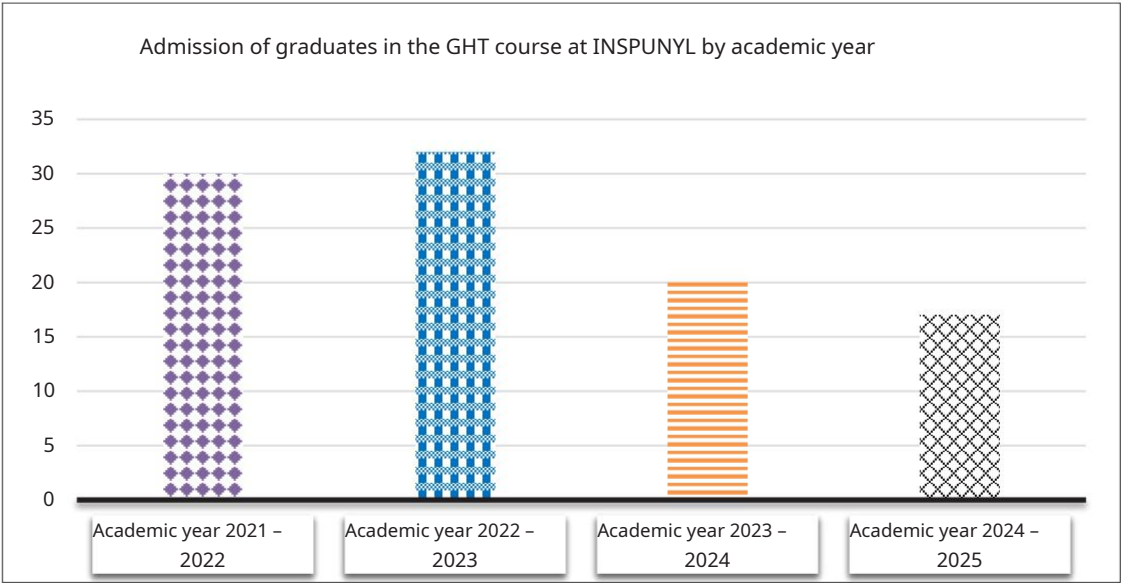
Source: Data from documentary research.

The table above mentions the admission of graduates to the GHT course in INSPUNYL per academic year. During the 2021–2022 academic year, out of 30 students registered, 66.6% were women and 33.3% were men. In the following period, 2022–2023, there were a slight increase in the total number of students to 32, with a slight decrease in female representation (59.3%) and an increase in male representation (40.6%). This increase in male participation, although small, may indicate a trend towards a better balance in gender distribution.

For the entire 2023–2024 school year, the number of students has been reduced to 20, being 60% women and 40% men, maintaining the trend of a greater presence of women. In 2024–2025, the number of students decreased further to 17, with 70.5% participation female and only 29.4% male participation, representing a reversal of the trend observed in the previous period.

Thus, it can be seen that, despite fluctuations in the number of students enrolled at over the years, the presence of women has remained superior to that of men. This predominance may be associated with sociocultural factors and the greater search for higher education by women, demonstrating a growing interest in academic qualifications.

Graph 1 – Number of graduates enrolled in the GHT course at INSPUNYL by academic year



Source: Prepared by the authors (2024/2025).



Data analysis reveals a decreasing trend in the number of graduates entering the Hotel and Tourism Management course at INSPUNYL throughout the academic years. In the year from 2021-2022, 30 students were enrolled, representing 23.6% of the total analyzed. In 2022-2023, there was a slight increase to 32 students (25.2%). However, in the years following, a significant drop was observed, with 20 entries in 2023-2024 (15.7%) and only 17 in 2024-2025 (13.4%).

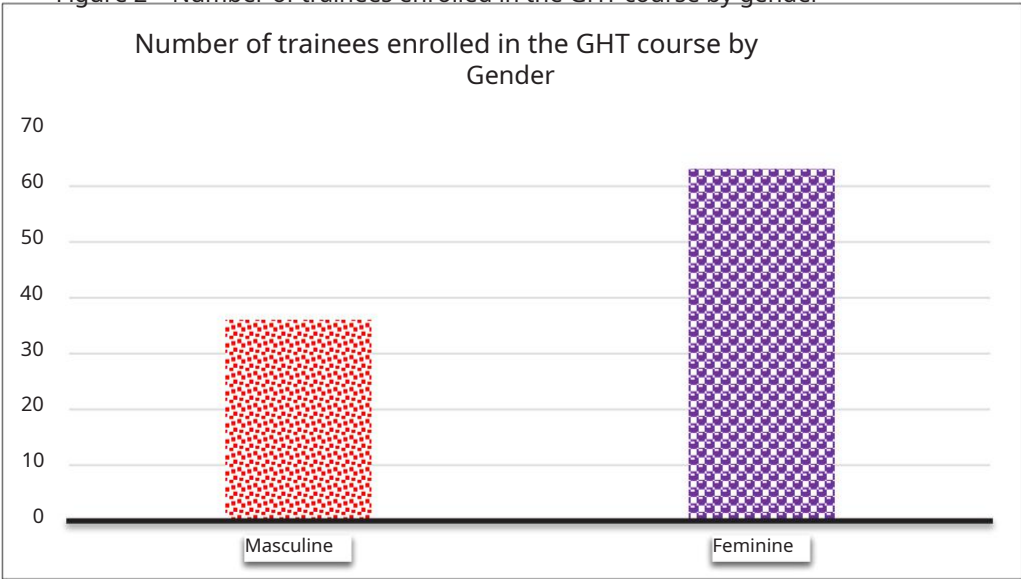
Table 2 – Number of students enrolled in the GHT course by gender

Gender	To be	%
Masculine	36	33.3
Feminine	63	66.6
Total	99	100

Source: Data from documentary research.

Analysis of admission data by gender in the Hotel and Tourism Management course at INSPUNYL shows a female predominance. Out of a total of 99 graduates, 63 are women or 66.6%, while 36 are men or 33.3%. These numbers indicate a greater demand for this course by women, perhaps due to factors such as professional interests, opportunities in the labor market or the perception of the hospitality and tourism sector as a more competitive and attractive to the female audience.

Figure 2 – Number of trainees enrolled in the GHT course by gender



Source: Prepared by the authors (2025).



The analysis of the graph reinforces the predominance of women in the enrollments of the course of Management in Hospitality and Tourism (GHT). Of the 99 students enrolled, 63 (66.6%) are male female, while 36 (33.3%) are male.

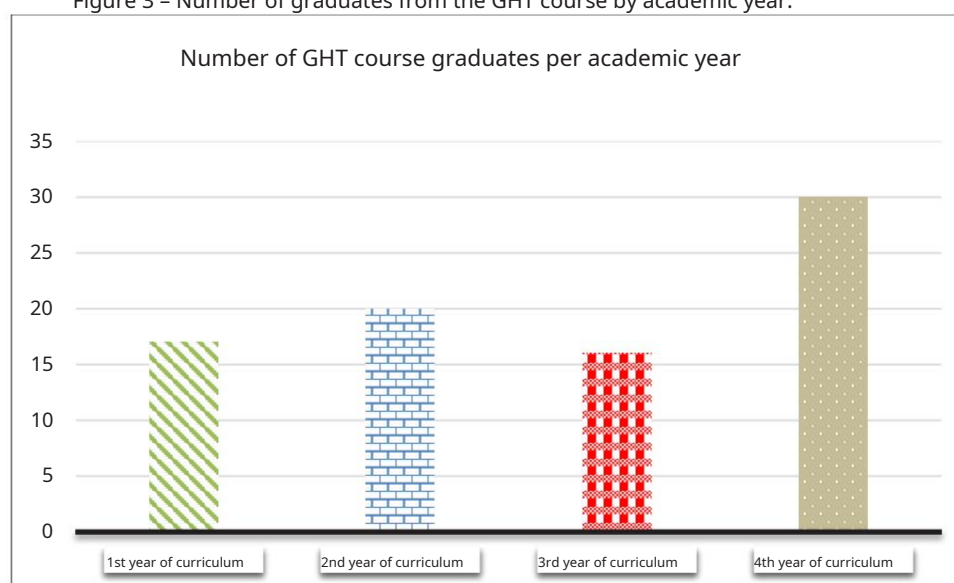
Table 3 – Number of graduates of the GHT course by academic year

Academic year	To be	%
1st year of curriculum	17	20.4
2nd year of curriculum	20	24
3rd year of curriculum	16	19.2
4th year of curriculum	30	36.1
Grand total	83	100

Source: Data from documentary research.

The table above shows the distribution of students enrolled in the Management course in Hospitality and Tourism by academic year. It is noted that the largest number of students are in the 4th year school year, with 30 graduates, which represents 36.1% of the total. So, the second school year has 20 students, or 24%. The first school year has 17 students, which is equivalent to 20.4% of the total, while the third academic year has the lowest number of enrolled students, with 16 students, representing 19.2%.

Figure 3 – Number of graduates from the GHT course by academic year.



Source: Data from documentary research.

Analysis of the data presented in the graph shows the distribution of students enrolled in the Hotel and Tourism Management course per academic year. The largest number of graduates are in the 4th school year, that is, 30 students, representing 36.1% of the total. The second school year continues with



20 students, or 24%. The first school year has 17 students, or 20.4%, while the third school year has the smallest number of enrolled students, with 16. students, representing 19.2%.

5 DISCUSSION OF RESULTS

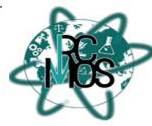
The research carried out on Human Capital Formation as a mechanism for development of local tourism specifically reflected the case of the Higher Institute Lukeni University Language, Soyo.

During the bibliographic research it was possible to understand the importance of training of human capital, this being the alternative for the development of tourism at a local level. Thus, the analysis of the data allowed us to understand that INSPUNYL is an institution where within its training offer includes the degree course in Hotel and Tourism Management, based on training professionals to work in different areas of the course.

The training demand of the course taught is favorable to the regional and national context, considering the existing natural and tourist potential. However, the results brought through documentary research reveal a certain lack of interest among citizens in course, since a much smaller number of registrations and enrollments are recorded. Proof of this is the fact that the academic year registered a number of 17 students, corresponding to 13.5% in relation to the number of students enrolled in the course, different from other previous years. Hence the importance of carrying out activities of advertising the course in the academic community, especially in high schools existing in the region.

On the other hand, regarding the number enrolled in the course per academic year, the 4th year is better positioned in this regard, as it has a total of 30 students, representing 36.1% of the total. It is important to note that this number refers to the first promotion of the course, who began training in the academic year 2021/2022.

It is understood that this year, INSPUNYL will be able to launch around 1000 jobs into the job market. of 30 students graduated in the Hotel and Tourism Management course at a local level, which may contribute to the development of tourism at local and regional level.



6 FINAL CONSIDERATIONS

The global context presents tourism as one of the favorable alternatives for promote economic growth and, consequently, the local development of countries, mainly those who are in the process of development and diversification oil-dependent economy.

Considering the importance of tourism practice in development of the communities, it is understood that it is necessary to develop Human Capital for the sector tourist. Thus, at the level of the municipality of Soyo, province of Zaire, the Higher Institute Nimi Ya Lukeni University plays a key role in training staff to meet local and national demand. The contribution of the training provided by institution in question is considered to have high impact as it intends to launch in coming years citizens capable of responding to the different challenges of this sector at a regional and national.

After the analysis carried out in the different manuals available on the course of degree in tourism taught by INSPUNYL, it is established that the training provided aims to contribute to the sustainable development of local tourism, providing adequate tools for the exercise of tourist activities, since, from there, it will be possible to have trained tourist guides, creation of tourism agencies, promotion and organization of events, as well as the implementation of standard practices recommended on the development of tourism worldwide.

To meet the challenges of the tourism sector, INSPUNYL currently has 99 students enrolled in the Hotel and Tourism Management course. Among these, 33.3% are from male gender and 66.6% female gender. Of this total universe, 30 students are enrolled in the 4th academic year, representing 36.1%.

Finally, the study brings a vision centered on the valorization of capital formation. human as an important tool for promoting the development of local tourism. Therefore, training and qualifying professionals in the tourism sector is one of the crucial tasks that must be reflected upon by everyone, especially by educational institutions Higher Education, considering the boundaries that guide its activities, in the case of Teaching, Research and Extension.



For future research it is considered important to carry out studies on the level of placement of the staff trained by the institution in the job market. Furthermore, investigating the main challenges of the course at a local level can help to improve the offer training and the use of staff trained by local companies.

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