



**CHRESO UNIVERSITY**

**POSTGRADUATE STUDIES FINAL DEFENSE  
PROCEEDINGS**

**DEPARTMENT OF POSTGRADUATE STUDIES**

**CHRESO UNIVERSITY**

**MAY, 2022**

## **1. INTRODUCTION**

Chreso University (CU) is a government approved and registered institution of Higher Education Authority (HEA) to offer degree courses in leadership, business, development studies, community development, theology, public health and more. The overall objective of CU is to provide affordable quality education to the people of Zambia at both undergraduate and postgraduate levels.

Chreso University has set forth an aim to finance itself through student fees, donations from national and international organizations, churches, fundraising projects, and international partnerships. Chreso University has expanded and emerged from the history of being involved in accredited vocational training in Zambia from 1996 to the point of acquiring an attractive campus with excellent structures that even led to establishment of the university. Chreso University targets Zambian school leavers, working adults and clients beyond the borders of Zambia. Chreso University has a strong management and administrative component that has competent staff to execute educational standards to both its sustenance and continuation of operations.

### **Vision**

To become the highest attraction and life changing university in Africa.

### **Mission**

To serve individuals and families through life changing educational programs in social and business sciences, health sciences and theological studies all for the purpose of serving the needs of the larger community.


## **POSTGRADUATE STUDIES @CHRESO UNIVERSITY**


### **Programmes on offer:**

- ❖ **Master of Business Administration (MBA)** with following specializations:
  - **MBA in General**
  - **MBA in Finance**
  - **MBA in Human Resource Management**
  - **MBA in Project Management**
- ❖ **Master's in Public Health (MPH)**
- ❖ **Master of Science in Psychology & Counselling (MSC)**
- ❖ **Postgraduate Diploma in Teaching Methodology**
- ❖ **Postgraduate Diploma in Governance & Leadership**

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## POSTGRADUATE FINAL DEFENSE – May, 2022

Postgraduate final defense was held on 19<sup>th</sup> May, 2022 at LT2 Central, Chreso University. Five Masters students and three PhD scholars defended their research.

Their presentations and thesis were examined by internal and external examiners from Chreso university and from other higher learning institutions.

Details of the candidates are:

### PhD defense

#### 1. Mrs. Didduh Mubanga (CU 22000536)-PHD IN PUBLIC HEALTH

**Research Topic:** Establishing Mental Health Service (MHS) utilization for depression and substance use disorders by young people in institution of higher learning in Zambia.



#### 2. Mrs. Loveness Ngulube (CU 20011052)-PHD IN EDUCATION MANAGEMENT

**Research Topic:** Examining effects of gender on the effectiveness of guidance and counselling in reducing delinquent behaviour in Zambian Schools: A case study of Lusaka district secondary schools.



#### 3. Mr. Isaac Chilinda (CU 22000537)-PHD IN EDUCATION MANAGEMENT

**Research Topic:** An evaluation of art and design in primary education in Zambia: A case study of six selected schools in Chongwe and Rufunsa Districts.



## Masters defense

### 1. Edah Chavula (CU 20011069) – MBA IN HUMAN RESOURCE MANAGEMENT

**Research Topic:** Assessing challenges faced by the hospitality industry during the COVID 19 pandemic- Case study of three hotels in Lusaka, Zambia.



### 2. Jackson Tembo (CU 19020974) – MBA IN HUMAN RESOURCE MANAGEMENT

**Research Topic:** Determining challenges faced by MSMES with regards to knowledge sharing activities in Zambia.



### 3. Mrs. Hepzibah Sundara Raj (CU 20011032) - - MBA IN FINANCE

**Research Topic:** Assessing the customer's retention abilities and loyalty in the retail banking sector- Case study of Investrust in Lusaka.



### 4. Mr. Zililo D. Tembo (CU 20011051) – MBA IN HUMAN RESOURCE MANAGEMENT

**Research Topic:** A study on the impact of tourism education on the tourism industry in Zambia: A case of Lusaka province.



### 5. Fr. Julius M.A. Ohanele (CU 19021229) – MSC IN PSYCHOLOGY AND COUNSELLING

**Research Topic:** Examining the psychological impacts of death and coping among the IGBO tribe in Mbaise of Imo state in Nigeria.





## Establishing mental health services (MHS) utilisation for depression or substance use disorders by young people in Institutions of Higher Learning in Zambia



Didduh B. Mubanga 22000536

Research Supervisor: Professor Lonia Mwape

19<sup>th</sup> May, 2022

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## Background to the study



- ❧ College and University students an important population with need of study their access to and use of mental health care (Bradshaw et al, 2014; Giamos et al, 2017)
- ❧ Utilisation determined accessibility, availability, individual's knowledge on the causes, identification of symptoms and belief on benefits of services (Bantjes, 2020; Bradshaw et al, 2014; Giamos et al, 2017, WHO, 2018)
- ❧ 75% of young people present with mental disorders at age 18-24 (Kessler, 2007)

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## Background to the study

- ☞ 20% of young people with mental disorders but do not receive treatment (Baingana, 2014)
- ☞ 10% of students develop mental health problems in IHL while 75% had previous diagnosis (Insight Network, 2020)
- ☞ Risk factors: formative stage of life (Atwoli et al, 2011); bullying (Sakala et al, 2019; Siziya, Muula & Rudatsikira, 2011); sense of belonging to a group (Drug Watch, 2014); financial stress (Britt, et al, 2017; McCloud & Bann, 2019)

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## Statement of the problem

- ☞ About 60% of Zambian population are young people (CSO, 2014)
- ☞ Predisposition to depression and SUD due to growth (Barkar, Torregrossa and Taylor, 2013; Menon, Kusanthan and Mwaba, 2016)
- ☞ A cursory survey revealed in a period of one year at one institution 8 students found with depression, 5 SUD

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## Statement of the problem

- ❧ Chainama records for 2016 to 2017 showed 41-47.5% SUD, 1.2-1.3% depression (2070, 2365 attendances)
- ❧ Demonstrable disparities between reality and ideal mental health services in usage by young people (gap in access, availability, knowledge)
- ❧ A gap noted studies on mental health service utilisation by young people (18-24 years) in IHL in Zambia suggested a study to be undertaken

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## Purpose of the study

- ❧ The purpose of this study was
- ❧ to what extent do young people utilise mental health services (MHS) utilisation for depression and substance use disorders in institutions of higher learning (IHL) in Zambia?

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# Objectives

## Quantitative

1. To determine the incidence of depression and substance use disorders among young people in two selected health facilities of Lusaka and Kabwe districts in Zambia
2. To ascertain the factors associated with utilisation of MHS for depression or substance use disorders by young people in selected IHL of Lusaka and Kabwe districts

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# Objectives

## Qualitative

3. To explore the young people's opinions on MHS for depression or substance use disorders in selected IHL
4. To examine the key stakeholders' (Registrar or Dean of Students) view on young people's utilisation of the available health services and their being utilized for depression or substance use disorders by young people at the IHL

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## Justification

- ❧ Background of researcher base entirely founded in mental health and clinical psychiatry
- ❧ Mental disorders traceable to childhood, the years targeted is when depression and substance use problem arise because of factors to do with growth (Santrock, 2006; Shaffer and Kipp, 2010; Steinberg, 2011).
- ❧ Young people in IHL have not received much attention in research on mental health utilisation and specialized mental health services.

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## Significance of the study

- ❧ No similar study carried out anywhere in Zambia, thus substantial benefits to be gained from its findings
- ❧ High vulnerability of young people due to transition period from adolescence to young adulthood
- ❧ Improve young people's utilisation of mental health services resulting in good quality of life
- ❧ Influence policy in both ministries of education and health with consequential effects on service delivery

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## Scope the study



- ✎ Research only conducted in Lusaka and Kabwe districts of Zambia at 2 selected health facilities and 9 selected institutions of higher learning
- ✎ Only those young people aged 18-24 will participate in the study

## Review of Literature



- ✎ Stress arise from academic overload, constant pressure to succeed, competition with peers, adjusting to perceived independence, financial burden, concerns about their future (Tavolacci et al, 2013)
- ✎ 10-20% prevalence of mental health difficulties in young people (WHO, 2017)
- ✎ depression recorded at 50% (10% in males and 40% in females), 15% commit suicide (Elliot, 2015)
- ✎ Prevalence of 27.5% (37.7% females while 18.2% males) for substance use (Johnsons et al, 2017)

## Review of Literature

- ❧ Policies towards health and wellbeing (NHP, 2013; NMHP, 2005; MHA, 2019; Youth policy, 2015; Education policy, 2013)
- ❧ Standards for quality health care services (WHO, 2015)
- ❧ Multi-facet perspectives of young people's use of healthcare services for mental health problems MHL, help seeking, availability and accessibility of services a (Purgato et al, 2020; Hawke et al, 2019; Sontag-Padilla et al, 2016)

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## Review of Literature

- ❧ Reasons for substance use before exams; enhance performance (32.2%), reduce anxiety (39.1%), increase learning (66.2%) and feel relaxed (51.2%) (Maier et al, 2013), trying to identify with their peers (Tan, 2012; Atwoli et al, 2011)

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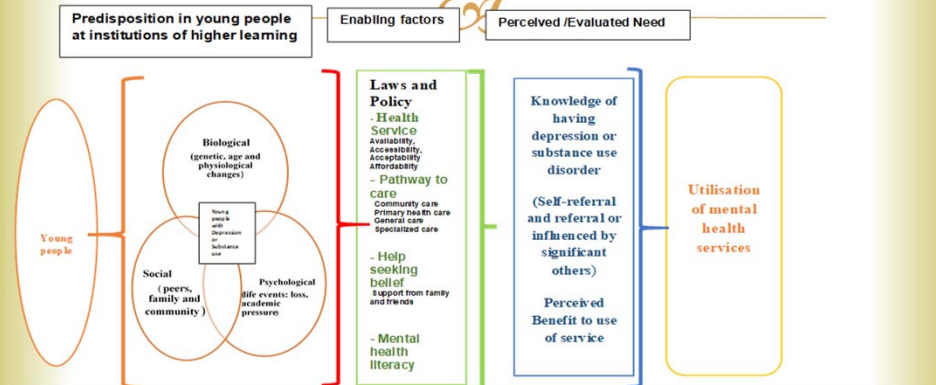
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# Review of Literature

❧ Gaps in knowledge on incidence of depression and substance use disorders among those ages 18-24; mental health literacy, pathway to care and utilisation of services in IHL that have implications on their health and quality of life

# Conceptual framework



# Research Design

## Explanatory sequential mixed method design

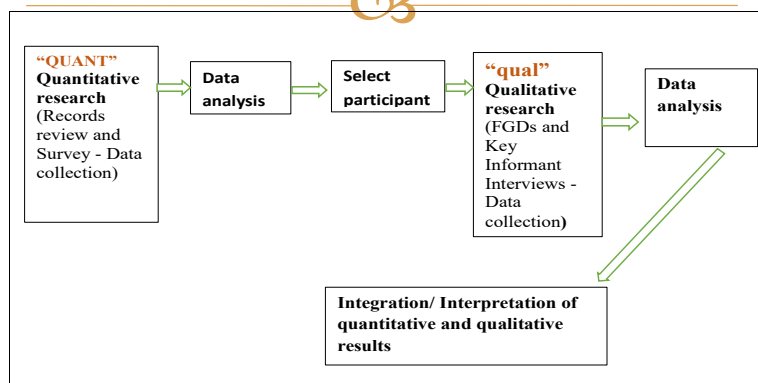


Figure 3.2 Mixed methods sequential explanatory design adopted from Creswell (2013)

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# Inclusion criteria

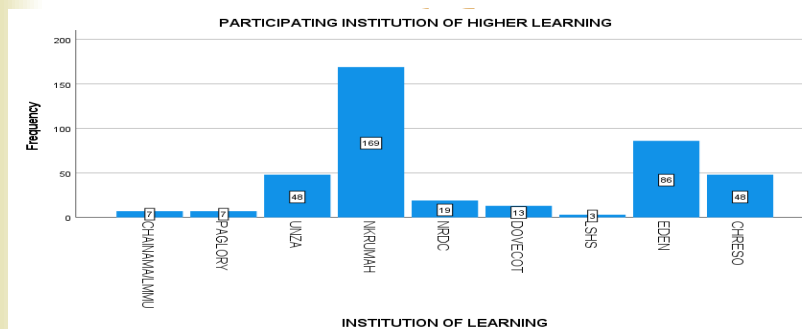
- ☞ All hospital records with ages 18-20 diagnosis depression & SUD for the years 2014, 2015, 2020 & 2021 from two selected facilities
- ☞ All consenting male and female young persons aged 18 to 24 years other than first year from 9 selected institutions
- ☞ Key informants (Dean of students or Registrars) in position at least for 3 years in selected 9 institutions

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## Participating institutions of higher learning



Institutions were purposively selected from Lusaka and Kabwe districts

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## Health facilities



- ☞ Purposively selected health facilities from Lusaka and Kabwe districts
  - ☞ Lusaka district
    - ☞ Chainama hills hospital
  - ☞ Kabwe district
    - ☞ Kabwe general hospital psychiatry department

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# Research questions



## Phase one

☞ *What is the incidence of depression and substance use disorder or co-occurring among young people utilising mental health services in two selected health facilities?*

## Phase two

☞ *What are the factors associated with utilisation of mental health services for depression and substance use disorder by young people in selected institutions of higher learning of Lusaka and Kabwe districts?*

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# Research questions



## Phase three

☞ *Research question: What are the young people's opinions on mental health service for depression and substance abuse?*

## Phase four

☞ *Research question: "To what extent do the key stakeholder's (Registrars or Dean of students) view utilisation of mental health service for depression and substance use by young people in institutions of higher learning?"*

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## Research Hypotheses



- ❧ H<sub>01</sub> There was no co-occurrence between depression and substance use disorders among young people utilizing mental health services in Lusaka and Kabwe districts
- ❧ H<sub>02</sub> There was no association of perceived need to use mental health services and knowledge of mental health problems (mental health literacy)

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## Research Hypotheses



- ❧ H<sub>03</sub> There was no association of knowledge on services offered (pathway to care) and perceived need to use mental health services among young people in selected institutions of higher learning
- ❧ H<sub>04</sub> There was no association of perceived stigma and perceived need to use mental health services among young people in selected institutions of higher learning

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# Sampling procedure



## Phase 1:

- Study population:
  - Number of records review 56,457
  - 52,510 CHCH; 3,947 KGH
- Purposive sampling method using a checklist
  - 18-24 years, both males and females, depression, SUD, co-occurring diagnoses
  - Hospital records for 2014, 2015, 2020 and 2021
- 2,731 were included

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# Sampling procedure



## Phase 2

- Study population
  - 13,836 students from randomly 9 selected schools (5 Private, 4 govt.) from those registered with HEA in the purposively selected districts
- Simple random sampling
- Sample of 412, included 10% non-response

Cochrans' Formula

$$n = \frac{Z^2 pq}{e^2}$$

where

Z = z-value  
 e = desired level of precision (margin of error)  
 p = proportion of the population  
 q = 1-p  
 n<sub>0</sub> =  $\frac{(1.96)^2(0.5)(0.5)}{(0.05)^2}$

$$= \frac{3.8416 \times 0.25}{0.025}$$

$$= 0.9604$$

$$= 0.0025$$

$$= 384.16$$

$$= 385$$

Adjusting to Finite sample

$$n = \frac{n_0 \cdot N}{n_0 + (N - 1)}$$

$$= \frac{385 \cdot 13836}{385 + (13836 - 1)}$$

$$= 374.6$$

$$= 375$$

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# Methods



## Phase 2

### Sampling technique

- ☞ Randomly selected from the classes after getting only those met the characteristics of the criteria set
  - ☞ Numbers allocated to the list of names made then based on the number required per class at the institution
  - ☞ Then, numbers were put on pieces of paper and randomly selected accordingly

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# Sampling method



## Phase 3

### Study population

- ☞ 412 students from randomly selected schools from those registered with HEA in the purposively selected districts

### Purposive sampling

- ☞ 18 included

## Phase 4

### Study population

- ☞ 9 Dean/Registrar from selected schools

### Purposive sampling

- ☞ Sample 9 included

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# Methods

## ☞ Data collection instruments

### ☞ Objective 1

- ☞ Checklist: age 18-24; both female & male; diagnoses depression & substance use disorders, years 2014, 2015, 2020, 2021

### ☞ Objective 2

- ☞ 112 item self-administered questionnaire was pilot tested

### ☞ Objective 3

- ☞ Interview guide for focus group discussion pilot tested

### ☞ Objective 4

- ☞ Interview guide for key informants pilot tested

# Methods



## ☞ Data analysis

- ☞ Phase 1: Used Microsoft Excel, descriptive
- ☞ Phase 2: Used SPSS 27, descriptive and inferential
- ☞ Phase 3: Used NVivo 12, thematic analysis
- ☞ Phase 4: Used Nvivo 12, thematic analysis

# Ethical considerations



- ☞ Ethical approval
  - ☞ CUREC (Ref. NO.054-06-2020)
  - ☞ NHRA (Ref NO.NHRA 00015/15/10/2020)
- ☞ Ministerial permissions sought
  - ☞ MOH
  - ☞ MOHE
- ☞ The Heads of participating institutions
- ☞ Consent of all participants involved in the study

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# Time line of the research process

Period	October 2020	October to November 2020	November 2020 to June 2021	July to September 2021 (visit November 2020)	September 2021
Aspect	Pilot study	Quantitative	Quantitative	Qualitative	Qualitative
Activity	Testing instruments	Hospital records review	Survey	Focus groups discussion	Key informant interviews
Data collection	10 questionnaires, interview guides for 1 focus group and 3 key informants)	Baseline data N=2,731	Self-administered questionnaires N=412	3 focus group interviews conducted with participants of survey n=18	9 key informant interviews with deans/registrar n=9
Data analysis		Descriptive statistics Microsoft Excel	Descriptive and inferential statistics SPSS version 27	Thematic NVivo 12	Thematic NVivo 12

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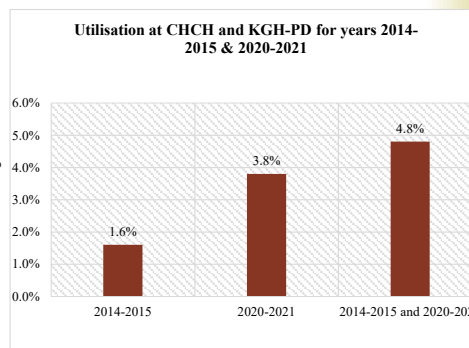
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## Phase 1. Research Findings



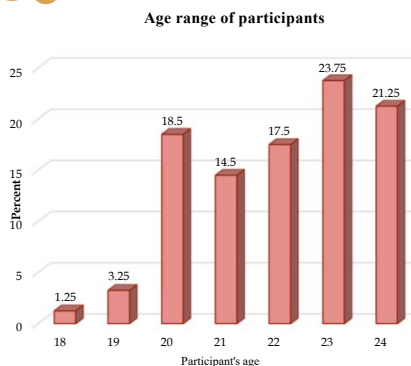
- Quantitative - Hospital Records
  - 2,731 records were included out of 56,457
  - 890 (2014-2015) 1841 (2020-2021)
  - utilisation rate for both facilities
  - 2014-2015 were  $\frac{890}{56457} \times 100 = 1.6\%$
  - 2020-2021 were  $\frac{1841}{56457} \times 100 = 3.8\%$ .
  - Overall utilisation for the four (4) years under review  $\frac{2731}{56457} \times 100 = 4.8\%$ . Overall utilisation for the years under review was 4.8%.



## Objective 2. Research Findings



- Quantitative - Survey results
  - Response rate 97% (n=400)
  - Age of participants 18-24 years
  - Mean age 22
  - Gender of participants was 50.5% females and 49.5% were males
  - 400 participated in the survey after consenting



# Research Findings



## Services usage in IHL N=400

Service used	Strongly disagree	Disagree	Not sure	Agree	Strongly agree
Psychological counselling	15.5%	30.8%	13.8%	25.3%	14.8%
In campus health services	21.5%	40%	13.8%	17.5%	7.2%
Referral to another facility outside campus	31.5%	47.5%	9.5%	9%	2.5%

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## Knowledge of availability of services and use of counselling services by year of study N=400

item	Year 2 (n=84)		Year 3 (n=212)		Year 4 (n=105)		Year 5 (n=5)	
	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
Knowledge of availability of services	11.8% (n=47)		60% (n=124)		17.5% (n=70)		1.3% (n=5)	
Use of psychological counselling services	9.3% (n=37)		42.3% (n=88)		8.8% (n=35)		(n=0)	

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### Chi-squared of psychological counselling services association with other selected variables N=400

	x <sup>2</sup>	df	P value	comments
knowledge of mental health problem and help seeking at psychological counselling services	31.103	16	0.013	P<0.05
Perceived need of care and psychological counselling services	29.807	16	0.019	P<0.05
Knowledge of services offered and use of psychological services	15.271	16	0.505	P>0.05
Perceived need of the service and use of psychological services	14.822	16	0.538	P>0.05
Perceived effectiveness and use of psychological counselling services	21.979	16	0.144	P>0.05
Perceived need of services offered and use of psychological services	14.917	16	0.531	P>0.05

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## Phase 3: Findings

### Reluctance to use (mental) health services

- ☞ fear of being known to have use services, by peers, fear of disclosure, perceived stigma, being labelled mad and attitude of the staff toward young people
- ☞ frustrated to use them as they viewed the staff to be unconcerned to serve them.
  - ☞ FG02 F4: *“professional help is not available for people who are using substance abuse. Most people who have studied guidance and counselling are unserious with their job. They really can't help because all they do is attend to minor issues. I can't hide I had depression and no one could help me I had to go home then my parent took me to hospital. I have come back to continue my studies.”*

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## Desire awareness on mental health problems

### Creation of awareness

- ☞ Local intervention of awareness building and counselling centres within campus to help them.
  - ☞ FG1 F4: *"We depend on social media for information, if they can develop some leaflets for us to read and at least know some of these things it help would us a lot"*
  - ☞ FG3 M1: *"Counselling centres and more counsellors within the school would help us a lot... cause using peers for help you can't trust them ... they are not experienced in these problems"*

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## Attitude towards use of services

- ☞ Lack confidentiality
- ☞ Too young to be thinking too much
- ☞ Use could be used against you
- ☞ No services on campus
- ☞ Use of services in other institutions (referral)
- ☞ Not helpful services
- ☞ "Label mad "by peers
- ☞ Unless if services are considerate of young people
- ☞ Secrecy of use of services



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## Knowledge of the available services, help seeking behaviours and attitude towards use of the services

- ❧ Perceived need of care
- ❧ Perceived judgemental attitude of staff
- ❧ Perceived unconcerned staff
- ❧ Mental health issues are an excuse
- ❧ Fear of friends find out about use
- ❧ Counselling by lecturers
- ❧ Reluctance to seek help
- ❧ Care pathway not clear
- ❧ Referral associated mental illness
- ❧ Stigma (self stigma)



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## Suggestion of desired services

- ❧ Qualitative - FGs
  - ❧ Theme 7 type of desired services
  - ❧ Information sheet for awareness messages
  - ❧ Youth friendly services
  - ❧ Orientation for first years
  - ❧ Recreational activities (football, basketball, clubs)
  - ❧ Peer counsellors
  - ❧ Counselling services
  - ❧ Professional bodies to give information



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## Phase 4: Findings

### Factors causing the mental health problems

#### ☞ **Relationships.**

☞ *“is when they fall out of a love relationship you see that they are isolated and sad ..... they start drinking alcohol or using other types of drugs (Laughter) this is worse for female students.”*

#### ☞ **Bullying**

☞ *“Bullying in colleges and universities causes low esteem is also a cause of depression for some students.” KI6*

## Phase 4: Findings

### Factors causing the mental health problems

#### ☞ **Perceived freedom**

☞ *“.....the cause of substance abuse is the student’s excitement of the freedom from their parents and when they are at college they have extra cash to use and they end up using it on alcohol or drugs.”*

#### ☞ **Peer pressure**

☞ *“But I should mention that some students have peer pressure or group influence as a cause or drug abuse. They are not mature enough to resist friendships that are not adding good things in their lives”*

## Factors causing the mental health problems

### ❧ *Failing an exam*

❧ *“Failing an exam is critical in school so this is one factor, You know these students have peers who may pressurised them to use substances like alcohol and cannabis even other drugs though some are influenced whereby if the friends they are always found with use substances then by virtual of being with them they also start using”*

### ❧ *Deterrents from having depression or substance use disorders*

❧ *“I have observed that those students who belong to a religious group do not present with the health issues being discussed. So I can say belonging to religious groups is a protective in a way from the use of substances and becoming depressed”*

❧ *“we encourage sports as a way for young people to vent out issues but also to stay away from drugs.”*

## Discussion

❧ Findings were that young people in institutions of higher learning were knowledgeable of depression and substance use disorders but were reluctant to use the service.

❧ Knowledge about the services available was at 61.5%

❧ Young people

❧ offer youth friendly services and information to help them make decisions.

❧ times of access conducive to their schedule of classwork, non-stigmatising service and qualified health workers within campus

❧ financial and emotional support for the vulnerable young people to deter abuse

❧ cultural issues males perceived use of mental health service as sign of weakness (Raistruck et al, 2010)

❧ use substances as means of coping with problems in males self-reliance

## Discussion

- ✧ Majority (60%) of the participants indicated the use of services was influenced by friends due to their previous use.
- ✧ However, there was significant association of use of counselling service with knowledge of mental health problem ( $X^2=31.103$ ,  $df$ ,  $p=0.013$ ), and perceived need of care ( $X^2=29.807$ ,  $df=16$ ,  $p=0.019$ ).
- ✧ A possible explanation for non use is perceived labelling, distrust, fear of disclosure, lack of youth friendly services as barriers to use
- ✧ Need family involvement in the welfare of the young people is imperative
- ✧ Need to strengthen counselling services and health promotion and education in IFIL

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## Implication of the study

- ✧ Implication for policy
  - ✧ The need for review of mental health policy in line with MHA 2019 supports SDGs and inclusiveness
  - ✧ Institutional policy on health in education for those with MHP
  - ✧ MHA has enshrined human rights and advocate for community care not hospital

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# Implication of the study

## Implication for clinical practice

- ☞ Integrated service with deliberate screening of possible needs by young people for early intervention. Further, more research in the area
- ☞ Retraining of staff to gain competences in tackling young people's mental health issues
- ☞ An institutional policy could change governance structures to implement integration of mental health in institutional of higher learning

# Implication of the study

## Implication for health promotion and education

- ☞ Need for first year creating awareness, coping strategies and clear pathway to care
- ☞ healthcare staff through empowering the students with information on depression and substance use disorders and to reduce the shame
- ☞ Open days to advertise the services

# Implication of the study



## ☞ Implication on research

- ☞ Need to include healthcare staff to explore the self stigma or public stigma
- ☞ An experimental research

# Limitation



## ☞ The study has the following limitations:

- ☞ Using questionnaires, the participants could under report their depression symptoms or substance use problems.
- ☞ The exclusion of first year students could have missed out on their experiences or opinions on campus

## Limitation

- ❧ The study has the following limitations:
  - ❧ Under reporting could have occurred especially on self-assessment though participants were encouraged to be truthful.
  - ❧ Non inclusion of health providers in the two health centres that were available

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## Future research

- ❧ This study has made an important contribution to literature and suggestions for future research are as follows:
  - ❧ A similar study to be done involving only first year students
  - ❧ Focus on those institutions of higher learning with health services to evaluate the services given to students with mental health problems providers perspective
  - ❧ Explore the support system available for young people in institutions of higher learning
  - ❧ Examine and assess the status of institution health services
  - ❧ Suggest a tool that could be used in assessing for mental disorders in users of campus health services

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## Recommendations



- ☞ To review policies that that promote the well being of young people at institutional and ministerial levels
- ☞ Institutions to strengthen the support systems counselling for students with depression and substance use problems
- ☞ A mandatory session for first year students on common mental health issues and pathway to care at universities and colleges

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## Recommendations



- ☞ Deliberate invitations of mental health professionals to give regular talks on common mental health problems
- ☞ Social skills training session to enhance problem solving, assertiveness and help seeking perceived need of care
- ☞ Peer counselling

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## Conclusion

- ❧ The findings of this current study supports synergies of different sectors dealing with young people to have greater impact in improving the well-being of young people in institutions of higher learning.
- ❧ It recommends orientation programmes for first year students, which aim at creating awareness, promoting early identification of depression and SUD and improving access to health services
- ❧ There is urgent need of policy shift for services to be delivered using community based approach.

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## Conclusion

- ❧ The current study found that availability and type of services; coupled with knowledge of the conditions influenced help seeking behaviour contrary to the views of Magaard et al (2017) that supported only the sociodemographic and need factors because utilisation only a few (40%)counselling and 24.7% health services
- ❧ Aside from that use counselling services had significant association with knowledge of need of care and knowledge of mental health problems

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## Conclusion

- ❧ Problem recognition and self-perceived need for care by young people, reduction of perceived stigma towards depression and substance use disorders may enhance utilisation of services.
- ❧ Young people desire awareness on mental health issues, non-stigmatising and non-prejudiced youth friendly in campus services

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**EXAMINING THE ROLE OF GENDER ON THE  
EFFECTIVENES OF GUIDANCE AND COUNSELLING IN  
REDUCING DELINQUENT BEHAVIOUR IN ZAMBIAN  
SCHOOLS.  
A CASE STUDY OF LUSAKA DISTRICT SECONDARY  
SCHOOLS**

**Research Scholar: Loveness Rudo Ngulube**

**Reg. No: 20011052**

**Research Supervisor: Professor Evaristo Nsenduluka**

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**DATE OF PRESENTATION : 19/05/2022**

## **CHAPTER-1 : INTRODUCTION**

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- Guidance and Counselling are essential elements in discipline management
  
- The high demand of education in Africa made school management a much more complex than ever before. Meyer (1991)
  
- The Ministry of Education in Zambia recognised that guidance and counselling played a very important role in the development of responsible young people (MOE 2014)

## RESEARCH OBJECTIVES

### Main Objectives:

- ❑ The main objective of this study was to;
- ❑ Examine the role of gender on effectiveness of school guidance and counselling program in reducing delinquent behaviour among secondary school going pupils of Lusaka District.

## SPECIFIC OBJECTIVES

- ❑ The specific objectives were as follows;
  1. To determine the type of guidance and counselling services available in selected secondary schools and their effectiveness in reducing delinquent behaviours among pupils.
  2. To establish challenges encountered by secondary schools in providing guidance and counselling services to pupils of different gender and grades involved or affected by delinquent behaviours.
  3. To investigate whether the available guidance and counselling services include gender sensitivity when addressing personal problems of pupils and delinquent behaviour in schools.



## RESEARCH QUESTIONS

1. What are the guidance and counselling services available in selected secondary schools and how effective are they in reducing delinquent behaviors among pupils?
2. What are the challenges encountered by secondary schools in providing guidance and counselling services to pupils of different gender and grades involved or affected by delinquent behaviours?
3. What are the available guidance and counselling services include gender sensitivity when addressing personal problems of pupils and delinquent behaviour?

## RESEARCH PROPOSITIONS

- ❑ The following were the propositions;
- ❑ Female to female counseling in secondary schools reduces delinquent behavior
- ❑ 2. Male to male counseling in secondary schools reduces delinquent behavior
- ❑ 3. Male to female or vice versa counseling in secondary schools does not reduce delinquent behaviour.

### STATEMENT/FORMULATION OF THE RESEARCH PROBLEM

- ❑ Studies conducted in Zambia and globally shows that pupils face various challenges in trying to access guidance and counselling services.
- ❑ These challenges include; sex of the counsellor, poor confidentiality, fear of being labeled badly by peers, fear of other pupils knowing their problems, poor counselling environment, unappealing appearance of the counsellor, disapproval from peers, disapproval from parents and lack of personal interest.
- ❑ Studies conducted in Zambia and globally show that school goes benefit from guidance and counselling services.
- ❑ Little, however, has been done to reveal that patterns of delinquent behaviour in Zambian secondary schools are affected by gender.

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### STATEMENT/FORMULATION OF THE RESEARCH PROBLEM

- ❑ It is not clear the extent to which this affects the effectiveness of guidance and counselling services.
- ❑ Siziya et al., (2007) showed that school going adolescents abuse drugs and alcohol, bully fellow pupils, or tend to be absent from school and there were differences in these behaviours between males and females.

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### STATEMENT/FORMULATION OF THE RESEARCH PROBLEM

- ❑ A report by Chongwe District Education Standard Officer (ESO) – guidance and counselling revealed that over 190 girls have fallen pregnant between March 2020 and June 2020.
- ❑ All these occurrences of delinquency behaviours are despite the measures that have been put in place such as the introduction of guidance and counselling teachers in schools.
- ❑ The COVID-19 situation especially during lockdowns exposed other delinquency challenges not previously known (Buchanan et al.,2020).
- ❑ The researcher therefore included the aspect of gender and the impact it may have on guidance and counselling.

### SCOPE/PURPOSE AND IMPACT OF THE RESEARCH

- ❑ The findings of this research would be very beneficial to guidance and counseling practitioners in Zambia.
- ❑ The research will contribute to policy formulation on guidance and counseling.
- ❑ The findings would also serve as a reservoir of knowledge to other researchers in the same field.
- ❑ The findings of this study will provide evidence based practice.



## SCOPE/PURPOSE AND IMPACT OF THE RESEARCH

- ❑ Further, the contents of this research would help schools to adopt various methods of counseling that will help in reducing delinquent behavior in pupils.
- ❑ The pupils will also be helped to become better citizen through quality guidance and counseling.

## CHAPTER-2 REVIEW OF LITERATURE

- ❑ As a branch of applied psychology, school guidance and counselling has been primarily tasked with a role to deal with problems or behaviours that interferes with the academic progress and or social acceptance of learners in the school system, (Mulemwa, 2015).
- ❑ School guidance and counselling aims at assisting learners through educational, vocational and occupational challenges.
- ❑ The Zambia Education Curriculum Framework (2013); states that 'the basic concepts in Careers Guidance and Counselling should be offered to all teachers. This will enable them offer basic guidance and counselling to their learners

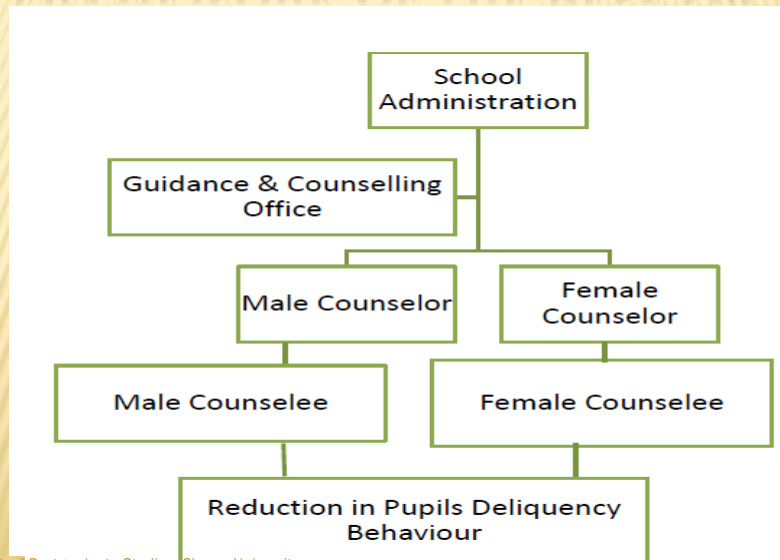
## EMPIRICAL LITERATURE REVIEW

- ❑ Even though services on guidance and counselling are offered in many High Schools in Zambia, there is a marked absence of attention to problems faced by pupils, and guidance services available to pupils with visual impairments in Secondary Schools (Mwaba , 2011) .
- ❑ In addition, where counselling and guidance services have been lacking, students resort to unconstitutional measures in channeling their grievances.

## RESEARCH GAP

- ❑ Little has been done to reveal how patterns of delinquent behaviour in Zambian secondary schools are affected by gender, and it is not clear the extent to which this affects the effectiveness of guidance and counselling services.
- ❑ Siziya et al., (2007) for example showed that school going adolescents abuse drugs and alcohol, bully fellow pupils, or tend to be absent from school. They, however, do not establish whether those were amenable to effective guidance and counselling services and that gender had any effects in the school context.
- ❑ In essence, it cannot be inferred that the beliefs and socialization among teachers and pupils on gender matter. Teachers and managers, if not effectively oriented may positively support or inadvertently hinder the effectiveness and progress of guidance and counselling services in mitigating antisocial conduct among pupils.

## FRAMEWORK OF THE RESEARCH



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## CHAPTER-3 RESEARCH METHODOLOGY

- ❑ The study employed a mixed-method approach.
- ❑ Qualitatively- descriptive phenomenological research design
- ❑ Quantitatively- analytical non-intervention, cross sectional research design
- ❑ The mixed-method design involves use of quantitative and qualitative data using various techniques or methods of collecting and analyzing data (Creswell, Plano Clark, et al., 2003).
- ❑ This will be a Concurrent convergent mixed methods design where data collection and analysis of both studies is done separately but at the same time

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## STUDY SITE

- ❑ The study took place in Lusaka district of Zambia (Fig 1)
- ❑ Secondary schools were involved where Head teachers, School guidance teachers and pupils participated in the study





## Sampling Procedure

- ❑ **UNIVERSE:** Secondary Schools in Lusaka
  - ❑ **Study population:** Head Teachers, Guidance & Counselling Teachers and the Counsellor Students in Lusaka district
  - ❑ **Sample method :** Purposive for qualitative and Simple Random Sampling for Quantitative.
  - ❑ **Sample size :** Total Sample Size : 296 ,8 participants per school : 1 Headteacher, 2 G& C Teachers and 5 counsellor pupils;
- 37 schools (Randomly selected), 37 Head teachers, 74 Teachers (Guidance & Counselling), 185 counsellor pupils (Purposively & Simple Random).

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## SAMPLE SIZE

### a) Schools

- ❑ Slovincs formula is as follows;
- ❑  $n = \frac{N}{1 + N \cdot e^2}$
- ❑ n = where n = Number of samples/participants, N = Total Population and e = Error tolerance (level). Using this formula, the sample size was calculated as follows;
- ❑ Total Population = 41 schools, Error tolerance =  $1 - 0.95 = 0.05$  and sample size = n
- ❑  $n = \frac{41}{1 + 41 \cdot 0.05^2}$
- ❑ n = 37 Schools

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## SAMPLE SIZE CONT

### b) Participants

- The calculation was as follows:-
- $N = N / (1 + N * e^2)$
- $N = 1 + 2 + 27$  will give 30 and  $30 \times 37 = 1138$  as the total population.
- $1138 / (1 + 1138 * (0.05)^2) = 296$

## SAMPLING FRAME

- The total number of participants included in the study was 296
- (No. of Participants per school =  $296 / 37 = 8$ . Therefore at each school 8 participants:  
i.e. 1 Head teacher, 2 G/teachers and 5 pupils

## CONT

- ❑ Selection criteria used (At each school)
- ❑ Head teacher Must
- ❑ Guidance teachers Must
- ❑ Counselling pupils. Selected from 30 Guidance pupils class. These were selected using Random systematic technique i.e.  $30/5=6$ . Therefore every 6<sup>th</sup> pupil was selected where the first was picked at random .

## DATA COLLECTION

### Primary data

- ❑ :Surveys (Questionnaires), semi – structured interviews
- ❑ Questionnaires were instituted to the participants by the trained data collectors.
- ❑ The face to face interviews were also done where appropriately

### Secondary Data :

- ❑ National and International journals,
- ❑ Books
- ❑ government departments and ministries
- ❑ On -governmental organizations
- ❑ Counselling reports

## DATA ANALYSIS

- ❑ Data was entered into Microsoft Excel and analysed using Statistical Package for Social Sciences (SPSS ).
- ❑ For **Quantitative data**- SPSS VERSION 23 was used to estimate:-
  - ❑ Prevalence rate, frequency rates
- ❑ For **Qualitative data**- Thematic method of analysis was used, where open ended questions were addressed

## ETHICAL CONSIDERATIONS

- ❑ The document was approved by Chreso University Research Committee (CUREC)
- and
- ❑ National Health Research Authority (NHRA)

## CHAPTER-4 DATA ANALYSIS AND INTERPRETATION

- ❑ After administering 296 participants selected, only 257 (86.8%) responded
- ❑ Of the 257, 37 were Head teachers, 70 guidance and counseling specialists and 150 were pupils (80 boys and 70 girls).



## CHALLENGES FACED BY PUPILS

- ❑ 66.7% of pupils indicated that the sex of the counsellor is a hindrance.
- ❑ 53.3% indicated poor confidentiality.
- ❑ 80% indicated fear of being labeled badly by peers.
- ❑ 86.7% indicated fear of other pupils knowing their problems.

- ❑ 93.3% pointed out poor counselling environment.
- ❑ 83.3% indicates unappealing appearance of the counsellor.
- ❑ 90% indicates disapproval from peers and
- ❑ 82% indicates disapproval from parents and finally,
- ❑ 84% indicates lack of personal interest

## CHAPTER-4 DATA ANALYSIS AND INTERPRETATION

Table 2 : Factors hindering counselling pupils

Problem	Frequency	Percent
Sex of the counsellor	100	66.7%
Poor confidentiality	80	53.3%
Fear of being labeled badly by peers	120	80%
Fear of other pupils knowing about my problems	130	86.7%
Poor counselling environment	140	93.3%
Unappealing appearance of the counsellor	125	83.3%
Disapproval of peers	135	90%
Disapproval of parents	123	82%
Lack of personal interest	126	84%

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## CHAPTER-4 DATA ANALYSIS AND INTERPRETATION

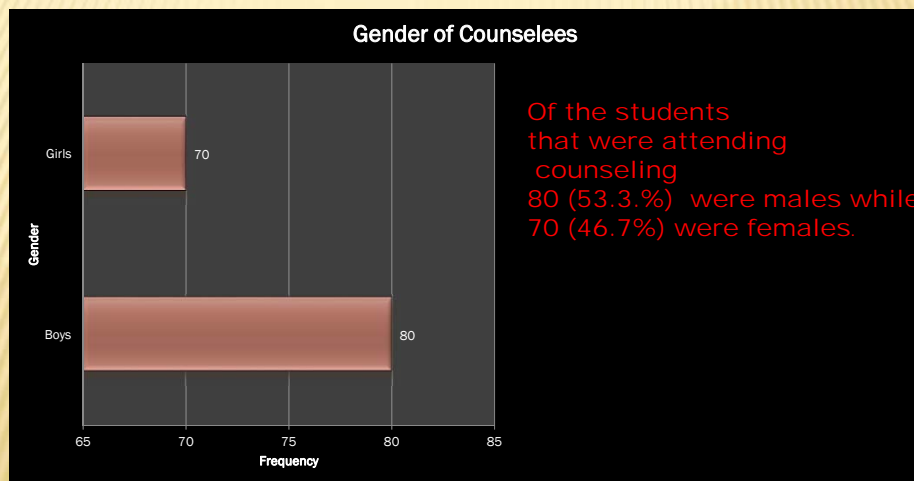
Qualitative findings revealed the following;

- ❑ “There are certain things that I cannot disclose to a counsellor of the opposite gender because they may misjudge me”
- ❑ “They do not keep secrets. The other time another teacher asked me about something I did not disclose to him and I was so hurt”.
- ❑ “Everyone who goes to the counsellors are deemed to be bad pupils by the others so I would rather stay than being called bad”
- ❑ “ The last time I went I was not comfortable, the doors and windows were open and people kept on coming and going out. This made me very uncomfortable”.

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## CHAPTER-4 DATA ANALYSIS AND INTERPRETATION



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## CHAPTER-4 DATA ANALYSIS AND INTERPRETATION

Table 1 :Type of Counseling Services

Social Counselling Services	Frequency	Percent
Career Counselling Services	98	91.6
Social Counselling Services	107	100

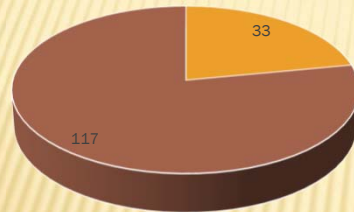
Social counseling services were more (100%) than career counseling services (91.6%).

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## CHAPTER-4 DATA ANALYSIS AND INTERPRETATION

### Gender Inclusiveness



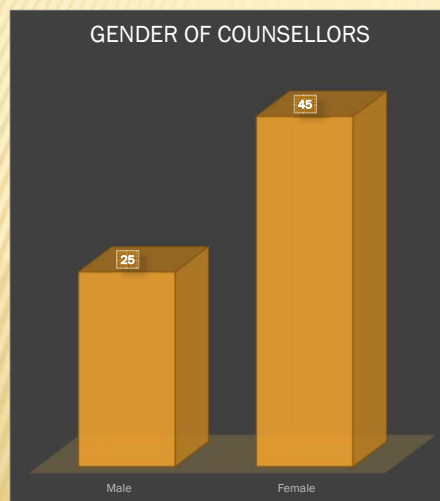
Gender Inclusive Not Gender Inclusive

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- 77.8% of the respondents indicated that the services were gender inclusive whereas
- 22.2% indicated that the services were not inclusive.

## GENDER OF THE COUNSELORS



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- ✘ There was gender imbalance in the counselors.
- ✘ There were more female counselors, 45 (63.3%) compared to males, 25 (37.7%)



## PREFERRED GENDER OF GUIDANCE TEACHER

Table 3: Gender Preference of Guidance Teacher

Sex	Preferred guidance gender	Frequency	Percent
Boys	Male	50	33.3%
Girls	Female	30	20%
Boys/Girls	Male/Female	70	46.7%
Total		150	100

□ 50 (33.3%) pupils indicated male counsellors,

□ 30 (20%) pupils indicated female counsellors and

□ 70 (46.7%) pupils indicated both.

## DISCUSSION

### GENDER OF THE GUIDANCE AND COUNSELLING TEACHERS

- The gender of the Guidance and Counseling Teachers. It is clearly shown that 25 (37.7%) were male and 45 (63.3%) were female
- The statistics indicated that the guidance and counseling teachers were not balanced .Some schools had only female counselors while others had males only.

## DISCUSSION CONTD

### TYPES OF GUIDANCE AND COUNSELLING SERVICES

- ❑ 100% of the guidance and counselling teachers indicated that their secondary schools offer social counselling and another 91.6% indicated that they offer Career counselling.
- ❑ Kabamba C, Mundende K and Simui F (2020) assert that Social and Vocational (Career) counselling services are the most common services offered by secondary schools.
- ❑ Further these services help in addressing social and vocational needs of the learners as well as curbing out delinquent conduct from the students.
- ❑ These responses shows that the surveyed secondary schools of Lusaka have the required counseling services.

## DISCUSSIONS CONTINUED

### PROBLEMS HINDERING STUDENTS FROM ACCESSING COUNSELLING SERVICES

- ❑ On the question of; “Do you feel comfortable discussing your personal life with the guidance and counselling teacher?” 66.7% indicates sex of the counsellor as a hindrance. 53.3% indicates poor confidentiality. Another 80% indicates fear of being labeled badly by peers.
- ❑ A further 86.7% indicates fear of other pupils knowing their problems. 93.3% pointed out poor counselling environment. Another 83.3% indicates unappealing appearance of the counsellor.
- ❑ On the question of: “Which of the following can you identify as posing a problem for you utilization of school guidance counseling programmes?” 90% indicates disapproval from peers and a further 82% indicates disapproval from parents and finally, 84% indicates lack of personal interest. *Maliwa NM (2016)* noted that most of the problems that hinder learners from accessing guidance and counselling services relate to sex of the counsellor, poor counselling facilities and lack of professionalism by the counsellors as well as pupils thinking that other pupils may become aware of their problems.

## DISCUSSION CONTD

### INCLUSIVENESS OF THE COUNSELLING SERVICES

- ❑ 77.8% of the respondents indicated that the services are inclusive whereas 22.2% indicated that the services are not inclusive.
- ❑ **Raghavan and Chemba (2009)** pointed out that there is need for a "Gender and Inclusiveness Perspective" counselling atmosphere that addresses equity and equality for both sexes including students with special needs in the context of delivering quality guidance and counselling services that aim at impacting positively on the behaviours of students.
- ❑ In light of this, the responses from the surveyed secondary indicate favorably that the schools have adopted gender and inclusiveness in their services.

## CONCLUSIONS

- ❑ The majority of the guidance and counselling teachers present in the surveyed schools were female. Most of the pupils prefer counselled by the same sex. Further, the majority of the pupils are very much aware of the guidance and counselling services in their schools and the services are very functional and effective to cater for the various challenges of the pupils and the majority of the pupils had accessed the very services.
- ❑ The majority of students surveyed enjoy counselling with their school counsellors. This is partly because they feel cared for. The findings also revealed that most of the surveyed schools offer social counselling and Career counselling respectively and that these services are very effective and efficient to meet the needs of the pupils socially and vocationally.



## CONCLUSION CONT

- ❑ The findings in this study shows that pupils face various challenges in trying to access guidance and counselling services in the surveyed schools and some of the challenges are; sex of the counsellor, poor confidentiality, fear of being labeled badly by peers, fear of other pupils knowing their problems, poor counselling environment, unappealing appearance of the counsellor, disapproval from peers, disapproval from parents and lack of personal interest.
- ❑ The findings also reveal that the availability of guidance and counselling materials is a problem in most of the surveyed schools. The most preferred problem solving skills are Questionnaires, Video Play backs and Verbal Questioning.
- ❑
- ❑ Finally, the study also revealed that stakeholder participation is very cardinal in guidance and counselling services and the following stakeholders are very relevant; teachers, Head teachers, guidance and counseling personnel and parents.

## RECOMMENDATIONS

- ❑ The study be replicated to other districts to obtain the general overview on the effectiveness of the guidance and counselling services offered in secondary schools.
- ❑ A mix of gender of the Guidance and Counselling teachers in the department of guidance and counselling.
- ❑ Proper infrastructure of the counselling environment
- ❑ Confidentiality in the Guidance and Counselling department
- ❑ Awareness among pupils on the role of counselling
- ❑ Support from parents and guardians.

## **NEW KNOWLEDGE BROUGHT**

- ❑ Guidance and Counselling services should be handled by the highly qualified personnel in the field of counselling, who should be gender sensitive as they execute their duties. This is illustrated by the number of counseled pupils who preferred to be counseled by the same sex.
- ❑ Promote further research into the efficacy of guidance and counselling in learning institutions
- ❑ Proposition 1 and 2 were affirmed.

## **LIMITATIONS OF THE RESEARCH**

- ❑ One of the potential limitations was inadequate movement due to restrictions brought by the Covid-19 pandemic that hit most parts of Lusaka district.
- ❑ Time
- ❑ Financial

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# AN EVALUATION OF ART AND DESIGN IN PRIMARY EDUCATION IN ZAMBIA: A CASE STUDY OF SIX SELECTED SCHOOLS IN CHONGWE AND RUFUNSA DISTRICTS OF ZAMBIA

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**DATE OF PRESENTATION:19/05/2022**

## CHAPTER-1 INTRODUCTION

- A child is expected to grow up and fit in the community as a useful adult by getting into leadership in one of the nations' organization as a productive worker or proprietor of an entity.





## INTRODUCTION

- That is only possible, when a child is fully developed, academically, mentally, morally, physically, psychologically, socially and spiritually through playful learning (McMillan, 2017).
- Growing children when observed as they are left free any where, they create their own play ground and do the craft of their own toys Lowenfeld, V. and W. L. Brittain (2011). It is that urge in a child that should be harnessed and then enhanced
- Lowenfeld, V. and W. L. Brittain (2011) writes, “No child should be thought of as uncreative”.

## STATEMENT OF THE RESEARCH PROBLEM

- While there has been so much art works from the renaissance, the teaching of art also needs to have a continuous improvement just like there has been constant change in literature, technology and scientific ideas.
- Witkamp (2015) writes, “We have artists, art teachers and galleries. But we don’t have a concerted national effort to reconstruct, document and present the development and current state of Zambian art; all we have are bits and pieces scattered in various places.”



## STATEMENT OF THE RESEARCH PROBLEM

- ❑ This is an indication that art education management requires an improvement, and in this case, art in the primary sector needs to be managed well for developing children because there is that aspect of play where the development of children comes from.
- ❑ Therefore, there is need to find out what else must be done to give a child what he or she requires for his or her future survival or for his or her development starting from the primary sector.

## RESEARCH QUESTIONS

- ❑ How is Art and Design taught to developing children in primary schools in Zambia?
- ❑ Does Art and Design offer any significant cognitive development to growing children in primary schools as they do play and make art?
- ❑ Can an exploration or an evaluation of art and design yield positive results as the subject is taught to children in primary schools?

## RESEARCH HYPOTHESIS

### Hypothesis

- A close review of the curriculum, curriculum theories and how Art and Design as a subject is taught will lead to higher performance in the subject

## RESEARCH OBJECTIVE

- **Main Objective:**
- The main objective of the study was to evaluate the teaching of Art and Design in primary schools, in order to ascertain the management of the subject, the teaching methods, and the teaching approaches that are effective for teaching growing children.

## SPECIFIC OBJECTIVES

- ❑ To review how Art and Design is taught to developing children in primary schools in Zambia.
- ❑ To explore if Art and Design lessons offer any significant cognitive, psychomotor and affective development in primary schools for children when they play and make art.
- ❑ To search for ways of managing Art and Design for developing children in primary schools.

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## SCOPE/PURPOSE AND IMPACT OF THE RESEARCH

- ❑ The study was confined to the management of Art and Design classes in primary schools of Zambia.
- ❑ It focused on government owned and private schools.
- ❑ Since it was conducted in Zambia, it could only include some written work and experiences of growing children in the primary schools of the country.
- ❑ Art and Design needs studying under Educational management, a field of study and practice concerned with the operations of educational organizations writes Welch (2019).

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## JUSTIFICATION OF RESEARCH

- ❑ Highlight challenges that hinder the effective presentation of Art and Design lessons.
- ❑ Contribute to the understanding of the need for Art and Design as a subject for the growing children.
- ❑ Bring about effective management, techniques and methods of presenting Art and Design lessons.
- ❑ Examine what else could be done in art management in order for primary school children to benefit fully from the subject.

## CHAPTER 2 REVIEW OF LITERATURE

- ❑ Art and Design, a practical subject and a life skill, includes drawing, painting, batik, sculpture work and it is needed in the planning of structures including architectural work by using sketches (Painting + Batik, 2020).
- ❑ Lowenfeld, V. and W. L. Brittain (2011) observe that art is essential for a child's physical, cognitive, psychomotor development, and that a child enjoys the subject as a pastime or play and a therapy to a child's stressed mind.
- ❑ Children's play through Art must be in line with recommended, researched and approved ways through Curriculum Theories..



## EMPIRICAL LITERATURE REVIEW

- ❑ Lemmer (2003), has written on prominent curriculum theories that curriculum theories can be divided into two broad categories:
  - The Traditional Paradigm which composes of
    - i) Liberal Theory ii) The Experiential Theory and
    - ii) The Behaviourist Theory
  - The Inquiry Paradigm comprises of
    - i) The Naturalist Theory ii) The Critical Theory and
    - ii) The Constructive Theory
- ❑ To achieve the above, MoE's stated objectives in Zambia (*The Curriculum Framework, 2001* ; *Educating Our Future* , 2008), there is need to manage Art and Design education in the primary schools in Zambia effectively and correctly.
- ❑ Some of the different curriculum theories include John Dewey's theory known as Social Meliorism, Social Efficiency and Developmentalism. (Kliebard 2013).

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## EMPIRICAL LITERATURE REVIEW

### Theory of Multiple Intelligences

- ❑ Howard Gardner (1943- ) a Harvard University psychologist proposes that a human mind has eight (8) abilities that are used. The list below shows the abilities as follows:(Kurt, 2020)

Musical–rhythmic, Visual spatial, Verbal linguistic, Logical mathematics, Bodily kinaesthetic, Interpersonal, Intrapersonal, Naturalistic abilities

- ❑ **The visual spatial intelligence**

Howard Gardner (1943-) indicates that people who are good in visual spatial do well at maps and direction videos and pictures. This is where Art and Design falls under.

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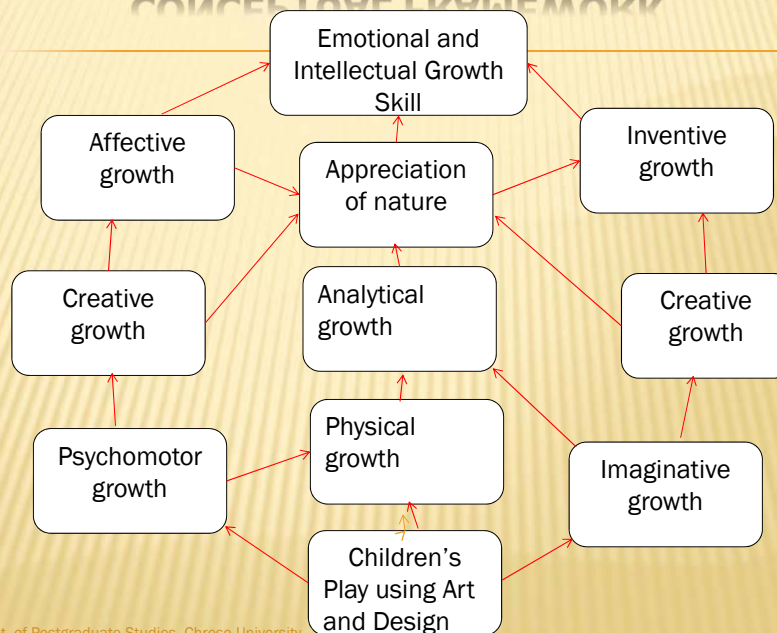
## RESEARCH GAP

- ❑ Most literature focuses on art and culture
  - ❑ Lack of relevant literature on the teaching of Art and Design
  - ❑ Methods of delivery of the subject not explored and not adequate
  - ❑ Subject management not studied not adequate
  - ❑ Subject management not linked to theories
  - ❑ Purpose of teaching the subject not justified and scrutinized
  - ❑ Curriculum theories not applied for the subject
- ❑ The art industry and art education in schools is not linked Wikamp (2015) writes, “We have artists, art teachers and galleries. But we don’t have a concerted national effort to reconstruct, document and present the development and current state of Zambian art; all we have are bits and pieces scattered in various places.”

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## CONCEPTUAL FRAMEWORK



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## CHAPTER-3 RESEARCH METHODOLOGY

❑ **Research design:** Case study Mixed Approach

❑ **Population: Study Population**

All DEBs, DESOs, lectures, head teachers, deputy head teachers, senior teachers, teachers and pupils in Chongwe and Rufunsa districts.

❑ Using 50 education providers and 600 grade 6 pupils average of 100 per class is equal 650 estimated - targeted

❑ **Sample size:** 200 participants drawn from Chongwe and Rufunsa districts as follow using the Cochran's formula

$$n_0 = \frac{Z^2 pq}{e^2}$$

❑ **Sampling Method**

Using the Cochran's formula

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$$n = \frac{n_0}{1 + \frac{(n_0 - 1)}{N}}$$

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## RESEARCH METHODOLOGY

❑ Confidence level 95% and Z value 1.96, proportion of the population estimated at 75%, P is 75% which is 0.75; Q is 1-P and is 0.25. Then e is 5% and is 0.05 level of precision. The calculated *n* is 289.12. The calculated *n* used in the formula 289. This gives *N* 201.2772 taken at 200 sample size.

❑ **Sample size**

➤ Purposively chose: Two DEBs, 2 DESO, 3 lecturers from The Chalimbana University (CHAU) and 1 from Chongwe College of Education (CCE),

➤ Six (6) school head teachers - one from each school

➤ Six (6) deputy head teachers - one from each school

➤ Six (6) senior teachers - one from each school

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## RESEARCH METHODOLOGY

- Randomly chose: Eighteen (18) class teachers from six schools
- 156 purposively chosen pupils from 6 randomly chosen classes in different schools
- ❑ **Total 200 participants**
- ❑ **Sampling Procedure:** Multistage; purposive and random sampling
- ❑ **Tools for Collecting Data:** Self-administered questionnaires with open and closed questions
- ❑ **Analysis:** Thematic coding and quantitative analysis using the Statistical Package for the Social Science (SPSS) - charts

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## SOURCES OF DATA

### Primary Data

- ❑ The Primary Data source was from a cross section in the districts collected from 200 participants as follows:
  - DEBs 2, (1%) DESOs 2, (1%) Lecturers 4 (2%),
  - Head teachers 6,
  - Deputy head teachers 6 (3%),
  - Senior teachers 6 (3%),
  - Teachers 18 (9%) and
  - Pupils 156 (78%).

### Secondary Data

- ❑ The secondary data source was collected from the following:
  - Books, Journals and
  - Websites.

This data was presented in form of literature review

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## LIMITATIONS OF THE RESEARCH

- ❑ For research and evaluation purposes, the study was limited to Lusaka province of Zambia and to Chongwe and Rufunsa districts.
- ❑ The research focused on primary schools and targeted Grade 6 pupils.
- ❑ One university and one college of education were include in the research
- ❑ Six primary schools were included in the research
- ❑ Forty four education providers were included in the research
- ❑ one hundred and fifty six pupils were included in the study

## CHAPTER-4 DATA ANALYSIS AND INTERPRETATION

### Major Findings

Key findings of the research in Art and Design evaluation in primary schools are in the following themes:

- ❑ a) Current management findings
- ❑ b) Management of Art and Design findings
- ❑ c) Benefits the subject offers
- ❑ d) How Art and Design functions in children

## THE RESEARCH FINDINGS

Objective 1. How Art and Design is taught to developing children in primary schools in Zambia.

### a) Current management findings

- ❑ Art and Design is taught in the primary schools with inadequate materials and not in specialized rooms
- ❑ Art and Design is taught and managed by unspecialised officials and unspecialized teachers
- ❑ Art and Design is taught as a fused subject under CTS.
- ❑ Lacks real results because it lack real educational or didactic guidelines
- ❑ Play in Art and Design is not the central theme as it is fused
- ❑ Children's self expression and play are not encourage
- ❑ An absence of the use of colours was observed during practical work

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## MANAGEMENT OF ART AND DESIGN

### b) Management of Art and Design findings

- ❑ Children to draw and use colours in the way the perceive them
- ❑ Children want to be allowed to draw what they want
- ❑ Children's play to be fused with learning through art.
- ❑ To achieve meaningful learning, teachers should use themes
- ❑ The teacher should teach me as an individual". This goes beyond the teacher's individual pupil attention ( check  $3+2=5$ )
- ❑ Children should be allowed to choose what to draw if or when they request. A teacher can use themes when teaching to complete the scheme. Thus:
- ❑ Allow children to play during Art and Design lessons. Play enhances: i) imaginative work, ii) Creative work iii) Inventiveness work when playing

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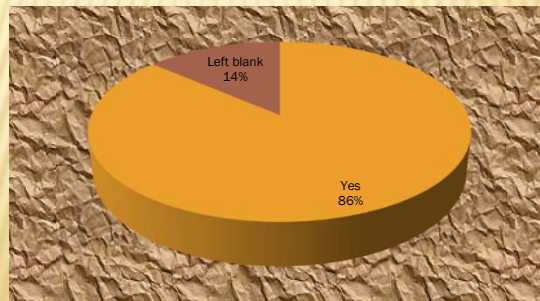
## THE RESEARCH FINDINGS

Objective 2. To explore if Art and Design lessons offer any significant cognitive, psychomotor and affective development in primary schools for children when they do play and make art.

### c) Benefits the subject offers

Art and Design offers needed growth

- The education providers stated that, Yes there is cognitive, psychomotor and affective development to growing children

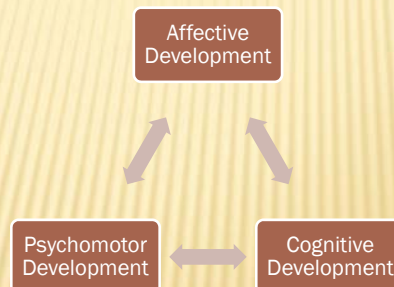


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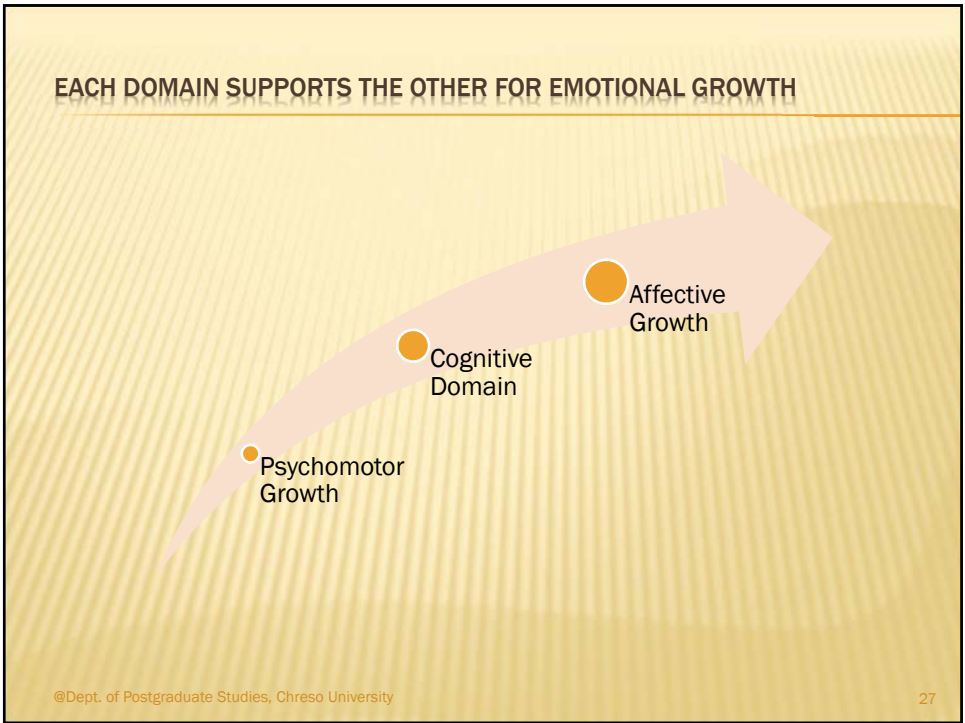
## RESEARCH FINDINGS

- Objective 3. To search for ways of teaching Art and Design to developing children in primary schools.
- The findings show that Art and Design enhances children's development in all the domains and that each domain supports the other in a cyclical way or hierarchical approach



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### HOLISTIC GROWTH (DEBS)

Teaching Art and Design	Frequency	Respondents' Comment	%
Cognitive	1	Indicated that creative and new skills are developed	50
Growth	1	Critical thinking is develop	50
<b>Total</b>	<b>2</b>		<b>100</b>
Psychomotor	1	Indicated that art allows limbs or appendage growth	50
Growth	1	Children become flexible as they make art	50
<b>Total</b>	<b>2</b>		<b>100</b>
Affective	1	Children love nature and appreciate what God created	50
Growth	1	One made no response	50
<b>Total</b>	<b>2</b>		<b>100</b>

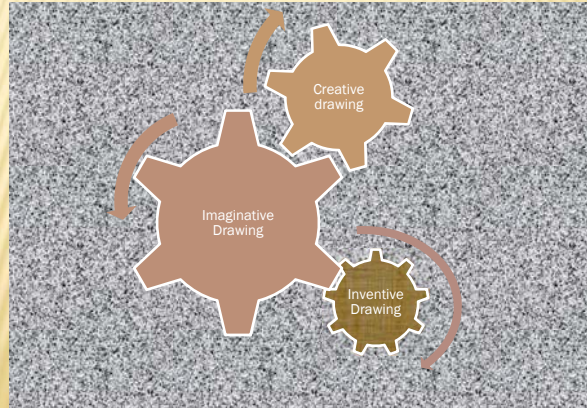
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## DISCUSSION OF FINDINGS CONTINUED

### d) How Art and Design functions in children

- Art and Design supports Creative, imaginative and inventive Drawing. Each aspect has power like a cog wheel to turn the other during learning. Compared to Teamwork (Caltiz, A. 2020)



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## CHAPTER-5

### DISCUSSION, CONCLUSION AND RECOMMENDATIONS

- Art and Design teaching approaches should be guided by curriculum paradigms.
- Children have an intense analysis of things although they fail to present that on paper, therefore, there is need to give them room to develop so that such activities blossom.
- Self-expression or work should be judged or marked based on what has been presented by a child.
- Art and Design offers children a skill, emotional growth and intellectual growth
- Components on safety should be outlined in the Art and Design syllabus since

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## DISCUSSION OF FINDINGS PLAY CENTRAL THEME THROUGH PLAYFUL LEARNING (CHILUFYA AND CHILINDA 2021).



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## CONCLUSIONS FOUND

- ❑ Cognitive, psychomotor, affective and emotional growth of children effectively happens when the domains support each other through Art and Design.
- ❑ Art and Design enhances: Physical growth, appreciation of nature, analytical growth, Emotional Intellectual Growth and Skills,
- ❑ To achieve normal balanced growth, let teaching Art and Design be practically done and not only theoretical.
- ❑ When teaching Art and Design let the class be relaxed, then results can be phenomenal as it has great potential to unleash imagination, creativity and inventiveness in children.

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## RECOMMENDATIONS

- ❑ A teacher should act a facilitator when teaching Art and Design.
- ❑ Provide adequate teaching, learning materials and specialized Art and Design rooms.
- ❑ Art and Design education providers be specialized to offer effective ways of teaching and learning.
- ❑ Art and Design should standalone and be time tabled as a full subject to practice inventive skills.
- ❑ Art and Design teaching approaches should not be generalized. include a leeway for what pupils want to learn as seen in the curriculum paradigms.

## RECOMMENDATIONS

- ❑ Children have an intense analysis of things although they fail to present that on paper, therefore, there is need to give them room to develop so that such activities blossom.
- ❑ Self-expression should be encouraged and such work should be judged or marked based on what has been presented by a child.
- ❑ Components on safety should be outlined in the syllabus since Art and Design involves various activities.
- ❑ Encourage Art and Design as it offers emotional growth, intellectual growth and skill in children
- ❑ Children should be allowed to choose what to draw. A teacher can use themes when there is need to complete the scheme



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**COURSE CODE** : FT612H  
**RESEARCH SUPERVISOR** : MR. JERE MWILA  
**RESEARCH TITLE** : Assessing Challenges Faced by The Hospitality Industry During the Covid19 Pandemic Case Study of Three Hotels in Lusaka, Zambia.

**COLLOQUIUM/DEFENSE: FINAL DEFENCE**

## CHAPTER ONE - INTRODUCTION

### BACKGROUND OF THE STUDY

- ✦ The background of this study was based on the following fundamentals
  - Globally the COVID-19 pandemic have affected over 90% of the countries. It had first hit China, America, Spain, France and many other countries in the globe.
  - On 30 January 2020, the pandemic was declared Global health emergency and latter declared it as a global pandemic by (world health general director)
  - The pandemic claimed Millions of life and paused business globally due to lock down and restricted mobility.
  - Spain was highly affected in the hospitality and tourism industry.
  - Equally Africa was hit by the pandemic with south Africa recording highest numbers of confirmed cases.
  - Zambia was equally hit with COVID-19 pandemic early 2020 with high number of cases in densely populated areas.

## BACKGROUND CONT.....

➤ Despite the increase in the number cases recorded in Zambia, Zambia had no total lock down but only experienced the following;

- a. Closure of Public Services
- b. Restriction on International Travels
- c. Public Movement Restriction
- d. Closure of restaurants and hospitality industry
- e. Challenges to Cope with COVID-19 Pandemic

\* It is to this background that the researcher conduct this study.

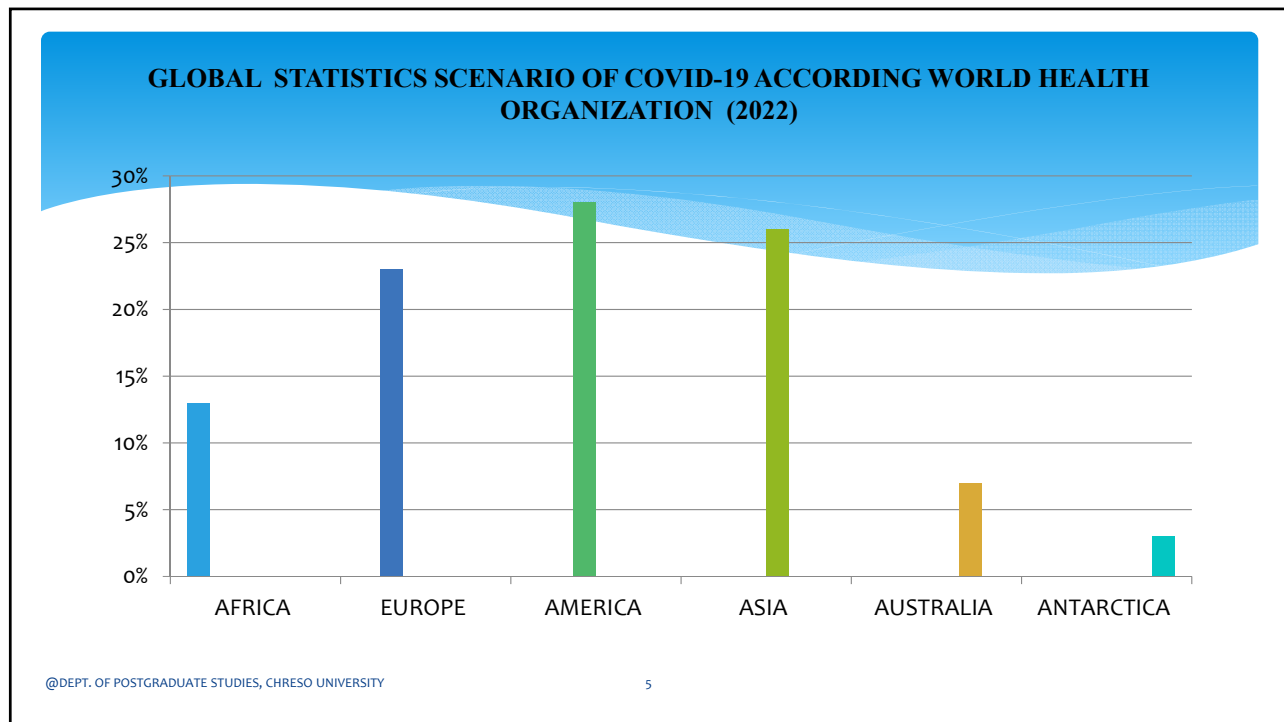
## RESEARCH OBJECTIVES

### MAIN OBJECTIVE:

➤ To examine the challenges faced by the hospitality industry during the covid19 pandemic in Lusaka;

### SPECIFIC OBJECTIVES:

- i. Ascertain major challenges faced by the hotels industry during the covid-19 pandemic.
- ii. Investigate the extent to which workers in the three Hotels have been affected by the pandemic
- iii. Determine the economic effects of the pandemic on the Hotels Industry.
- iv. Establish measures to minimize the negative effects of covid-19 pandemic on the Hotels Industry.



**REGIONAL STATISTICS SCENARIO**

Although the number of COVID-19 cases and fatalities might still appear comparatively low in Africa than in other world regions, the looming health shock of COVID-19 have had disastrous impacts on the continent's already strained health systems, and could quickly turn into a social and economic emergency. Beyond health risks, the COVID-19 shock to African economies came in three waves:

1. Lower trade and investment from China and other countries
2. Demand slump associated with the lockdowns in the European Union and OECD countries.
3. A continental supply shock affecting domestic and intra-African trade. It is shaking commodity-driven growth models that had largely failed to create more and better jobs or improve well-being.

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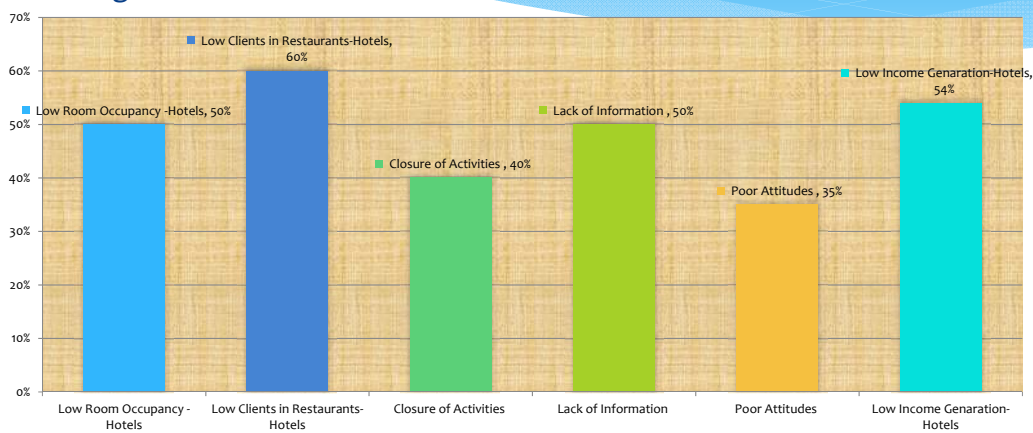
## STATEMENT OF THE RESEARCH PROBLEM

The main problem for this study was that despite many challenges posed on the hospitality and tourism industry by COVID-19 in Zambia, little has been done minimize the challenge.

- Zambians from the inception of COVID-19 have been losing job, causing economic stress in households.
- Most hotels were partially closed due to COVID-19 pandemic.
- The temporal closure of the industry resulted a negative impact on the economy as hotel and tourism industry contributes to over 12% to national GDP.
- Hence, this study aimed at assessing the challenges faced by the hospitality industry in Zambia during the COVID-19 pandemic. Thus, this is going to help the nation to implement different measures to alleviate the challenges.

## JUSTIFICATION OF STUDY

- This study was worthy undertaking so as to alleviate the challenges as illustrated in the figure below



## SCOPE, IMPACT AND PURPOSE OF RESEARCH

### Scope:

- The research was conducted in Lusaka district with respect to three hotels namely; Pamozi hotel, Zambezi hotel and Intercontinental hotel

### Impact:

- The results of this study will enable the people involved in hospitality industry to come up with different mechanism to address the challenge posed by the COVID-19 pandemic on the industry.

### Purpose:

The main purpose of this study is to assess the challenges faced by the hospitality industry during the Covid-19 pandemic and recommend cope measures.

## SIGNIFICANCE OF THE STUDY

✦ This study is very significant in the following ways;

- I. Showing extent of the effects COVID-19 on Hotels.
- II. Building on existing knowledge of COVID-19 pandemic.
- III. The study will help Hotel owners to come up with copying up mechanisms like;
  - a) Business decentralization
  - b) Risk Management
- IV. Helps Hotel owners come up with good security and safety measures.
- V. Results of this study will also be used and applied by those with similar businesses with Hotels.

## CHAPTER-TWO LITERATURE REVIEW

Due to less research conducted on the covid-19 in Africa and Zambia in particular, the researcher depended on the following literature;

- I. Articles written by different writers and journal
- II. World health organization reports
- III. Zambia ministry of health reports
- IV. Central statistics reports
- V. Hotels board and tourism

\* According to WHO 2020 report, COVID-19 pandemic has not only affected social life but it has greatly affected the economy all over the world. Zambia inclusive.

## EMPIRICAL LITERATURE REVIEW

- The research conducted by other researcher on the effects of COVID-19 on Hospitality Industry was reviewed empirically and findings were compared with current research.
- New findings have been established while the same findings in literature search has been recognized and has been used to compare the extent of an impact under study.



## CONCEPTUAL FRAMEWORK

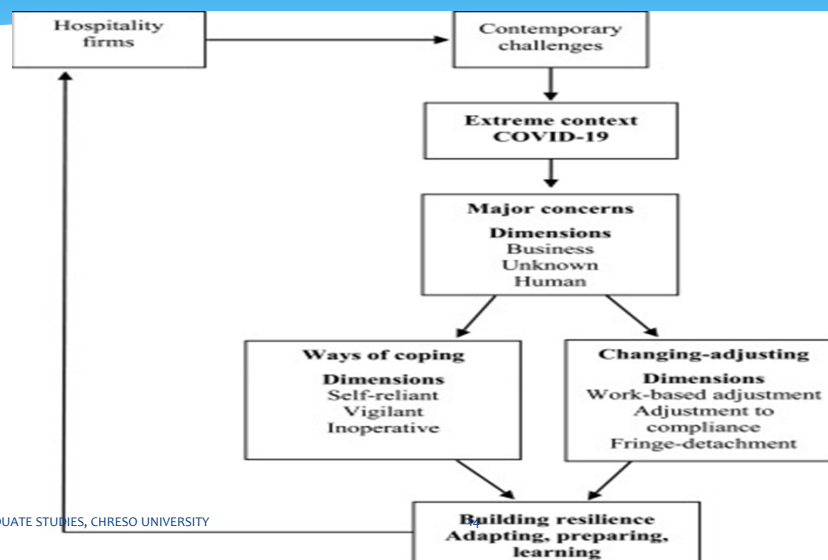
This thesis study was guided by the conceptual framework below, the tool also guided data analysis ;



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## THEORETICAL FRAMEWORK



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## RESEARCH GAP

There has been great research gap in as far as ascertaining the effects of COVID-19 on the hospitality industry is concerned. People in Zambia have;

- Insufficient information about the effects of the pandemic on hospitality industry
- Lack of risk management undertaken by management in most hotels
- Imprecise information
- Biased information
- Inconsistent or unknown consistency results
- Preoccupied by the myths around the pandemic.

\* Hence, this study aims at filling the research gap identified.

## CHAPTER-THREE RESEARCH METHODOLOGY

### STUDY DESIGN:

- \* According to Kothari (2004) research design is the conceptual structure within which research is conducted.
  - I. Case study cross-sectional research design was used in this study.
  - II. This design was adopted because it allows data to be collected from the target population at a single point in time and hence it is less cost full and less time consuming.

## Continued....

- Scholars like Geoffrey (2005) defines a case study as a method of collecting information about an individual, a family, an institution, a group of people that can know precisely factors and causes of a practical phenomenon.

## SAMPLING PROCEDURE

### UNIVERSE:

- The target group of individuals who participated in this study are people working and managing hospitality and tourism industry with the respect to three hotels under this study.

### SAMPLING METHOD:

- The sample for this study was calculated mathematically using the formula and statistics obtained from the Hotels under study. A judgemental selection of participants was applied.

### \* SAMPLE SIZE:

$$n = N/1+N(e)^2$$

$$n = 180/1+180(0.05)^2$$

$$n = 180/1.45$$

$$n = 124.$$

- Hence, the study sample for this study is  $n = 124$

## SOURCES OF DATA

### PRIMARY SOURCES:

- Structured Questionnaire
- Responses from oral interview using Interview guide

### SECONDARY SOURCES:

- Different documents like articles, reports, books, journals and news papers were reviewed to obtain the already processed data.

## METHOD OF DATA COLLECTION

Data collection is a systematic way of gathering information, which is relevant to the research purpose or questions (Kothari, 2004).

- Structured questionnaire was used as well as the interview and documentary review.
- These methods are less expensive and saves on time.

## TOOLS FOR DATA COLLECTION & ANALYSIS

In the collection of data for this study, the following instruments were used;

- Structured Questionnaires
- Semi Structured Interview
- Oral Interview and Recording
- Documentary Review

The data collected was analyzed qualitatively using descriptive method. The statistical data and percentages was analyzed using Microsoft excel using SPSS.

## ETHICAL CONSIDERATION



\* Considering the sensitivity of this topic under study, the study guaranteed confidentiality of responses. The following research ethical matters were put in place;

- I. Research participants signed participation concert.
- II. Permission to conduct research was obtained.
- III. Research introductory letter from the university was obtained.
- IV. Participants confidentiality was ensured.

## LIMITATIONS OF THE RESEARCH

### LIMITATION OF THE STUDY

Financial and logistics constraints

Some Respondents shuns

Limited time to do a more comprehensive research

Closure of Inter-Continental Hotel

### SOLUTIONS

External source of fund.

Replacement of respondents

Regular meetings with research participants.

Data acquired before closure was used

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<sup>23</sup> Contact with few participant

## CHAPTER FOUR DATA ANALYSIS AND INTERPRETATION

### Social Demographic Distribution of Respondents (N=124) – Frequency Gender Distribution of Respondents (N=124)

Respondents	Number (N=124)	Percentage
Hotel Managers	14	12%
Hotel Departmental Supervisors	35	28%
House Keepers	45	36%
Waitresses and General Workers	30	24%
Total Participants	124	100%

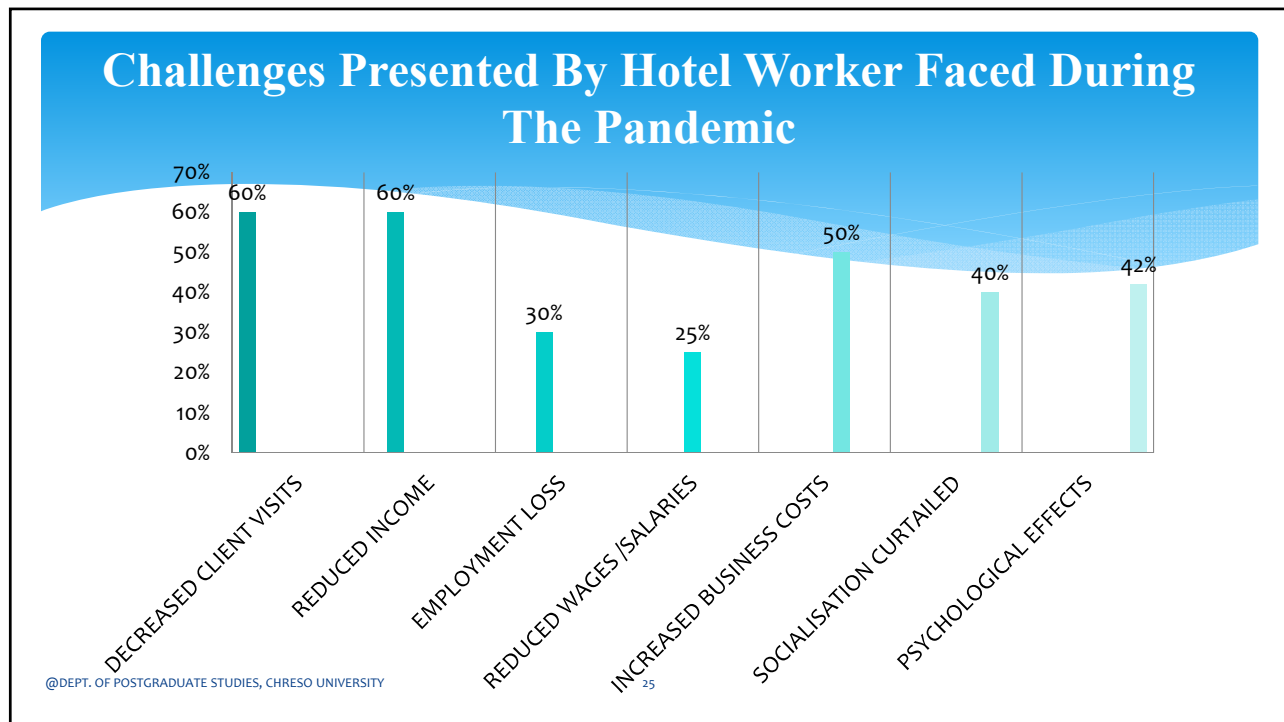
Gender	Frequency N=124	Percent %
Male	50	40%
Female	74	60%
Total	124	100
MANAGERS		
Gender	Frequency N=14	Percent %
Male	1	33%
Female	2	67%
Total	3	100%
SUPERVISORS		
Gender	Frequency =35	Percent %
Male	19	55%
Female	16	45%
Total	35	100%
OTHER		
Gender	Frequency=75	Percent %
Male	27	36%
Female	48	64%
Total	75	100%

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Source: Field Data 2022

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## Analysis of the Challenges Faced by Hotel Industry

Based on the Reponses, respondents presented challenges can be described as;

- 1. Economical in Nature**
  - The hotels during this time receive less client due to international travel ban and restrictions of gatherings
  - The above policy direction resulted into reduced income rate by over 50%
  - Increased business cost (hotels were forced to procure COVID-19 materials e.g. hand Sanitizers)
  - The reduced income rate resulted into reduced salaries and loss of employment
  - An increase in poverty and lack of employment
- 2. Social And Cultural**
  - The implemented policy of social distancing, curtailed socialization among workers

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## Continued

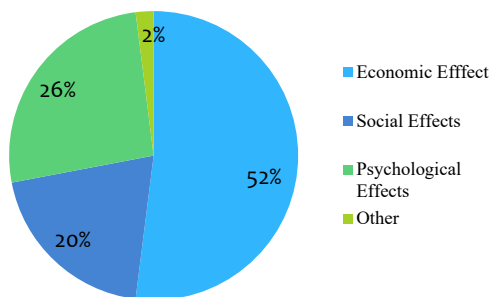
- Workplace became unfriendly
- Optimistic diseases
- No event celebrations
- Misinformation concerning COVID-19 pandemic

### Psychological in Nature

- Lived in constant fear of contracting the virus and death
- Stress due to prolonged thinking of what tomorrow would be
- Depression due to fear of loss of employment and loved ones
- Mental health problems -

## The Extent of the Pandemic

### The Extent of the Effects of COVID-19 Pandemic on Hotel Workers



According to the responses by n=124 participants, the pandemic affected hotel worker in the following ways;

- Workers were over 50% affected economically
- Worker were over 25% affected psychologically
- Workers were over 20% socially affected.
- Less than 3% of the workers pointed on other issues like political effects

## ANALYSIS AND DISCUSSION OF FINDING

- The findings have been analyzed as planned and discussed so as to provide detailed information.
- Below is the how the data was analyzed.
  - I. Data reading
  - II. Generating Categories
  - III. Screening Data
  - IV. Coding Data
  - V. Computing statistical data and finally
  - VI. Interpreting Data descriptively

## CHAPTER FIVE KEY FINDINGS, CONCLUSION AND RECOMMENDATIONS

- ❖ This chapter presents a thesis summary in the themes; key findings of study, thesis conclusion and overall recommendations

## KEY FINDINGS

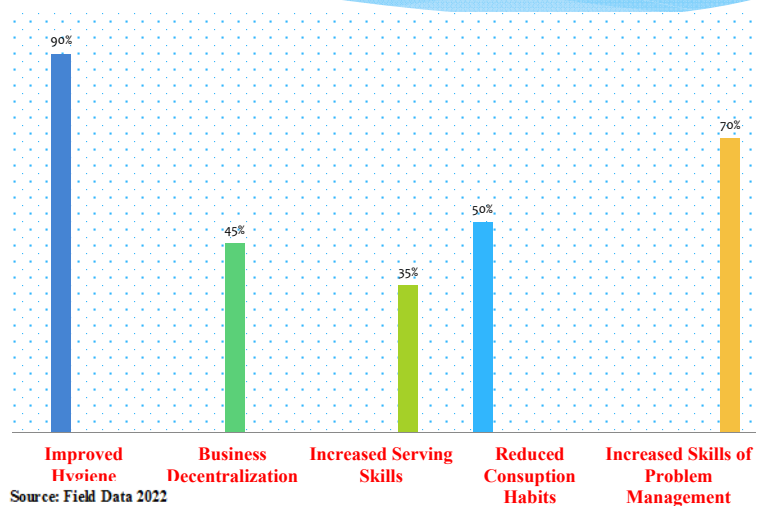
This study have establish the following as key finding;

- The COVID-19 pandemic extremely affected the hotel industry especially in the area of economy. It has been ascertained that financially the industry income rate reduced by over 50%.
- The reduced income rate experience by the industry were due to the following
  - ❖ Restricted international travel
  - ❖ Closure of public gathering
  - ❖ The ban of tourism activities
  - ❖ Ban of in service restaurants
  - ❖ Stay home, stay safe policy
- Workers of the hotels were equally affected as some lost their job while some received reduced pay and some could go for months without pay.
- Generally the pandemic had caused widespread poverty and hunger among workers

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## Positive Impact of the Pandemic on the Hospitality Industry

- ❖ Increased levels of hygiene at all time in all hotel sector.
- ❖ The increased level of hygiene helped to curb other diseases like cholera, typhoid to mention but a few
- ❖ The pandemic led to business expansion through business decentralization in the Hotel industry.
- ❖ Fiscal discipline
- ❖ The pandemic helped people to develop skills in problem and risk management.



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## CONCLUSION

\* In conclusion, it is important to point out the following;

- COVID-19 have affected the three hotels of this study and the public in general negatively in many circles such as
  - I. Economically, Socially, culturally and even politically.
  - II. Economically, most of the hotels were partially closed which led less revenue collection.
  - III. The room occupiers dropped in most hotels thereby making big financial loss.
  - IV. The decision makers were on a cross road to make decision on the way forward for the country.
  - V. Socially many hotels workers have lost employment thereby causing widespread poverty.

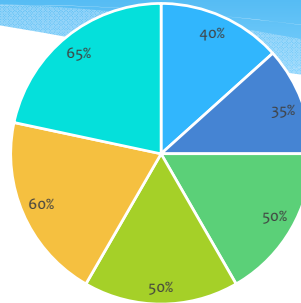
## Conti.....

It is also however, important to note that the pandemic have had positive impact on the hotels industry and other sectors in general in the follow ways;

- I. Increased levels of hygiene at all time in all hotel sector.
- II. The increased level of hygiene helped to curb other diseases like cholera, typhoid to mention but a few
- III. The pandemic led to business expansion through business decentralization in the Hotel industry.
- IV. Fiscal discipline
- V. The pandemic helped people to develop skills in problem and risk management.

## RECOMMENDATIONS

### Summary of the Recommendations



■ Introduction of Risk Management Teams

■ Hotels Empowerment

■ Promote Tourism industry

■ Sensitization For more Vaccinations

■ Reduce Taxation on most Hotel Equipment

■ An increase vacation training courses

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# APPENDICES

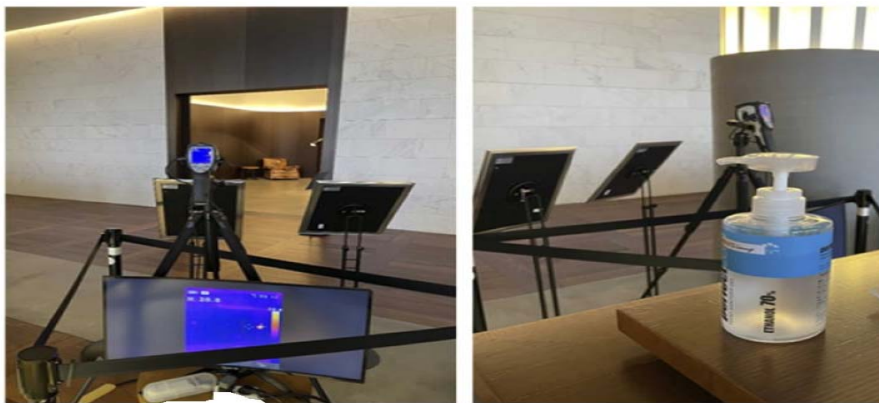
## Study Map



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# CONT....

## Extra costs of doing business during COVID-19 Pandemic



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# CONT....

## Extra costs of doing business during COVID-19 Pandemic



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# CONT....

## Extra costs of doing business during COVID-19 Pandemic



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# CONT....

## The Extent of the Pandemic on the Restaurants Business

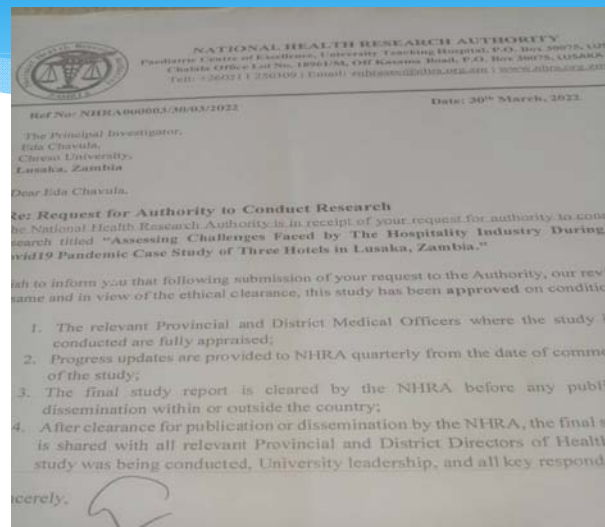


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# CONT...



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## CHRESO UNIVERSITY

**NAME** : Jackson S. Tembo  
**REG.NO** : 19020974  
**DEPARTMENT** : Post Graduate Studies  
**COURSE NAME** : MBA (Human Resource Management)  
**SEMESTER** : 2,2  
**RESEARCH SUPERVISOR** : Dr. Chalwe Moses  
**RESEARCH TITLE** : **Determining challenges faced by MSMEs with regards to Knowledge sharing activities in Zambia: A case of Mandevu and Kalinga-linga Lusaka.**

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### BACKGROUND OF THE STUDY/GENERAL INTRODUCTION

- Zambia in the past had mainly depended on the mining sector for economic growth and this remained the status quo until the prices of copper suffered a substantial fall (MNDP, 2017).
- Small Industries Development Act, TEVETA, PRSP & National Industrial Policy (UNIDO, 2020))
- **George et al (2010)** argues that, even though many African countries, rely heavily on the MSMEs sector to help stimulate their economies. Many of them do not develop into stronger entities due to knowledge sharing challenges.
- The World Bank Doing Business Report (2012) affirms that the estimated failure rate for start-ups in Zambia is as high as 65% over a period of three years compared to an estimate of less than 50% in Europe over a period of five years.
- Therefore, therefore, the main objective of this study was to assess the challenges faced by MSMEs with regards to KSAs in Mandevu and Kalinga-linga- Lusaka city.

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## RESEARCH OBJECTIVES

### MAIN OBJECTIVE:

The main objective of this study was to determine the challenges faced by MSMEs regarding Knowledge sharing activities in Mandevu and Kalinga-linga Lusaka.

### SPECIFIC OBJECTIVES:

This study was guided by the following specific objectives:

- 1) To ascertain the challenges that are faced by MSMEs regarding knowledge sharing activities in Lusaka.
- 2) To establish the key issues and factors affecting employees' knowledge sharing activities in MSMEs in Lusaka.
- 3) To examine the benefits of knowledge sharing activities to MSMEs in Lusaka.

## HYPOTHESIS OF THE STUDY

1. Knowledge sharing activities affect innovation.
2. Trust affect knowledge sharing activities.
3. Monetary rewards affect knowledge sharing activities

## GLOBAL STATISTICS SCENARIO

- According to the European survey (2019), SMEs in Europe are in sound shape and experience robust revenue growth. To remain the driving force of the economy about 54% of SMEs in Europe have considered the adoption of new technologies to ensure further competitiveness.
- Furthermore, the estimated failure rate for start-ups is estimated to be 50% less in Europe than in Zambia over a period of five years (the World Bank Doing Business Report, 2012).

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## REGIONAL/LOCAL STATISTICS SCENARIO

	Metals	Large firms	SMEs	Export	Non-Export
Developing new products	36	19	37	08	38
improving production processes	39	31	35	25	36
Maintaining consistent quality	46	25	35	17	35
Effective Sales & Marketing	46	41		42	38

**Table 1: Performance Problems Due To Skills Gap**

- More than a third of manufacturing firms and SMEs report problems such as:
- Developing new products
- Maintaining the required quantity or quality of their production (UNIDO, 2020, p.77).
- Effective Sales & Marketing

Source: UNIDO industrial Diagnostic study Zambia (2020)

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## STATEMENT OF THE PROBLEM

- Despite efforts by the government of Zambia to improve the MSMEs sector, the sector still remains stagnant (Liyanda, 2017).
- Past statistics indicate that three out of five small and medium scale businesses fail within the first few months of operation (Musona, 2014) and (Muchoka, 2020).
- Many promising entrepreneurs in Zambia are faced with knowledge sharing constraints. The estimated failure rate for start-ups is as high as 65% over a period of three years compared to an estimate of less than 50% in Europe over a period of five years (the World Bank Doing Business Report, 2012).
- Musona (2014) argues that there is a general consensus among the scholars that the benefits of knowledge sharing activities in Zambia have not been fully exploited by MSMEs, partly contributing to most of them not lasting more than ten years.
- Furthermore, the state of business growth in Lusaka in relation to challenges facing MSMEs with regards to knowledge sharing activities that influence business growth have not been investigated. Thus, little is known about the knowledge sharing challenges facing MSMEs in Zambia (Muchoka, 2020).

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## JUSTIFICATION OF RESEARCH

- The findings of the study will improve the recognition of the challenges faced by SMEs in regards to knowledge sharing activities
- And
- Arise the interest of government and policy makers to include these challenges in the agenda of SMEs support programs.

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## SCOPE, IMPACT AND PURPOSE OF RESEARCH

### Scope

The study was conducted in Lusaka, Mandevu and Kalinga-linga Market, Welding and Carpentry (industry).

### Impact:

The results of this study will enable MSMEs owners to come up with different mechanisms to improve KSAs in their organizations

### Purpose:

The main purpose of this study was to Determine the challenges faced by Micro, Small and Medium Enterprises (MSMEs) regarding Knowledge Sharing activities in Zambia. A case study of Lusaka.

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## LITERATURE REVIEW

### Definition of KS

- KS is an activity through which knowledge, such as information, skills, plans, innovation, ideas, goals, insights, or expertise are exchanged between employees (Hendricks's, 2021)

#### Global

- Trust, Technology ( Eze , 2013),
- Human resource
- monetary rewards and collaborative practices (Salman (2015)

#### Africa

- Finance (Nkonoki (2010, p.40)

#### Zambia

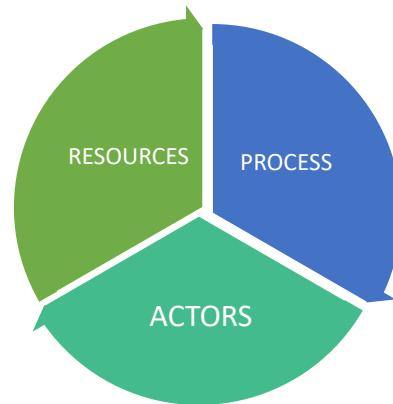
- Finance (Muchoka, 2020)
- Human resource ( George et al, 2010 p.7).
- Training (Musona, 2014)

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Figure1 Theoretical Framework MODEL of Social Exchange Theory (SET)

SET, a theory coined by Blau in 1964, conceptualizes human behavior as exchanges of resources among actors (Hyun et al, 2018.p3)

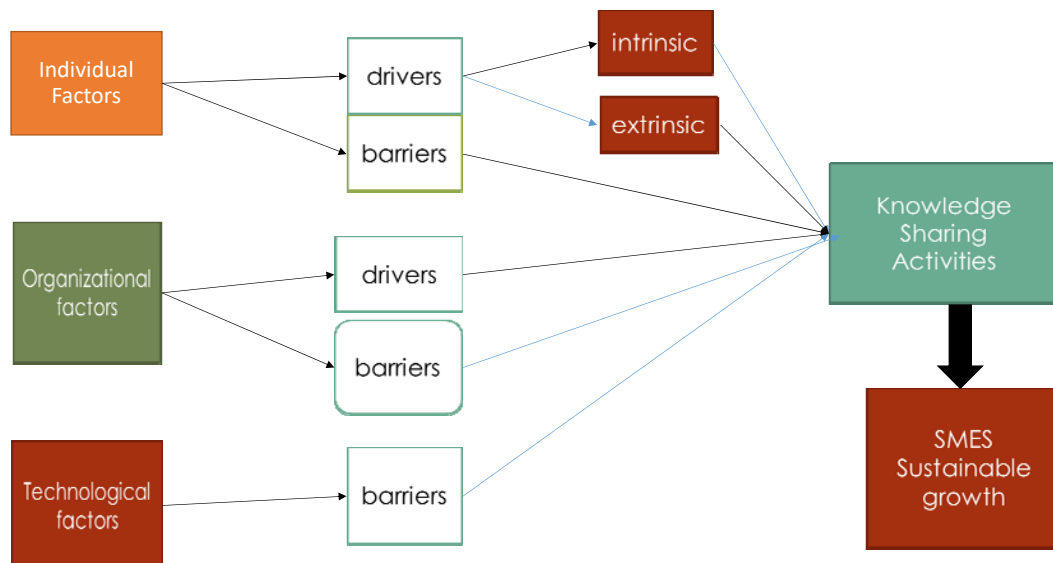


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Figure 2. Conceptual Framework of Knowledge Sharing Activities



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Source: Own

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## RESEARCH GAP

### From the literature reviewed:

1. Financial aspect.
2. Human Resource aspect
3. There is limited literature on KSAs in MSMs in welding and carpentry industry (Mandevu and Kalinga-linga).

## RESEARCH METHODOLOGY

### .RESEARCH DESIGN:

Quantitative Approach

Cross-Sectional design

## SAMPLING PROCEDURE

### Universe:

- Kalinga-linga
- Mandevu (Welding and Carpentry industry)
- The population size in the study area is 394.

### Sampling Method:

#### Simple Random method

This method was adopted because, it gave the target population an equal chance of participating in the study, hence promoting good objectivity as noted by (Sekaran & Bougie, 2015).

## SAMPLING PROCEDURE.....

### Sample Size

- The sample size was obtained using the Yamene formula;  $n = \frac{N}{1 + N(e)^2}$ .
- $n$  = the sample size
- $N$  = the population size
- $e$  = the acceptable sample error
- The confidence level is 95% and the margin of error ( $e$ ) (0.05).
- **Calculations**
- $n = \frac{N}{1 + N(e)^2}$
- $n = \frac{394}{1 + 394(0.05)^2}$
- $n = \frac{394}{1.985}$
- $n = 198$

## SOURCES OF DATA

### PRIMARY SOURCES:

- Primary data was collected through a questionnaire: (The researcher employed questionnaires which contained both closed and open-ended questions).

### SECONDARY SOURCES:

Secondary data for this study was collected from both published and unpublished data sources.

- Journals,
- Websites,
- Books
- And Local newspapers.

## METHOD OF DATA COLLECTION

### Questionnaires

#### SECTION A

##### Identification Particulars (Bio data)

##### Answer all questions

- 1) What is your gender?
  - a) Male
  - b) Female
- 2) What is your age?
  - a) 20-30
  - b) 31 – 40
  - c) 41 – 50
  - d) Above 51
- 3) What is your level of education?
  - a) Senior secondary
  - b) Junior secondary
  - c) University/College
  - d) Primary
  - e) None
- 4) How many employees do you have currently?
  - a) 0
  - b) 1-4
  - c) 5-9
  - d) 10-14
  - e) 15&above
- 5) What is the source of your business capital?
  - a) Family
  - b) Financial Institutions
  - c) Banks
  - d) Own
  - e) Government agency
  - f) Don't know

#### SECTION. B. MSMEs challenges regarding KS

- 1) Do you have qualified employees?
  - a) Yes
  - b) No
- 2) Kindly specify if you have the following Technological tools.
  - a) Computer
  - b) Smartphone
  - c) Internet
- 3) Does your business use social media platforms to market products?
  - a) Yes
  - b) No

## TOOLS FOR DATA COLLECTION & ANALYSIS

### Tools for data collection

Questionnaires

### Tools for data analysis

- Statistical Package For Social Sciences (SPSS)
- And Microsoft Excel

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## ETHICAL CONSIDERATIONS



### CHRESO UNIVERSITY RESEARCH ETHICS COMMITTEE

10<sup>th</sup> November, 2021.

Your Ref: 539-10-2021.

Mr Jackson S. Tembo,  
 Chreso University,  
 Department of Health Sciences,  
 P.O. Box 37178,  
 LUSAKA.

Dear Jackson S. Tembo,

RE: RE-SUBMITTED RESEARCH PROPOSAL-**"DETERMINING THE CHALLENGES FACED BY MICRO, SMALL, MEDIUM ENTERPRISES (MSMEs) REGARDING KNOWLEDGE SHARING ACTIVITIES IN ZAMBIA."** (REF. NO. 539-10-2021)

The above mentioned research proposal was presented to the Chreso University Ethics Committee meeting held on 28<sup>th</sup> October, 2021 as a re-submission.

Most of the concerns earlier raised were addressed and the Committee therefore **approves** the proposal. Kindly apply for final study clearance from National Health Research Authority.

This approval is valid until 28<sup>th</sup> October, 2022. You are required to submit at least two (2) progress reports to the Committee and submit the final report to the Committee upon completion of the study. The Committee wish you luck in the execution of the study.

Yours sincerely,

  
 Prof. Christopher Simoonga (PhD)  
 CHAIRPERSON



**NATIONAL HEALTH RESEARCH AUTHORITY**  
 Paediatric Centre of Excellence, University Teaching Hospital, P.O. Box 30075, LUSAKA  
 Chlala Office Lot No. 18961/M, Off Kasama Road, P.O. Box 30075, LUSAKA  
 Tell: +260211 250309 | Email: rchrasac@nhra.org.zm | www.nhra.org.zm

Ref No: NHRA000017/28/12/2021

Date: 28<sup>th</sup> December, 2021

The Principal Investigator,  
 Jackson Tembo,  
 Chreso,  
 Lusaka, Zambia.

Dear Jackson Tembo,

### Re: Request for Authority to Conduct Research

The National Health Research Authority is in receipt of your request for authority to conduct research titled **"Determining the challenges faced by Micro, Small and Medium Enterprises (MSMEs) regarding Knowledge Sharing activities in Zambia. A case study of Lusaka."**

I wish to inform you that following submission of your request to the Authority, our review of the same and in view of the ethical clearance, this study has been **approved** on condition that:

1. The relevant Provincial and District Medical Officers where the study is being conducted are fully appraised;
2. Progress updates are provided to NHRA quarterly from the date of commencement of the study;
3. The final study report is cleared by the NHRA before any publication or dissemination within or outside the country;
4. After clearance for publication or dissemination by the NHRA, the final study report is shared with all relevant Provincial and District Directors of Health where the study was being conducted, University leadership, and all key respondents.

Yours sincerely,

  
 Prof. Victor Chelwe  
 For Director CEO  
 National Health Research Authority

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## LIMITATIONS OF THE RESEARCH

- Time
- Financials challenges
- COVID 19
- Some respondents refused to share information.

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## Data Findings and presentation

### Demographic Characteristics of Respondents

Gender		Frequency	Percent
Valid	Male	127	97.7
	Female	3	2.3
	Total	130	100.0

### Age

		Frequency	Percent
Valid	20-30	77	59.2
	31-40	24	18.5
	41-50	17	13.1
	Above 51	12	9.2
	Total	130	100.0

### Level of Education

		Frequency	Percent
Valid	Senior secondary	92	70.8
	Junior secondary	26	20.0
	University/college	3	2.3
	Primary	9	6.9
	Total	130	100.0

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### Discussion

- 97.7% of the participants were male and 2.3% were female. This shows that the carpentry and welding industry is a male dominated sector. 59.2% majority of the respondents were in the age group of 20-30 years, followed by 18.5% ,31-40, then 13.1% 41-50 and above 51 years 9.2%.
- And lastly level of education., results show that the majority of micro small medium enterprise owners (70.8%) had attained senior secondary education, junior secondary (20%), primary education (6.9%) and University/College education (2.3%).
- The findings on level of education are not consistent with Musona's (2014), findings that the majority of MSMEs owners are educated from grade 12 to university level.

## Data Findings and presentation

### MSMEs KSA challenges

**Table 4: Challenges your business face that affect KS flow**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Finance	60	46.2	46.2	46.2
Training	25	19.2	19.2	65.4
Technology	4	3.1	3.1	68.5
Trust	12	9.2	9.2	77.7
Human resource	23	17.7	17.7	95.4
Incentives	6	4.6	4.6	100.0
Total	130	100.0	100.0	

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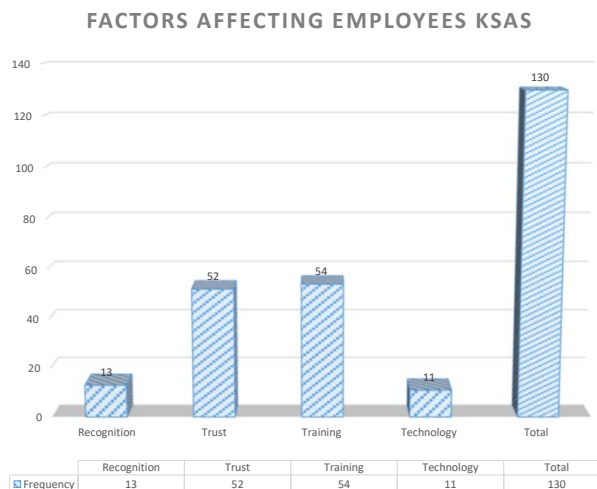
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### Discussion

- (46.2%) majority of the respondents stated finance as a challenge they faced, training (19%), (17.7%) human resource, trust (9.2%), incentives (4.6) and lastly 3.1% technology.
- This finding is consistent with Muchoka's (2020) finding that most SMEs in Lusaka, prefer using their personal savings and contributions from relatives because they find it difficult to access finance from commercial banks due to high repayment costs.
- Salman 2015 also found human resource, trust and training as that affect KSAs.

## Data Findings and presentation

### Factors Affecting Employees KSAs in MSMEs



	Recognition	Trust	Training	Technology	Total
Frequency	13	52	54	11	130

Source Field Data (2021)

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### Discussion

- The majority of the respondents (54) indicated training, trust (52), recognition (13) and lastly technology (11).
- These findings are consistent with Salman's (2015, p167) findings that trust and recognition are key factor that affect employees knowledge sharing activities in organizations.
- Khet (2017) states that employees with limited training, struggle to keep up with others and lack self-esteem

## Data Findings and presentation

### Benefits of KSAs to MSMEs

**Table5: The benefits of knowledge sharing activities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Enables learning from other people's skills and experience	14	10.8	10.8	10.8
	It's easy to find solutions thereby bring about work progression	9	6.9	6.9	17.7
	Market demand	3	2.3	2.3	20.0
	Promotes business growth	10	7.7	7.7	27.7
	Promotes creativity and innovation	90	69.2	69.2	96.9
	Promotes trust and collaborations	4	3.1	3.1	100.0
	Total	130	100.0	100.0	

### Discussion

- 69.2% majority of the respondents indicated that KSAs promotes creativity and innovation, 10.8% enables learning from other people's skills and experience, then (6.9%) it is easy to find solutions when sharing ideas thereby bringing about work progression, (7.7%) promotes business growth, (3.1%) promotes trust and collaborations and lastly 2.3% market demand.
- Topang & Yunus (2017, p.3), equally state that KSAs in a business allow continuous efforts undertaken by management in producing innovative, creative workers and enables businesses to produce new products that are more profitable.

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## Data Findings and presentation

**Table of Chi-Square Test: Significant at  $p < .005$**

Hypothesis	Variable	Category	Count	Chi-Square Value	df	P-value	Remarks
$H_0$	KSA	Yes	121	12.777	1	.000	Supported
		No	9				
		Total	130				
$H_1$	Trust	Yes	71	1.300	1	.000	Supported
		No	59				
		Total	130				
$H_2$	Monetary reward	Yes	41	8.174	1	.004	Supported
		No	89				
		Total	130				

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### Discussion

- $H_0$ . There is very strong evidence of a relationship between knowledge sharing activities and innovation (Chi-square=12.777, df=1,  $p < 0.05$ ).
  - $H_1$ . There is very strong evidence of a relationship between trust and knowledge sharing activities (Chi-square=1.300, df=1,  $p < 0.05$ ).
  - $H_2$ . There is evidence of a relationship between monetary rewards and knowledge sharing activities (Chi-square=8.174, df=1,  $p < 0.05$ ).
- Therefore, the results from the analysis implied that all the hypotheses  $H_0$ ,  $H_1$  and  $H_2$  were supported. See Table7: Hypothesis testing.

## Key Findings

### MSMEs Challenges Regarding KSAs

- Finance, Training, Human resource, Trust, technology and Incentives

### Factors Affecting Employees Ks Activities in MSMES

- Trust, recognition, training and technology.

### Benefits of KSAs

- Trust, market demand, promote creativity and innovation,
- Enables learning from other peoples' skills and experiences .
- Promotes business growth.
- And lastly KSAs makes it easy for individuals to find solutions pertaining to problems in organizations, thus bringing about work progression.

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## Conclusion

- The findings of this study show finance, training, human resource, trust, technology and incentives, as the key KS challenges that affect MSMEs.
- Factors that affect employees KSAs discovered by the study are: Trust, recognition, training and technology.
- Furthermore, the findings of the study also reveal that KSAs, promote growth and competitive advantage in a business.

Other benefits of KSAs found are:

- a. Trust.
- b. Market demand.
- c. Promote creativity and innovation.
- d. Enables learning from other peoples' skills and experiences
- e. And lastly KSAs makes it easy for individuals to find solutions pertaining to problems in organizations, thus bringing about work progression.

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## Recommendations

### To Government

- Access to finance . Policy makers need to work with financial institutions to develop approaches that are responsive to the situations of those particular MSMEs. Finance is a difficult issue for lenders too, as MSMEs are generally regarded to have a higher risk profile than more established and larger businesses. However, policy makers need to invest in an ongoing dialogue with financial institutions and MSMEs so as to solve this challenge.
- We need to move beyond discussing financing challenges in generalized ways and investigate deeper to understand in detail issues such as what banks would consider to be acceptable risk, what the costs are to financial institutions in managing MSME portfolios, and what banks are looking for in due diligence reports.

### To MSMEs Owners.

- .The results suggests that entrepreneurs' engagement through team work as part of HRM practices have a significant impact on KSAs. Experienced MSMEs owners and employees who have skills and are confident in their skills and abilities to achieve can share their skills and abilities with other colleagues through participation and training. Furthermore, regular holding of training workshops and meetings by a business can promote knowledge transfer among staffs.

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## CHRESO UNIVERSITY

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**COURSE CODE : FT612H**

**SEMESTER : 2.2**

**RESEARCH SUPERVISOR : Mr. STALIN MUTHUSWAMY**

**RESEARCH TITLE : ASSESSING THE CUSTOMER'S RETENTION ABILITIES AND LOYALTY IN THE RETAIL BANKING SECTOR (CASE STUDY OF INVESTRUST BANK IN LUSAKA)**

**COLLOQUIUM/DEFENCE : FINAL DEFENCE**

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## CHAPTER-1

### INTRODUCTION AND BACKGROUND OF THE STUDY:

- ▶ According to World Bank report, aggressive competition with foreign banks does threaten the survival of the domestic banks.
- ▶ The need for customer convenient marketing and service delivery in the banking sector has become more imperative.

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## STATEMENT OF THE PROBLEM:

- ▶ The survival of Zambian banks is being threatened and the only way to remain competitive is to have the ability to retain its customers in a sector.
- ▶ The survival, profitability and growth of a local bank depends on the ability of the latter to offer excellent service quality that will please its customers and keep them retained.
- ▶ This research is to study among the whether the application of e-marketing have positive impact on customers.

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## OBECTIVES OF THE STUDY:

### Main Objective:

Assessing the customer's retention abilities and loyalty in the retail banking sector

### Specific Objectives:

- ▶ To identify the customer service strategies adopted by Investrust Bank PLC to enhance Customer retention.
- ▶ To establish customer perception about the quality of customer service strategies used by Investrust Bank PLC.
- ▶ To assess the association between customer service quality strategies and customer retention at Investrust Bank PLC.

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## HYPOTHESIS:

- ▶ E-marketing have significance impact on customers patronage.
- ▶ E-marketing improved customers convenience in enjoying banking services.
- ▶ E-marketing reduces cost as against traditional .

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## GLOBAL STATISTICS SCENARIO:

- ▶ Customer loyalty is recognised as crucial and an important outcome in marketing literature. Its role in the services industry in particular gains more prominence, because of the higher human involvement in comparison to goods (Rai & Srivastava 2012).
- ▶ This acknowledgement resonates globally in the retail banking sector, which is characterised by serious rivalry amongst competitors and high customer expectations (Hafiz et al. 2015). Customers are becoming more knowledgeable and sophisticated in their approach to banking transactions, demanding greater flexibility, personal service and value. (Corporate governance practices' influence on customer loyalty in Nigerian retail banks)

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## LOCAL STATISTICS SCENARIO:

- ▶ The current business environment is becoming competitive and challenging than before. With multidimensional challenges and demand of globalization, the organizations are forced to reengineer their products and systems to improve the service quality and remain competitive. ( Yasin et al., 2004; Rodie and Martin, 2001).
- ▶ Customer service is considered as an integral part of any fact of industry and it defines the future of any organization. The rapid advances in technology based systems related to internet are leading to fundamental ways in how different organizations interact. This applies same for relation of an organization with its customer. In different services industries the relationship between customer satisfaction and service attributes have been difficult to identify because services nature is intangible ( Hong, Goo et al., 2004; Nguyen and Leblanc, 2002).(Service Quality & Customer Satisfaction A case study in Banking Sector)

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## SIGNIFICANCE OF THE STUDY:

- ▶ This study will help banks to improve their customer retention strategies and the avoidance of switching to competitors.
- ▶ The conclusions and recommendations that were arrived at can be a useful theoretical foundation on the basic factors that enable customer retention.

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## SCOPE OF THE STUDY:

- ▶ This study will focus on the effect of customer service strategy on customer retention and aims to study Investrust Bank Plc, Lusaka being a wholly owned local bank in Zambia.
- ▶ This concentration of study ensures easy access to information given the time constraint.

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## PURPOSE OF THE STUDY:

The purpose of this study was to investigate the customer service strategies that assist a local bank to maintain customer loyalty and retention in Zambia.

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## RESEARCH QUESTIONS:

- ▶ What are the customer service strategies adopted by the Investrust Bank PLC?
- ▶ How do the customers perceive the quality of the customer service strategies that are adopted and used by the Investrust Bank PLC?
- ▶ Do these customer service quality strategies have an association on customer retention at the Investrust Bank PLC?

## CHAPTER-2

### LITERATURE REVIEW:

- ▶ The current focus is on the customer service strategies that result in customer loyalty and retention.
- ▶ This study looks the service quality as the most significant strategy for customer service improvement and its correlation to customer retention.

## EMPIRICAL STUDIES:

- ▶ The SERVQUAL model is seen as the most important and reliable measure of testing customer perceptions of service quality in industry where intangibles are more prominent than tangibility of a service.
- ▶ In developing SERVQUAL, Parasuraman Zeithaml, and Berry followed a general procedure of qualitative research (interviews and focus groups) to develop the initial scale and then performed quantitative surveys to refine and empirically test the scale.

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## RESEARCH GAP:

- Customer retention is an important component of uses entity especially for the banking sector since globally lots of financial institutions are emerging with more user friendly banking system. According to the [Harvard Business Review](#), getting a new customer is anywhere from 5 to 25 times more expensive than keeping an existing one.
- There are many factors the banking sector failing to meet especially retention of the customers such as, not knowing your customer's need, not having an easy way for customers to contact you (and not responding appropriately), not tailoring your content to your customer, not prioritizing customer engagement, not offering a free trial on customer's query. However the major study gaps are the customer service strategies adopted were not adequate, customer perception about the quality of customer service strategies are not clear and the association between customer service quality strategies and customer retention has differences.

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## CHAPTER :3

### RESEARCH METHODOLOGY

#### RESEARCH DESIGN:

- ▶ This study adopted a descriptive survey approach. A descriptive study attempts to describe the state of affairs as it exists then (Kothari, 2004). The major purpose of descriptive research is description of state of affairs, as it exists at present. It is also concerned with the relationships, practices, beliefs that exists and the trends that are developing. According to Mugenda and Mugenda (1999), a descriptive study ensures that the observer eliminates subjectivity by administering a standard stimulus to all respondents.

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#### SAMPLE SIZE:

The study applied Yamane (1967) formula to calculate a representative sample size for any given population. The formula used to calculate the sample size for this study is described below.

$$n = \frac{N}{1 + (N * (0.01))},$$

Where, n = Sample Size, N = Total Population, e = Precision Level (taken as 10% at 95% confidence level)

Thus considering total population of 14000 customers and 8 staff members, the sample size is computed as follows:

$$n = 14000 / (1 + (14000 * (0.01))) \quad n \text{ is thus } 99 \text{ customers.}$$

$$n = 8 / (1 + (8 * (0.01))) \quad n \text{ is thus } 7 \text{ staff members.}$$

Total sample size is 106.

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## SAMPLING TECHNIQUE:

- ▶ The study used a simple random sampling to select the sample size from the population. Mugenda and Mugenda (2003) argue that if well selected, a sample of 10-30% of the target population is adequate for generalization of the findings to the whole population provided the target population is highly homogeneous and hence the questionnaires for customers were obtained at random from a size representative of the total number of customers of this branch. The entire population of the banking staff that are relevant to customer service and front management were targeted to ensure that the data collected was representative of all employees in the Bank.

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## DATA COLLECTION METHOD:

- ▶ Primary data was collected using two sets of questionnaires containing both open and closed ended questions and interview with the Business Manager of the bank.
- ▶ The questionnaires are exclusively designed for customers and employees and thus structured in accordance with research questions to ensure that it achieves the research objectives.

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## DATA ANALYSIS:

- ▶ Data was analysed with SPSS version 21.0 and excel to obtain frequencies and percentages of closed end responses. This was to identify trends that appeared from responses. Correlation calculated using Microsoft Excel was employed to measure the association between the service dimensions and customer retention. Qualitative responses were analysed using thematic survey.

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## LIMITATIONS OF THE STUDY:

- ▶ Being a Bank whose nature of information is confidential, there were restrictions on the extent of information that could be provided and was at the professional discretion of the Branch Manager. Further the bank's staff had busy daily operations and hence the data collection was subject to their convenience and therefore, the researcher was permitted to personally be present in the bank to interact with the customers and obtain their feedback for this study over a period of one week.

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## CHAPTER : 4

### DATA ANALYSIS AND INTERPRETATION:

The data were analysed using SPSS and simple calculation method. The following slides showing the interpretation of the Data analysed.

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### 1.GENDER DISTRIBUTION OF PARTICIPANTS

Fig:

Distribution of Participants  
by their Gender



The figure above shows that there were 80 altogether valid participants (customers) in this study. There were 53 males which constitutes of 66% and 27 females constituting of 34%.

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## 2.AGE DISTRIBUTION OF RESPONDENTS:

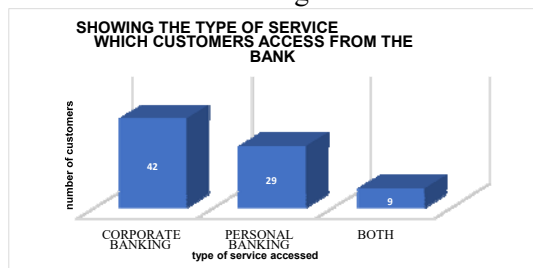
In this research study, respondents were asked to indicate their age group and the results are as shown in the table and figure below:

Respondents' Age Group	Frequency	Percent
25 Years and below	7	8.8%
26 - 35 Years	18	22.5%
36 - 45 Years	21	26.3%
46 - 55 Years	20	25.0%
Above 55 Years	14	17.5%
Total	80	100.0%

Out of the total of 80 customers interviewed, 21 or 26.3% are in the age group between 36 - 45 years as shown in the table above showing that they were slightly in the majority. These were followed by those in the age group of 46 – 55 years represented by 25%. The age group of 26-35 was represented by 22%, while over 55 years were represented by 17%. Customers in the age-group 25 years and below were the minority representing 8.8% of the total number of participants in the research. This demonstrates that the respondents selected represented customers from all the age groups thereby yielding in an unbiased data collection.

## 3.DISTRIBUTION OF PARTICIPANTS BY TYPE OF SERVICE TYPE:

Customers were asked to indicate the type of service which they access from the bank. The results are as shown in the figure below:



Above figure shows that the majority of the participants, 42, representing 53% were those accessing corporate services from the bank. These were followed by those who were accessing personal banking services from the bank who were 29 representing 36%. The least of the customers were those who were accessing both services from the bank, 9, representing 11% of the total number of the participants.



#### 4. DISTRIBUTION OF BANK STAFF BY THEIR POSITIONS

In this study, the bank's staff was asked to indicate their positions. Their responses were as shown in the table below:

Table: Showing Bank's Staff Positions or Areas of Specialisation

Position	Frequency	Percent
Branch Manager	1	14.3%
Business Banker	1	14.3%
Bank Clerk	2	28.6 %
Cashier	1	14.3 %
Total participated	5	71%
Employees on leave	2	28.6%

From the above table, it shows that there were 5 bank staff altogether who participated in this research study. These were as followed: 2 Bank Clerks representing 28.6% of the total bank staff. In addition, there were 1 Branch Manager, 1 Business Banker and 1 Cashier altogether representing 42.7% in total. Two members did not participate as they were on leave.

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#### 5. BANK EMPLOYEES BY THEIR PROFESSIONAL QUALIFICATIONS

In this research study, qualifications of the bank employees were considered as very important variable. This is because performance of an institution can sometimes be affected by the qualifications of its employees. Thus, staffs from the bank were asked to indicate their qualifications.

The results are as shown below:

Table : Showing Bank Staffs' Professional Qualifications

Bank Staffs' Qualifications	Frequency	Percent
University Bachelor's Degree	5	71%

From the above table shows that all the 5 out of possible 7 Bank employees, representing 71%, that took part in this research study indicated that they had a Bachelor's degree from a university.

## 6. CUSTOMER PERCEPTION ABOUT QUALITY OF SERVICE DELIVERY BY INVESTRUST BANK PLC

- ▶ This research study tried to establish customer perception about the quality of customer service strategies used by Invest rust Bank PLC, Zambia. Thus, we now wish to analyse and present perceptions of bank customers in terms of quality of service delivery by Investrust Bank PLC, according to each question in the research instrument that was given to customers.
- ▶ In evaluating the above objective, there were five possible answers which customers were supposed to choose from. Thus, each customer was requested to indicate the extent to which they agreed or disagreed in terms of the following SERVQUAL dimensions:
  - Tangibility;
  - Reliability;
  - Responsiveness;
  - Assurance;
  - Empathy.

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## 7. CUSTOMER SERVICE STRATEGIES ADOPTED BY INVESTRUST BANK PLC

It was achieved by interviewing the Business Banker and solicited answers from questionnaire survey to all the staff respondents.

The bank has customer retention strategies that are formulated by the top level of management and communicated down through the departmental heads and line managers.

The question on what customer service strategies were employed by the bank to retain customers received the following responses:

Table: List of Customer Service Strategies Adopted By the Bank

1. Improving customer experience by knowing what the customers want.
2. Introducing new products and services
3. Ensuring prompt service delivery
4. Efficient channels of addressing customer complaints,
5. Offering reliable online services to avoid queues at the banking hall as customers have ease of banking by using their digital devices.
6. Establishment of call centres that follow up on dormant accounts in a bid to revive them.
7. Personal visitation to account holders of inactive accounts to encourage revival.
8. Customer acknowledgement and treating all customers with equality.

This demonstrates that the bank does acknowledge that there is an empirical relationship between service quality and customer loyalty and retention. Beryl and Brodeur (2007) who pointed out that the interrelationships between service quality, customer satisfaction and customer loyalty provide creative ideas for improving services in order to gain a competitive advantage in the retail banking sector. Thus the strategies that are selected by the bank will provide services that are customer centric.

## 8.CUSTOMER PERCEPTIONS ABOUT TANGIBILITY OF THE BANK'S SERVICES/PRODUCTS

In terms of tangibility, customers were asked to indicate the extent to which they agreed or disagreed that:

- i. the bank has up to date equipment;
- ii. the bank's physical representation of service attracted them; and
- iii. Whether the bank's employees appeared neat all the time.

The results from this question are as shown in the tables and figures that follow:

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Table: To What Extent Do You Agree That The Bank Has Up To Date Equipment?

Customer Responses	Frequency	Percent
Strongly Agree	19	23.8%
Agree	18	22.5%
Neutral	14	17.5%
Disagree	27	33.8%
Strongly Disagree	2	2.5%
Total	80	100.0%

Out of total 80 respondents, there were 27, representing about 34% of the total customers sampled who disagreed that the bank had up to date equipment. However, 19 and 18 customers representing about 24% and 23% respectively were of the opinion that the bank had up-to-date equipment. 14 customers decided to be neutral when they were asked whether equipment of the bank were up-to-date. 2 customers strongly disagreed about the bank having up-to-date equipment. Taking into consideration about the numbers of customers who disagreed and those that remained neutral, it can be concluded that most customers felt that

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Investrust Bank PLC did not have up-to-date equipment.

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On the question of whether customers were attracted by the bank’s physical representation, the results of the customers were as follows:

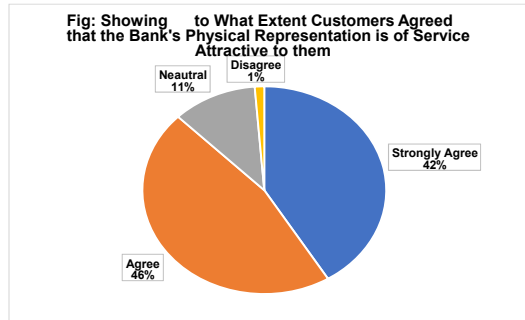
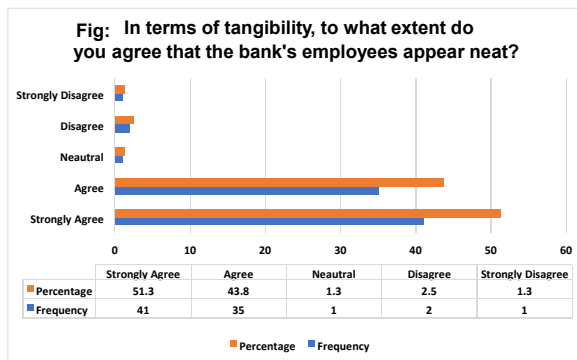


Figure above depicts that most of the customers that took part in this research study believed and they agree that that the bank’s physical representation was of service attractive to them. It can be seen that 88% of the total customers agree that the bank’s physical appearance was attractive. There is 42% and 46% of opinions between the options Strongly Agree and Agree respectively. To conclude, it seems the bank has an attractive physical representation image in the minds of its customers in bringing security to the lives to its

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On the question of the bank’s employees being neat in appearance, the results are as shown in the figure below:



As depicted from the figure above, it can be seen that most of the customers that took part in this research study agreed that that the bank’s employees were neat. This is seen by 41 and 35 customers who strongly agreed and agreed that employees of the bank were neat. This represents an outstanding 95.1% of the total respondents. Thus, it can be concluded that employees of the bank are neat, hence, helping in attracting customers.

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## 9. CUSTOMER PERCEPTIONS ABOUT RELIABILITY OF THE BANK IN ITS SERVICES

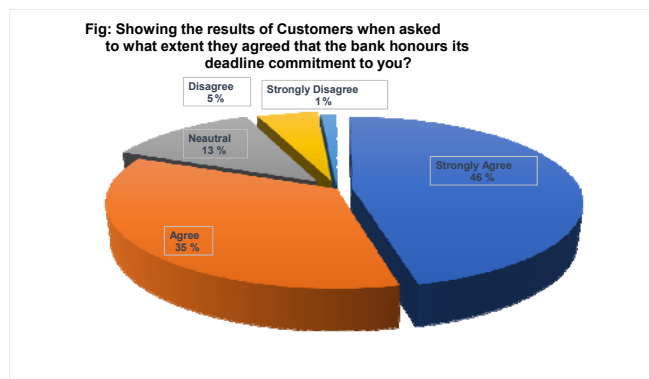
Moreover, this research study also went further to evaluate customer perception about the quality of customer service strategies used by Investrust Bank PLC by asking to what extent customers agreed in the reliability of the bank's products and services in terms of the following:

- i. whether the bank was honouring its deadlines;
- ii. whether the bank shows a sincere interest in solving customers' problems;
- iii. whether the bank provided error free services to customers; as well as
- iv. Whether the bank's service delivery was slow. Results on reliability about the bank's services are as shown below:

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Equally, there were five possible responses to the above questions. The responses are as shown in the figures and tables that follow:



From the above figure, it can be seen that most of the customers that took part in this research study agreed that that the bank honoured its deadline commitment to them in terms of provision of bank's services and products. This is represented by 46% and 35% of customers who strongly agreed and agreed respectively that honoured its deadlines in meeting their needs. This represents an outstanding 81% of the total respondents. Thus, it can be concluded that the bank was honouring its deadlines to the clients. Furthermore, in terms of whether the bank was reliable by showing a sincere interest in solving the customers' problems, the results were as shown in below:

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Table: In terms of reliability, to what extent do you agree that the bank shows a sincere interest in solving your problems?

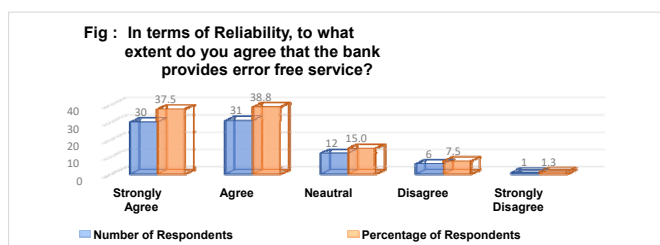
Customers' Responses	Frequency	Percent
Strongly Agree	35	43.8%
Agree	22	27.5%
Neutral	15	18.8%
Disagree	7	8.8%
Strongly Disagree	1	1.3%
Total	80	100.0%

The above table shows that the majority of the customers, that is, 35 and 22, representing 44% and 28% respectively of the total respondents agreed that the bank shows a sincere interest in solving customers' problems. However, 15 respondents, representing about 19% of the total respondents decided to be neutral when they were asked about this question. Consequently, it can be concluded that the bank shows a sincere interest in solving the problems of its customers.

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On whether the bank provided error free services, the figure below shows the results of the respondents in this research study.



The figure above shows that the majority of the customers, that is, 30 and 31, representing 37.5% and 38.8% respectively of the total respondents agreed that the bank provides error free services to its clients. However, 12 respondents, representing about 15% of the total respondents decided to remain neutral when they were asked whether the bank provided an error free service to its customers. 6 and 1 respondents representing 7.5% and 1.3% respectively disagreed to this question.

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## CHAPTER:5 KEY FINDINGS, CONCLUSION AND RECOMMENDATION

### 1. THE CUSTOMER SERVICE AND RETENTION STRATEGIES ADOPTED BY INVESTRUST BANK PLC INDUSTRIAL BRANCH:

**TIMELY SERVICE DELIVERY:** This is an important aspect of the reliability dimension of the SERVQUAL. The findings are also supported by the views of Beryl and Brodeur (2007) that reliability is a critical dimension that influences the competitiveness; and that a bank can differentiate itself from competitors by providing high quality reliable services.

**EFFECTIVE HANDLING OF COMPLAINTS:** This is a very important strategy as many studies have found for instance, Lovelock & Wirtz (2011) said that complaint handling efforts should be regarded as investments which help to retain customers and protect long-term stream of profit. This is seconded by the argument that effective complaint handling is able to enhance customer satisfaction higher than if no failure has occurred in the first place, so called “service recovery paradox” (Smith & Bolton, 1998; Hansen & Danaher, 1999).

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### 2. CUSTOMER PERCEPTION ABOUT THE QUALITY OF CUSTOMER SERVICE STRATEGIES USED BY INVESTRUST BANK PLC ZAMBIA.

Customer perceptions of Investrust Bank’s quality of services were analysed through their responses based on the 22 statements of various bank specific services that were grouped into the five dimensions of service quality. These are discussed below:

- i. **TANGIBILITY:** In terms of tangibility, the total percentage of positive perceptions from customers was 76%. This was more than the combined total of disagreement which stood at 13%. Thus it can be said that most customers are satisfied with the physical aspects of the bank. Looy et al (2003) described tangibles as the tools or equipment used to provide the service and communication material, in other words every material that is used to give tangibility to service. There was overwhelming appreciation of the bank’s physical appearance and the employees’ neatness, both aspects help to attract customers, however on the up to date technology, there was considerable agreement that the bank needs to upgrade its technology especially the ATMs and internet network as these hinder the service quality in terms of, speed and overall efficiency.

This is consistent with findings of Kingman-Brundage (1991) who emphasizes the need to provide technology to support the services. He asserts the importance of provision of reliable technology being a necessity with the service policies, so as not to induce customer frustration. Schlesinger and Heskett (1991a) state that a system dynamics model must be developed to nurture the feedback relationships between organizational tangible variables that cause poor service culture and result in service failures.

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## ii. RELIABILITY

In terms of reliability, the responses from Investrust Bank Plc customer survey shows that the bank is considered reliable in its service delivery by more than 75% of the population with a small number that disagree and hence some level of improvement is necessary. In summary, when asked whether they were attracted to the bank's offerings, 75% agreed thus showing that customers are quite happy with the level of commitment shown by the bank employees. However on the consolidated ratings on the reliability dimension, the bank scored lowest rating of 67% as compared to others.

This was a discovery that requires to be further investigated because a bank must be perceived well in terms of reliability. Customer confidence is a product of how reliable the services are perceived. This is consistent with the findings that Reliability is considered the essential core of service quality. Other dimensions will matter to customers only if a service is reliable, because those dimensions cannot compensate for unreliable service delivery (Berry et al., 1994). Therefore this dimension needs to be reviewed.

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## iii. ASSURANCE

Assurance pulled the highest percentage of 89%, the responses from customers on their perceptions of the bank's assurance to them, there was a majority positive consensus in terms of courtesy, safety in banking transactions, knowledge of employees as they serve the customers, and more respondents felt that their experiences at the bank have been good. The customers feel very safe and assured with Investrust Bank PLC this is a very strong indication of customer confidence in the bank.

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#### iv. EMPATHY

The bank scored equally above average for responses on how empathetic the employees were to customers' needs in terms of individual attention to customers; provision of prompt information to customers; satisfactory customer care services like with the cash disbursement service of the bank thereby giving the bank's employees kudos for their exemplary efforts in service delivery strategy which is clearly successful. And the customers also agreed in majority that they found the quality of the branch is satisfactory as they always expected good service from the bank; and would recommend the bank to other people. This is a quality of the employee care to the customer and individualized attention given to them. According to Wilson et al., positive perception of empathy shows that customers feel valued and that their needs are cared by the organization, so they would like to stay along with this firm (Wilson et al., 2008).

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#### v. RESPONSIVENESS

In terms of Responsiveness, 76% of customers have rated the staff's responsive attitude as positive in terms of their promptness of service, response to requests and information about delivery time. This shows that a majority of the customers feel that the staff attends to them efficiently and that is why they are loyal to the bank. This is consistent with the findings of another study in Hong Kong which established that Responsiveness is also a key success factor in the Hong Kong banking sector (Lau et al., 2013). They added that willingness of service providers to assist and provide prompt services to customers is very important to customer evaluation of banks and their results show that responsiveness has a positive influence on customer satisfaction because customers are satisfied with the personal services provided and service personnel who understand their needs (ibid).

In summary it can be said that the customers' perceptions about the services at Investrust Bank are generally positive.

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## vi. AREAS OF DISATISFACTION

Being a mixed study, customers were further asked to state their opinions on the present quality of services at Investrust Bank that dissatisfied them. Most respondents complained about systems, network and ATM failures as there were also complaints about the delays of three to four months in delays to issue bank instruments like cheque books and debit cards. These are consistent with the tangibility perception in the findings. There were also some who mentioned that loans were very hard to access at the bank despite being a long-time customer with the bank. While others complained that service delivery is slow, there were long queues at the banking hall during peak times like month-end. These reflect that the bank is not efficiently providing the services that it is in business for.

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## 3. ASSESS THE ASSOCIATION BETWEEN THE CUSTOMER SERVICE STRATEGIES AND CUSTOMER RETENTION.

The bank's customer service strategies has been found to have an impact on the customer retention and this was found by the positive responses given to the questions posed to customers on their present and future with the bank. Firstly, about three quarters of the respondents were generally satisfied with the banks' services and more than half stated that would stay with the bank for the next 10 years, more than half of the respondents disagreed that they were considering leaving the bank.

An overwhelming agreement was established to the quality of the service as being the reason for staying with the bank and almost 90% want to patronize other products of the bank, while it was generally agreed the loyalty to the bank has increased because of the bank's service delivery. The human touch of the customer services offered have provided the comfort that has been hard to leave even though the there is a common perception that technological based services are not that efficient. Some customers went on to mention that they were happy to deal with a Zambian bank as opposed to the other international banks because the environment has made them feel at home and they felt that more branches need to be established.

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#### 4. SERVICE QUALITY DIMENSIONS AND CUSTOMER RETENTION AT INVESTRUST BANK PLC WAS TESTED FOR DEGREE OF ASSOCIATION.

The correlation result shows that the bank's competitive customer service strategies have been found to have a positive impact on customer retention. All the 5 dimensions of service quality have recorded a positive correlation coefficient of over 0.52 to 0.68 which is within the moderate positive range to customer retention. However, tangibility, reliability and empathy have recorded stronger association to customer retention than responsiveness and assurance. The five SERVQUAL dimensions show positive relationships with retention.

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#### 5. EMPLOYEES' SUGGESTIONS ON WHAT TRATEGIES CAN BE ADOPTED

The bank staff the following information on what strategies can be employed to enhance customer satisfaction and retention.

Table: Customer Retention Strategies By Employees

STRATEGY
v Set up high quality internet service system to speed up service delivery
v Conduct a customer survey in order to improve customer experience
v Train and motivate staff
v ATMs must be functioning efficiently

The above factors are consistent with another study conducted by Machayi and Ahmed (2016) who concluded the bank should run surveys. Once what customers expect is known the position to deliver is solid. Frequently the easiest way to improve service quality is by providing frontline staff with more training. This gives customer contact a more solid background in solving problems and completing transactions more quickly.

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## CONCLUSION:

- ▶ Based on the research findings, it is concluded that using the methodology and theories employed in this study, it has been established that that effective customer retention strategies can create impact on customer retention. From the data collected the customers of Investrust Bank PLC the result and the analyses shows the bank has created a safe and secure banking perception from the customers and also satisfies its customer by the service quality it provides.
- ▶ The study therefore finds a positive association of service quality strategies over the customer retention through the analysis i.e. Tangibility ( $r = 0.64$ ), Reliability ( $r = 0.61$ ), Empathy ( $r = 0.68$ ), Responsiveness ( $r = 0.58$ ) and Assurance ( $r = 0.52$ ). The empirical findings do suggest that 67% of customers from the sample size are satisfied with the services they are provided and are ready to recommend the bank to others. However, 23% of the respondents are not satisfied and would like to exit.
- ▶ The customers at Investrust Bank PLC find it hard to switch from their bank because of the comfort that they experience at this bank given the physical location, relationship with the staff and the customer service strategies. Therefore Investrust Bank PLC needs to periodically conduct customer satisfaction surveys and improve on all the dimensions especially and very urgently the tangibility and reliability dimensions in order to remain competitive and enhance customer retention.

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## RECOMMENDATIONS:

The study has found that though the bank has formulated practical service quality strategies, however there are challenges that have caused impediments to extending benefits to their customers. The SERVQUAL model has assisted the study in determining what the customers' perceptions of service quality at Investrust Bank PLC are and based on these findings and subsequent discussions, the study would now like to make the following recommendations to the bank with the aim of assisting them achieve higher degree of customer satisfaction and retention.

- ▶ Investrust Bank PLC should urgently address the Tangibility dimension of service quality in terms of internet banking, faulty ATM systems, delays in issuance of banking instruments like cards, cheque books etc. This is causing customer dissatisfaction and movements to other banks.
- ▶ Investrust Bank PLC should review reliability dimension to remedy areas of improvement especially in-terms of slow service delivery like long queues in the bank during peak times. More tellers must be employed to ease the congestion.
- ▶ Investrust Bank PLC should also review its loan processing time and criteria, financial inclusion is a catalyst to national growth and also the profitability of the banks since that is their core business activity. Hence as a Zambian bank, it needs to open its doors to local upcoming businesses to help them achieve growth.
- ▶ Investrust Bank PLC may also consider to employ more usages of Electronic medium<sup>48</sup> to ensure satisfaction level of customers are maintained. Since we live with COVID – 19, the E-Platform will be highly appreciated by the customers.

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- ▶ **RESEARCH SUPERVISOR** : MR. M. JERE MWILA
- ▶ **RESEARCH TITLE** : A STUDY ON THE IMPACT OF TOURISM EDUCATION ON THE TOURISM INDUSTRY IN ZAMBIA: A CASE OF LUSAKA

**FINAL DEFENSE.**

## CHAPTER-1

### BACKGROUND OF THE STUDY/GENERAL INTRODUCTION

2

- ▶ Tourism education is important to improve employees' abilities and consequently promote the tourism industry's capabilities.
- ▶ Tourism higher education, as a major platform for human capital development for the tourism industry- (Larkin, 2005).
- ▶ 1989-Hotel College opened at Evelyn Hone College
- ▶ 1994-Hotel and Tourism Training Institute is Born through Ministry of Tourism and Environmental Resources
- ▶ 2010-Livingstone International University of Tourism Excellence and Business Management (Liutebm University) opens.
- ▶ Scholarly work on tourism higher education curriculum design has been done (Cardenas, 2013; Yiu, Saner & Filadoro, 2013), however, none on the impact of tourism education.
- ▶ Zambia in 2019, had about \$1.8 billion, which accounted for 7.3% of Zambia's exports of goods and services-Ministry of Finance and Planning, (2020).

Table 1-1 below presents the growth of tourism industry employment in Zambia in recent years.

3

Employment analysis of contribution of tourism employment in Zambia 2015-2019						
Years	2015	2016	2017	2018	2019	
	83,500	306,000	313,500	318,900	469,700	

Source: Central Statistical Office, (2020)

## STATEMENT OF RESEARCH PROBLEM

4

- ▶ If a gap does exist between the tourism industry's expectations and the impact of tourism education provision, sustainable development in tourism higher education may not be achieved
- ▶ Tailor tourism curricular to meet the needs of the tourism industry-(Sun, 2017; Bharwani & Butt, 2012; and Lo, 2005).
- ▶ Bratton & Gold, (2012)-quality and quantity of manpower.
- ▶ Changes in tourist demand is cause for concern-(Choi, 2013).

## RESEARCH AIM AND RESEARCH QUESTIONS

5

- ▶ This thesis aims to ascertain whether a gap exists between what education institutions provide in the way of tourism knowledge and skills sets, and what knowledge and skills sets are required by the tourism industry.

To understand the study, these were driving factors

1. What is the role of education in the development of tourism?
2. How is the quality of tourism education created affecting the quality of human resources in tourism industry?
3. How can tourism education participate in enhancing to better the quality of life in the frame of progressive world civilization and sustainable development and competitive advantage?

## RESEARCH OBJECTIVES

6

### MAIN OBJECTIVE:

The general objective of the study was to assess the impact of tourism education on the tourism industry in Zambia, focusing on Lusaka

### SPECIFIC OBJECTIVES:

- ▶ To establish the relationship between tourism education and the tourism industry's manpower needs in Zambia.
- ▶ To analyze the challenges between tourism education and its impact on human resource development in the tourism industry's manpower needs in Zambia.
- ▶ To determine if there is a disjuncture between the tourism curriculum competence and the tourism industry's manpower needs in Zambia.
- ▶ 4. To assess measures being put in place in order to revamp the tourism industry in Zambia.



## RESEARCH QUESTIONS

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▶ To achieve this aim and objective, the following research questions have been developed:

1. What is the relationship between tourism education and the tourism industry's manpower needs in Zambia?
2. How are the challenges faced by tourism education in Zambia affecting its human capital development?
3. What are the gaps between the tourism education and the tourism industry's manpower needs in Zambia?
4. What is being done to revamp tourism the industry Zambia?

## GLOBAL STATISTICS SCENARIO

8

Melphon Mayaka, (2012) cited in An International Handbook of Tourism Education, (2014) argued that internationalization of trade and, therefore, gradually the labor markets are trends that seem to affect all economic sectors and tourism is no exception.

- ▶ Australia- 1978
- ▶ Brazil -1971
- ▶ China-1978.

### East Africa

- ▶ Kenya-1975
- ▶ Tanzania-1969
- ▶ Uganda-1980s

### REGIONAL

- ▶ South Africa-1980s
- ▶ Zambia-1989

## REGIONAL/LOCAL STATISTICS SCENARIO

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- ▶ The tourism industry in sub-Saharan Africa experienced strong growth in 2012 despite the difficult global context, registering a 4.7 per cent increase in arrivals, higher than the global average of 4.3 per cent and second only to Asia Pacific with 5.1 per cent.
- ▶ Kenya, South Africa and Zimbabwe have been used as best performance examples in the sector-Policy Monitoring and Research Center,(2015).
- ▶ Kenya, South Africa and Zimbabwe share similar challenges in terms of infrastructure development, and formulation and implementation of macro economic and legal policies. These are challenges that are also relevant to Zambia.
- ▶ Tourism educators are faced with the challenge of ensuring that the curriculum prepares students to plan, manage and develop tourism in Zambia, as well as, responds to the key global and local issues that affect the wider society.

## SIGNIFICANCE OF THE STUDY

10

- ▶ Tourism is a person-to-person activity, with its quality depending on the education and motivation of its employees (WTTC, 2018).
- ▶ To a certain extent, tourism education acts as a strategy for promoting sustainable tourism development.
  1. Tourism higher education-(Daniel 2017; Peacock and Ladkin, 2002)
  2. Tourism industry-(Sun, 2017)
  3. Employees in the tourism industry
  4. Zambian tourism industry

## JUSTIFICATION OF RESEARCH

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- ▶ Hospitality Act,(2015)
  - (a) facilitate the growth and development of the tourism industry; and
  - (b) improve and maintain quality standards in the tourism industry.
- ▶ ZTMP, (2020) need for; Improved quality of human resource management in tourism education and shortage of qualified manpower at training institutions.
- ▶ No research has been done on the impact of tourism education on industry manpower needs.
- ▶ Limited engagement between private sector and tourism higher educators thus creating a curricula gap between industry needs and educational needs.

## CHAPTER-2 LITERATURE REVIEW

12

There appears to be a considerable gap between what educational institutions offer as tourism education and the tourism industry's needs.

- ▶ According to Daniel (2017), efforts to close the gap between industry expectations and academic studies are ongoing.
- ▶ Human resources is considered a key challenge for tourism and hospitality, (Bharwani & Butt, 2012).
- ▶ According to ZTMP, (2020) only two institutions are accredited to provide undergraduate and post-graduate degrees (ZITHS and Liutebm University respectively).
- ▶ A Central Statistical Office (2020) report of 2019, indicated that travel and tourism accounted for Gross Domestic Product (% of GDP) for Zambia of 7.3 %.
- ▶ Empirical findings suggest that there is little collaboration between tourism higher and the tourism industry- (ZTMP, 2020; Tourism Policy, 2015)
- ▶ Studies by Mayaka and King (20012) and Austra and Asta (2009) confirmed a mismatch between the skills learnt and those required by industry.

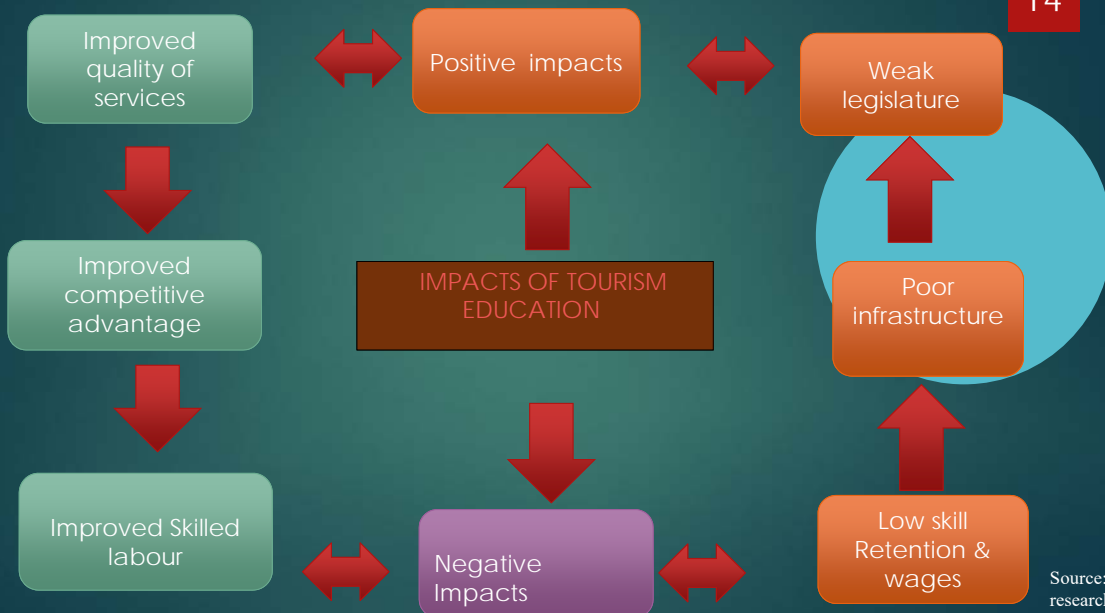
## THEORETICAL FRAMEWORK

13

- ▶ Human capital development-Sun, Liu, Law and Zhong, (2017; Liu, 2002) state that one of the greatest challenges is the shortage of manpower, in terms of both quality and quantity.
- ▶ Tourism Education Quality (TEDQUAL) United Nations World Tourism Organization Academy (UNWTO-Academy), (2018).
  - i. Quality infrastructure
  - ii. Poverty reduction
  - iii. Quality Human Resources
  - iv. Tourism Sustainable Development Goals (SDGs)
  - v. Quality Education
- ▶ Knowledge, Skills and Abilities-(Kunwar, 2018; Renfors, 2017).

## THEORETICAL FRAMEWORK ON IMPACT OF TOURISM EDUCATION

14



# IMAGE OF TOURISM SDGs (SUSTAINABLE DEVELOPMENT GOALS)

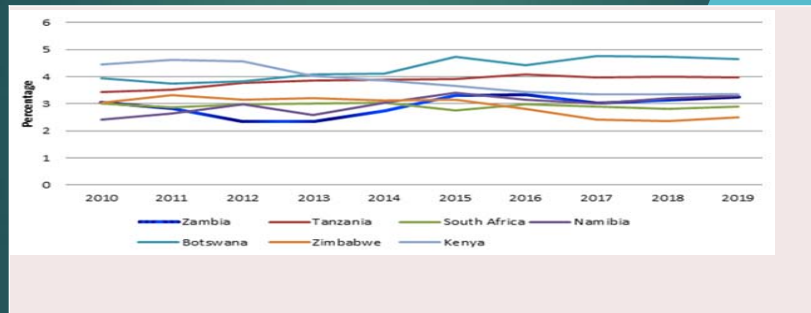
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## CONCEPTUAL FRAMEWORK

16

- i. Economic impact of tourism- Tourism industry had US\$1,846.9MN (ZMK19.4 billion) and 318,900 thousand jobs-(World Travel and Tourism Council (WTTC), 2018).



Source: Constructed by author using data from UNTWO, (2020)

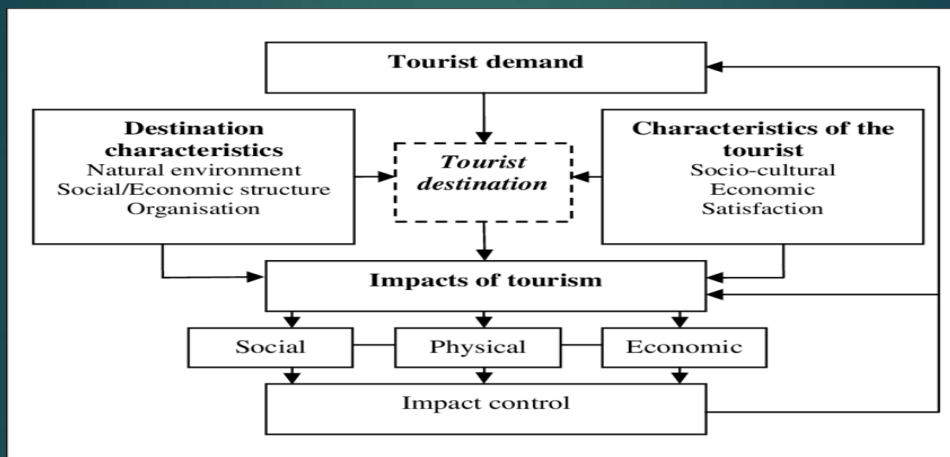
## Social/Culture/ Physical/Environmental Impacts of Tourism

17

- ▶ As with the economic impacts of tourism, there are both positive and negative social/cultural consequences of tourism.
- ▶ With respect to social/cultural benefits and costs of tourism development, several tourism scholars have found that residents perceived tourism as creating congestion, traffic jams, and noise and increasing crime.
- ▶ **Physical/Environmental Impacts of Tourism**
- ▶ The existing tourism literature has proposed that the major concerns of physical/environmental impacts of tourism are associated with various entities, which may affect the life of the host population and community.
- ▶ The negative impacts of tourism in the host community, destruction of natural resources, pollution, deterioration of cultural or historical resources, and changes in community appearance have commonly been mentioned and surveyed.
- ▶ Lower-Zambezi mining

## CONCEPTUAL FRAMEWORK OF TOURISM IMPACTS.

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Source: Mathieson and Walls, (2006).



## IMPACT OF HIGHER TOURISM EDUCATION 19

- ▶ Olcay, (2008), argued that vocational training is a total of work to prepare mastered or semi-qualified workforce for a set of tasks requiring expertise and the specialized nature of work.
- ▶ Education contributes significantly to economic growth by developing qualified workforce that industry and service sector needs and by making employees more productive.
- ▶ Tourism, as a service sector, ultimately requires adequate management of the service encounter- Esu (2012).
- ▶ Burns and Novelli, (2011) attribute knowledge and skills gaps as limitations to service provision and tourism academic gaps.
- ▶ Improved product differentiation.
- ▶ Kamau and Waudo (2012) posit that some employers are not even aware of the importance of some skills.

## GOVERNMENT POLICY 20

- ▶ Government introduced the Skills Development Fund (2017) under Ministry of Tourism and Arts –as skills development levy (1.5% of total bill)
- ▶ Tevet Fund Act, (2015) for vocational skills development and technical skills development- introduction of tourism studies in high school
- ▶ Tourism Policy, (2015)
- ▶ Zambia Tourism Master Plan,(ZTMP, 2020) states the need for qualified manpower as a key driver of vision 2030.

There is need for Government to create a regulatory board that will;

*Develop and promote a systematic and coordinated approach to human resources planning, research, education and training in Zambian tourism to meet the demands of a locally and globally competitive tourism environment (Zililo, 2022).*

## IMPACT OF COVID-19 ON TOURISM EDUCATION IN ZAMBIA

21

- ▶ The breakout of COVID-19 has disrupted tourism and related industries (Jamal & Budke, 2020).
- ▶ Little is known about the impacts of the novel coronavirus on tourism education- Seraphin & Yallop, (2020).
- ▶ A recent study by De Gruyter (2020) reported the impacts of COVID-19 in academics concerning the lower research productivity of academics, and students' recruitments.
- ▶ Criticizing the current tourism educational pattern as traditional, Hsu (2018) suggested that the sector requires radical transformations to cater to the industrial requirements.

## KEY ISSUES RAISED

22

1. Bleak career opportunities and joblessness
2. Essential Skills for Students to counter Post-COVID-19 challenges
3. Creativity and innovation using digital media change in the academic course structure to teach skills amongst students, and vocational Skills
4. Vocational Skills
5. Online Teaching and Learning

### Concerns

- i. Lack of logistics, internet limitation, and students who cannot afford to buy laptops or smartphones to access the online platforms faced challenges of the changes which have taken place in the education sector within last few months.
- ii. Few recognized schools of tourism higher education offering specialization thereby hindering research.
- iii. Kunwar, (2018) rightly said that research is the building block of knowledge, which gradually takes the form of discipline.

## IMPACT OF COVID-19 ON TOURISM INDUSTRY IN ZAMBIA

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- ▶ According to Eco-Tourism Association of Zambia (ETAZ) suggests that Zambia's safari tourism and allied sectors such as Airlines and charters would suffered a loss in income of USD100 million in 2020.
- ▶ Local tourism associations estimate that the COVID-19 pandemic reduced sector revenue by some \$300 million in 2020.
- ▶ Out of 257 lodges and camps, 165 have closed down already- (ETAZ,2021)

## CHAPTER-3 RESEARCH METHODOLOGY

24

- ▶ **RESEARCH DESIGN:** Questionnaire used (Veal, 2006).

**Part 1: Industry Survey**-The research population in the Industry Survey consisted of managers and administrators employed in the tourism industry in Zambia, such as tourism managers, and directors.

A major concern of this research was identifying the target population in the tourism industry, as no detailed data exists.

- ▶ The Zambian Labor Force Survey (2020) defines industries on the basis of the primary goods and services which they produce. Tourism, however, is defined according to the status of the consumer

### Part 2: Education Survey

The Education Survey was conducted in five Teveta institutions and two universities.

These are:

- i. Liutebm University
- ii. ZITHS
- iii. Lusaka Business Technical College
- iv. Kalingalinga Youth Centre
- v. Waddington Centre, Wasanje Travel and Tourism Institute
- vi. Chawama Youth Skills and Bauleni Skills.

## RESEARCH METHODS/HYPOTHESIS 25

- ▶ This study used a case study methodology and adopt descriptive approach because descriptive method is effective to analyses non-quantified topics and issues and has the great opportunity to integrate the qualitative and quantitative methods of data collection.

### RESEARCH HYPOTHESIS – (Kaur, 2013; Veal, 2006)

This research hypothesized that:

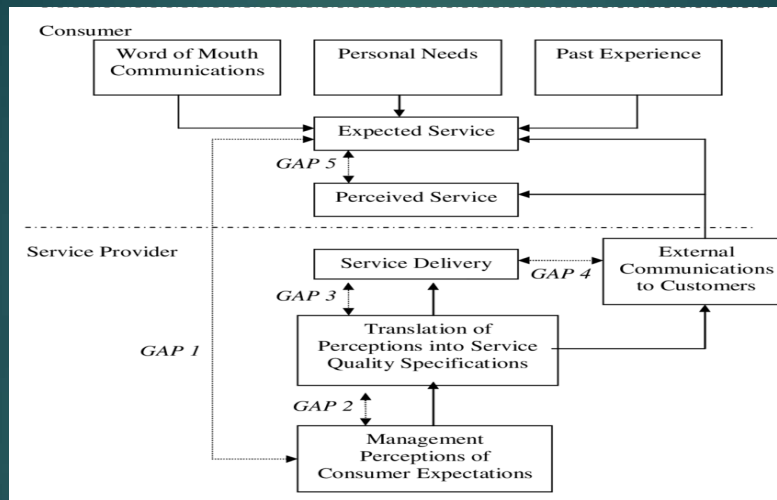
1. Relationship between tourism education and the tourism industry's manpower needs in Zambia.
2. The gap between the tourism education and the tourism industry's manpower needs in Zambia
3. Disjuncture between the tourism curriculum competence and the tourism industry's manpower needs in Zambia

## RESEARCH GAP 26

- ▶ Gap analysis was used in this study since the relationship between tourism education and the tourism industry is not unlike the relationship between education service “providers” and education product “consumers”-Parasuraman et al. (1985)
- ▶ The researcher identified the following gaps;
  - a) Outdated tourism higher education curriculum thereby affecting skills development
  - b) Limited infrastructure in training institutions
  - c) Inadequately qualified manpower to equip tourism higher education students
  - d) Poor collaboration between private sector and tourism higher educators

## Gap Analysis in a Service Quality Model

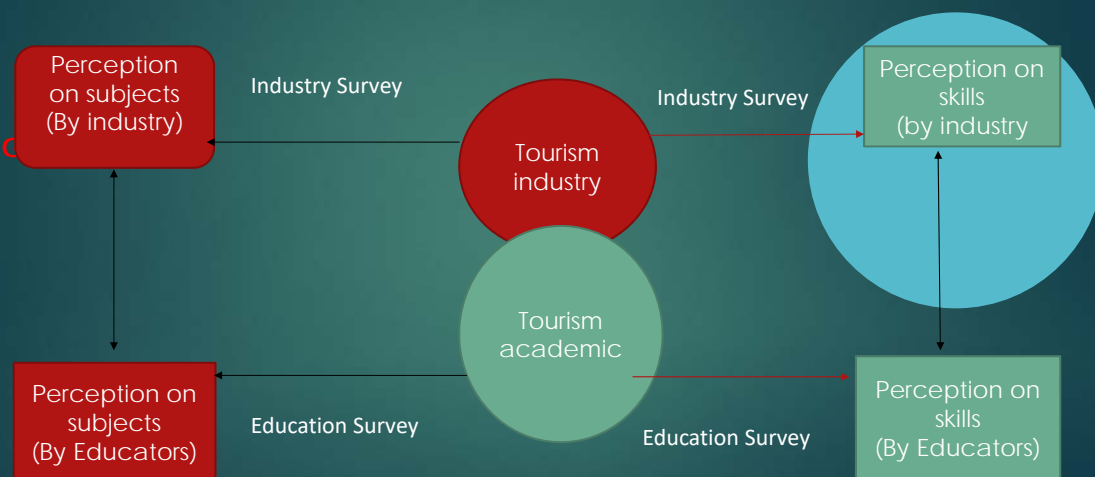
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Source: Parasuraman et al., 1985

## Tourism Education Gap Analysis

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## SAMPLING PROCEDURE

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### Universe

- ▶ The research was conducted in Lusaka district, Zambia.
- ▶ The ministry of Tourism and Arts was selected purposively (its monitors all tourism matters in the country).
- ▶ Lodges, hotels and restaurants were further selected based on convenience scale and Labor Force Survey (LFS, 2020) define of tourism facilities (accommodation and food service).

### Sampling method

- ▶ This research comprised 10 percent of the target population and in the research study, the sample size was as denoted hereunder, as was drawn from various hotels and lodges in Lusaka.
- ▶ According to Ngabwa (2015), a study population is a possible element that could be included in a research; hence, population simply entails the total inhabitants or people in a given area at a specific time.
- ▶ The study population in this research stood at 1400 respondents and members of staff at various hotels and lodges in Lusaka, Zambia's capital city
- ▶ Purposive and convenience sampling were used.

## Calculating Sample Size

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- ▶ For the purposes of this study, the use of Yamane's (1967) formula to calculate a representative sample size for any given population was deemed fit. Therefore,
- ▶  $n = N / (1 + (N * (0.01)^2))$
- ▶ Whereby  $n$  = Sample Size,  $N$  = Total Population,  $e$  = Precision Level (taken as 10% at 95% confidence level). Therefore, the total population comprised 1400 respondents and 8 staff members, the sample size is calculated beneath:
- ▶  $n = 1400 / (1 + (1400(0.01)^2))$
- ▶  $n$  is thus 99 clients. *Equals* Total sample size is 107 after 15% none responses.
- ▶  $n = 8 / (1 + (8(0.01)^2))$
- ▶  $n$  is thus 7 staff members.



## SOURCES OF DATA/METHOD OF DATA COLLECTION

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### PRIMARY SOURCES:

Primary sources: researcher's experiences, questionnaire and empirical findings

SECONDARY SOURCES: journals, survey, publications, books and the internet.

### METHOD OF DATA COLLECTION

#### a. Questionnaires

## TOOLS FOR DATA COLLECTION & ANALYSIS

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- ▶ The study area for the research was the higher education institutions, various hotels and lodges and the Ministry of Tourism and Arts in Lusaka.

**Sampling techniques/Strategies**-Purposive sampling will be used.

### Data Collection Instruments

- ▶ Questionnaires

### Methods of Data Analysis

- ▶ SPSS and Microsoft Excel were used.

## LIMITATIONS OF THE RESEARCH

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### *Limitations of sampling*

- ▶ The study only included Tevet and ZTMP,(2020) recognized institutions and so cannot represent all of the educational providers in Lusaka.
- ▶ In the Industry Survey, the return response rate could not be assessed, as this was a convenience sample. Furthermore, the use of convenience, rather than random, sampling means that there are more industry respondents from certain sectors and less from others.

### *Limitations of tourism database*

- ▶ Lack of Tourism Satellite Account (TSA)-and absence of an adequate database of tourism managers in Zambia caused difficulties obtaining a random sample.

## ETHICAL APPROVAL AND CONSIDERATIONS

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According to the requirements of the Chreso University Research and Ethical Committee (CUREC), researchers at Chreso University who intend to carry out research with human participants must apply for the approval of the National Health Research Authority (NHRA, Act No. 2 of 2013).

- ▶ The first ethical issue raised by the questionnaire concerned obtaining the informed consent of participants (Gurau, 2007).
- ▶ Other ethical principles were also properly applied.

## CHAPTER – 4 DATA ANALYSIS AND INTERPRETATION

35

- ▶ PART I: Results of the Education Survey. As discussed in Chapter 3, the Education Survey was distributed to all teaching staff in the tourism degree programs in the five Teveta institutions, Liutebm University and ZITHS.
- ▶ Table 4.1: Response rate for the Education Survey

Teveta and Other (Liutebm & ZITHS)	Number of staff (Teachers of Tourism/Hospitality) As @ 21/01/2021	Returned Questionnaires	Rate of response
Liutebm University	15	27	36.48%
ZITHS	30		
Kalingalinga Youth Skills Training Centre	10		
Lusaka Business & Technical College	6		
Chawama Trades	5		
Wasanje Travel and Tourism Institute	3		
Waddington Centre	5		
Total	74	27	36.48%

## RESPONDENTS' ACADEMIC POSITIONS

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Academic position	Number	Percentage
Professor	1	1.35
Associate Professor	0	
Senior Lecturer	20	27
Lecturer	30	40.54
Associate Lecturer	5	6.75
Other	18	24.32
Total	74	100%

## *RESPONDENTS' ACADEMIC POSITIONS*

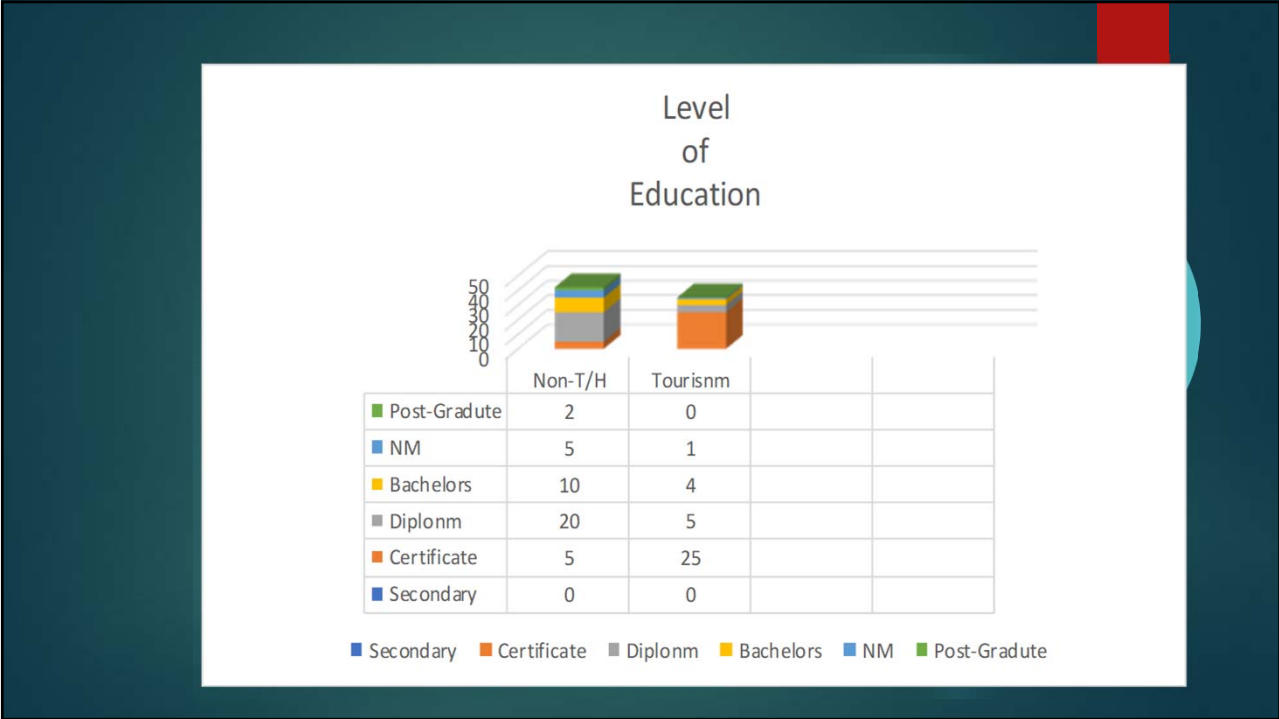
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- ▶ In the Education Survey, 71.61 respondents taught students at diploma level and lower while,
- ▶ 27% at university level in tourism programs: while 1.35% taught both undergraduates and postgraduates. The participants were asked to provide their academic positions. Figure 4-1 presents the academic positions of the respondents participating in the Education Survey. A large number of respondents were lecturers (40.5 %). The percentage of the respondents who were
- ▶ Professors was much smaller (2 %). In addition, a small amount (27%) of respondents held other academic positions, such as tutor, director of the tourism program (but also taught university-level students).

## *RESPONDENTS' HIGHEST EDUCATION LEVEL*

38

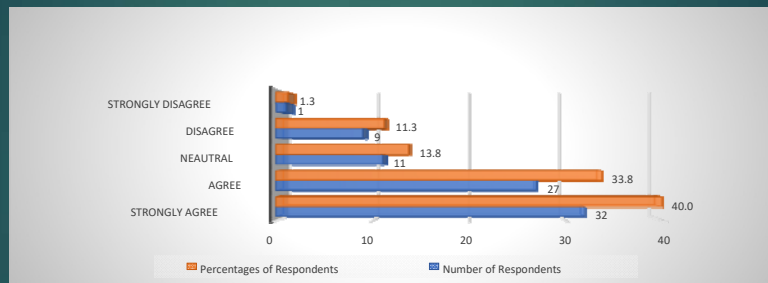
- ▶ The majority (73.52%) (Figure 4-2) of the respondents had obtained certificates in tourism education.
- ▶ Less than half (15%) of the respondents had tourism higher education degree, and the number of respondents who had obtained a Masters in Tourism/Hospitality was less than the number of those graduating from other degrees.
- ▶ However, four respondents (14%) who were all lecturers teaching tourism undergraduates had only a Diploma qualification as their highest education level.
- ▶ Among them, one had a Diploma in Tourism/Hospitality qualification and the other two had a Diploma in non- Tourism/Hospitality qualification.
- ▶ It is interesting to find that in the Education Survey, the proportion of Tourism/Hospitality graduates (11.76%) was lower than the proportion of those graduating from other degrees (23.81%).



**Objective 1: To establish the relationship between tourism education and the tourism industry’s manpower needs in Zambia.**

40

**4.2 Relationship between tourism education and the tourism industry’s manpower needs.**



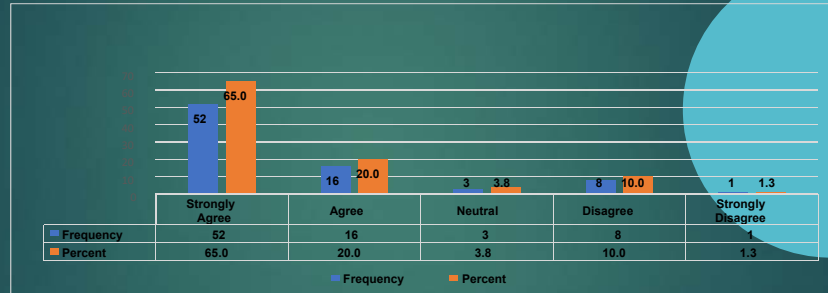
**Source:** Field Research Data (2021).

From Figure above, more respondents (that is, 59, representing 74%) agreed when asked whether there was a relationship between tourism education and the tourism industry’s manpower needs. However, the minority (10 respondents representing 13%) disagreed when asked whether such a relationship existed. 11 respondents representing 14% decided to remain neutral about the aforementioned relationship.

### Objective 3: To determine if there was a disjuncture between the tourism curriculum competence and the tourism industry's manpower needs in Zambia.

#### 4.4 Determining disjuncture between tourism curriculum competence and industry manpower needs

Fig. 4.3: Disjuncture between tourism curriculum & tourism industry's manpower needs



Source: Field Research Data (2021).

From the above figure, the majority, 68, representing 85% of the total respondents agreed that disjuncture occurs. 9 respondents, representing 11% disagreed that no disjuncture occurs. 3 respondents, representing 4% of the total respondents decided to remain neutral. From the results, it can be concluded that the majority respondents agreed the disjuncture occurs.

## SUMMARY

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- ▶ In summary, the responses indicate that the sample of the Education Survey in this study has several distinctive characteristics: first, all the respondents taught students at the various levels in tourism programs;
- ▶ Second, a large number of the respondents were on the lecturer level in the Teveta institutions; and third, the number of Tourism/Hospitality graduates was lower than the number of those graduating from other degrees. Finally, less than half of the respondents had obtained a degree.



## PART 2:INDUSTRY SURVEY

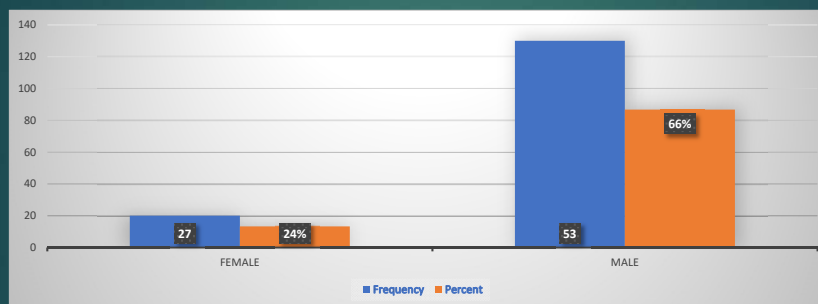
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In the industry survey 106 questionnaires were distributed, and only 80 were successfully completed by the respondents while 5 were successfully completed by the management staff making the total to be 85 representing 80 %. 21 questionnaires were not answered representing 20 % of non-response.

Thus, the valid sample size for the research study remained at 80 for clients and 5 for management staff. Moreover, it is important to acknowledge that tables and figures have been used to present data for easy reading and making inferences.

Demographic profile of respondents  
Fig 4.3: Gender Distribution of Respondents

44



Source: Field Research Data, (2021).

The male respondents dominated by 66% and females with 24%.

## GENDER RESPONSE

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Age	Sex		Total
	Male	Female	
18 - 24	0%	0.5%	0.5%
25 - 29	11.1%	5%	16.1%
30 - 34	33.2%	28.3%	61.5%
35 - 39	7.7%	12.2%	19.9%
40 - 44	0%	2%	2%
Totals	52%	48%	100%

### Percentages of respondents by Age

- The age group 18-24 was higher for women than men because due to seasonality.
- 25-29 had more male representation due to labor intensity.
- While between 30-34 more males were in managerial roles and 35-39 had more females in managerial roles.
- This is due to change in attitudes towards the industry and males tended to favor less labor intensive careers.
- Females over favored less managerial roles over the age of 40.

## Table 4.2 showing challenges of tourism education and impact on Human Resource Development

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Below is a table denoting challenges of tourism education and their impact on Human Resource needs:

Challenges of Tourism Education and impact on HRD on the Industry's Manpower Needs in Zambia.	Type of Operator	
	Male	Female
	Percentage	Percentage
shortage of manpower, in terms of both quality and quantity	33.3%	33.3%
Lack of adequate policies to address the needs	13.9%	12.7%
Employers prefer technicians to graduates for less pay	30.5%	29.4%
The poor reputation of the industry	21.1%	19.4%
Lack of adequate and effective ICTs facilities and skills	22.8%	19.4%
Little academic attention paid to skills needs development	24.4%	21.7%
The industry offers very few career and promotion opportunities	11.1%	12.2%

Source: Field Research Data (2021).

## Objective 4: To assess measures being put in place in order to revamp the tourism industry in Zambia.

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### Revamping the tourism industry

Fig. 4.4 Denoting revamping tourism

The bar chart affirms that hotels and lodges are revamping the tourism industry by improving services and responding to customer needs timely.



Source: Field Research Data (2021).

## INTERPRETATION OF FINDINGS AND ITS IMPACT ON TOURISM EDUCATION IN ZAMBIA.

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### 1) Vocational Skills level:

- i. improve the supply of a skilled workforce.
- ii. improve product quality
- iii. inadequate infrastructure hinders quality education provision
- iv. Improve service quality delivery.

### 1) Professional skills –more recognition needed by stakeholders to have soft and hard skills of a strategic nature. Haven-Tang and Jones (2006)

- i. Human Resources Development-attention needed (ZTMP,2020)
- ii. Low quality supply of tourism higher education delivery
- iii. Return On Capital Expenditure – remains low due to poorly qualified manpower
- iv. Lack of standard industry procedure
- v. Weak legal framework and policy implementation-compatibility between the policy-makers requirements and the hospitality and tourism education policy is critical-Nicolaides & Kearney (2012)

## CHAPTER 5-KEY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

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### KEY FINDINGS

- ▶ Objective 1:Based on findings, more respondents (that is, 59, representing 74%) agreed when asked whether there was a relationship between tourism education and the tourism industry's manpower needs.
- ▶ Objective 2: Findings are consistent with the findings put forward by Amoah & Baum, (1997; Jafari & Ritchie, 1981; Hacıoglu et al., and 2008; Wang, 2008).
- ▶ Objective 3: Mayaka and King (2002) and Austra and Asta (2009) confirmed a mismatch between the skills learnt and those required by industry.
- ▶ Objective 4: affirmed by Zambia Tourism Master Plan (2020) to have adequately trained personnel and infrastructure.

## CONCLUSION

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- ▶ Tourism is one of the major industries that contributes to economic development in many countries, Zambia included. However, Bello et al. (2019) posit that for the industry to reach its full potential in generating growth and employment, there is need to ensure that required skills are available for the industry to tap from. The need for skills is even greater now than ever before due to globalization forces.
- ▶ This study achieved its objectives. There is even greater need now than before for employees in the tourism sector to possess additional skills that go beyond core hospitality operations. Regardless of this realization, there still exists skills gaps between those that students have and those that industry demand.
- ▶ However, the scope of curriculum development needs further research to deliver quality of tourism higher education in Zambia.
- ▶ This research has concluded that the mismatch in terms of the current tourism curriculum and its pedagogy means that skills beholden by graduates and industry needs will to a great extent lower the viability of the tourism business in Zambia since tourists are already more attracted to South Africa and Botswana than to our country.
- ▶ The Government of the Republic of Zambia must show economic and political support to local players in the tourism industry so as to encourage local participation.

#### Objective 4: To analyses the challenges of tourism education and its impact on human resource development in the tourism industry's manpower needs in Zambia

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Challenges of Tourism Education and impact on HRD on the Industry's Manpower Needs in Zambia.	Type of Operator	
	Male	Female
	Percentage	Percentage
shortage of manpower, in terms of both quality and quantity	33.3%	33.3%
Lack of adequate policies to address the needs	13.9%	12.7%
Employers prefer technicians to graduates for less pay	30.5%	29.4%
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Lack of adequate and effective ICTs facilities and skills	22.8%	19.4%
Little academic attention paid to skills needs development	24.4%	21.7%
The industry offers very few career and promotion opportunities	11.1%	12.2%

#### CHALLENGES OF TOURISM EDUCATION AND IMPACT ON HUMAN RESOURCE DEVELOPMENT

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- ▶ The majority of the respondents in the study pointed out that shortage of manpower, in terms of both quality and quantity was the major challenge.
- ▶ Out the 80 respondents in the study, 66.6% pointed out shortage of manpower, in terms of both quality and quantity as the major challenge, represented by 33.3% for males and 33.3% for females.
- ▶ 59.9% pointed out that employers prefer technicians to graduates for less pay represented by 30.5% males and 29.4% females. 46.1% pointed out little academic attention paid to skills needs development, represented by 24.4% males and 21.7% females as the second challenge. 42.2% pointed out lack of adequate and effective Information and Communication Technologies facilities and skills represented by 22.8% males and 19.4% females.
- ▶ Meanwhile, 40.5% pointed out the poor reputation of the industry represented by 21.1% males and 19.4% females. 26.6% of the respondents pointed out lack of adequate policies to address the needs as a contributing factor to the challenges, represented by 13.9% males and 12.7% females and 23.3% of the respondents pointed out that the industry offers very few career and promotion opportunities as a contributing factor which represented 11.1% males and 12.2% females.

## RECOMMENDATIONS

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- i. PROFESSIONAL SKILLS DEVELOPMENT-To be enhanced and defined through a regulatory body
- ii. VOCATIONAL SKILLS-Redefined to broaden its spectrum beyond what is currently offered
- iii. Infrastructural development for tourism providers-this creates capacity building and improve KSAs among employees.
- iv. Improved quality of education -One of the crucial aspects that the teachers should be focused on, is the contrast between the tourism and hospitality industry's needs and the ability of the teachers to impart the needed soft and hard skills, information, strong work ethic and the ethos required of the professionals that are needed. There need to be more graduate students for developing the industry to the desired levels
- v. Strengthened legislation to foster professional development among tourism employees e.g. licensing tourism employees (practicing license)
- vi. Further research to be done on tourism higher education curriculum development in Zambia.
- vii. Have Continuous Professional Development (CPD) to improve skills in the sector, will help reduce the skills gap
- viii. Create provisions within the policy framework that the number of hotel managers country be enlisted among labor statistics
- ix. Have crisis management measures and courses taught in tourism higher education-as evidenced by Covid-19 that crippled the industry.

## FURTHER ACTION

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1. Tourism training and education quality
2. Improvement in the system of licensing of hotel managers as some didn't have practicing licenses
3. Maintain a database of industry manpower-industry workforce
4. Improved definition of tourism economy
5. Enforce a law for the industry to have minimum qualification and be licensed to work in the sector like other professions (Accountancy, Nursing)
6. Create a supervisory board to regulate the industry (workforce, policy and professional code of conduct).



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## APENDIX-APPROVAL

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# MAP OF LUSAKA

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**RESEARCH TITLE** : **EXAMINING THE PSYCHOLOGICAL  
 IMPACTS OF DEATH AND COPING AMONG THE IGBO TRIBE IN MBAISE OF  
 IMO STATE IN NIGERIA**

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### CHAPTER-1

#### BACKGROUND OF THE STUDY/GENERAL INTRODUCTION

- Death is a concept that is as ancient as humankind.
- However, many cultures have come up with different answers to how and why man dies and what happens to the soul after death. Bereavement has usually led to many negative effects which have included trauma, economic loss and social or physical separation on the bereaved family and dependants (Ezenwa and Igwe, 2014).
- Therefore, there is a need to provide psychological, social and economic support to the grieving family, siblings and dependants. This paper will therefore seek to find out the psychological impacts of death and coping, and will look at how the Igbo culture and customs help promote emotional healing and recovery of the society/village, family, and dependants of the deceased.

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## RESEARCH OBJECTIVES

### MAIN OBJECTIVE:

- To examine the psychological impacts of death and coping among the Igbo tribe in Mbaise of Imo State in Nigeria.

### SPECIFIC OBJECTIVES:

- To determine the psychological impacts of bereavement on the deceased family and dependants.
- To ascertain the best methods that can be used to assist the bereaved cope with bereavement.



## GLOBAL STATISTICS SCENARIO

- Bereavement can be very devastating and distressing. Since 2019, the number of deaths has exponentially increased. The Australian bureau of statistics (2021) shows that the death toll in 2021 had increased by 4.2 percent by 30<sup>th</sup> November 2021 largely due to the Covid-19 virus and other diseases such as Ischemic heart disease and cancer, infections, and injuries.
- Despite systems and methods being developed in order to help the bereaved cope with loss, effects of bereavement (prolonged grief) continue to persist in society (Moor and Graaf, 2015).

## REGIONAL/LOCAL STATISTICS SCENARIO



- ❑ Research (i.e. Patel *et. al*, 2011) has shown that many people in less developed countries do not have access to psychotherapy in order to overcome these adverse effects when compared to western countries.
- ❑ According to [www.macrotrends.net](http://www.macrotrends.net), historical Death Rate Data currently (2022) stands at the percentage of 1.700%. Last year in 2021, Nigeria's death rate stood at 1.680% and; in 2020 the death rate stood at 1.650% .
- ❑ These numbers are of great concern and shows that there is need to ensure the effects of bereavement are mitigated. This can be through traditional African coping methods that provide an alternative to psychotherapy.



## STATEMENT/FORMULATION OF THE RESEARCH PROBLEM

- ❑ Since 2019, the number of deaths has exponentially increased when compared to the past years. From a comparison of data on world deaths, the 48th week of 2020 reports by the CDC, shows that 2,877,601 people died in 2020 when compared to the same point in 2019, where the number was 2,614,950; and in 2018 which was 2,606,928.
- ❑ This has been due to the Covid-19 virus and other diseases such as Ischemic heart disease and cancer, infections, and injuries (Lippman, 2020).
- ❑ Despite several interventions made to deal with adverse effects of bereavement, prolonged grief continues to persist in society (Moor and Graaf, 2015).
- ❑ Moreover, research shows (i.e. Patel *et. al*, 2011), that many people in less developed countries do not have access to psychotherapy when compared to western countries.
- ❑ Additionally, not much research has been conducted to reemphasise the importance of traditional African coping methods as an alternative to psychotherapy.

## JUSTIFICATION OF RESEARCH



- ❑ This research is important because it addresses the psychological impacts of death, and how culture and customs play an important role in helping people to cope with bereavement. Moreover, this study seeks to establish the major challenges that the bereaved families and the community face.
- ❑ This study also provides detailed insight on the psychological impacts of bereavement, culture and customs, methods used for counselling and treating grief and lessons learnt from the Igbo tribe.
- ❑ This study will provide the best methods and practices that governmental and non-governmental agencies, scholars and all interested parties can use to help society cope with bereavement.

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## SCOPE, IMPACT AND PURPOSE OF RESEARCH



- ❑ This study focused on the Igbo tribe of Mbaise in Imo State of the Southeast of Nigeria. This study however only sampled Ezinihitte Local Government Area in Mbaise, which consists of a population of 232,400 people.
- ❑ This study sampled 399 Ezinihitte Local Government Area of Mbaise community members of the Igbo tribe in Imo State of Nigeria.
- ❑ Ezinihitte Local Government Area of Mbaise in Imo State was chosen because it is in the heart of Igbo land and is among Africa's most densely populated areas in the region and comprises of a group of indigenous clans, connected by intermarriages.
- ❑ This study seeks to provide the impacts of bereavement and the best methods that can be used to cope with bereavement, especially in developing countries.

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## CHAPTER-2 LITERATURE REVIEW



- ❑ **CULTURE AND CUSTOMS:** This relates to ‘a way of life’, ‘norms and values’, ‘learned accepted behavior’ of a particular group, people or society.
- ❑ Culture and customs influences how bereavement is interpreted, and dealt with (Izunwa, 2016). For example, in Igbo society, death is only a transition from the physical realm to the spiritual realm. Mostly, the spiritual and physical realms exist side by side and not parallel as the heavens and earth are portrayed in Christian theology.
- ❑ **IMPORTANCE OF CULTURE AND CUSTOMS:** during bereavement; they allow humans to act within a determined human behavior, and guidance. It allows individuals/societies to learn from each other. Culture and customs help people to create relationships with each other in order to understand and resolve life challenges (Pircher, 2019).

## EMPIRICAL LITERATURE REVIEW



- ❑ According to Edwards (2020), about 15% of bereaved individuals will suffer from complicated grief, and one-third of people already getting mental-health services have been found to suffer from an extended grief reactions or effects.
- ❑ According to Izunwa (2016) in Igbo culture, befitting burial allows man to transcend himself and without experiencing mortal death; which means man reaches out beyond the graves to shape his next life. This allows Igbos to have hope and easily cope with death.
- ❑ Rippentrop, Altmaier, Chen, Found and Keffala in 2005 found that religion or spirituality has a higher rate of providing relief to people who have higher emotional pain levels such as depression, trauma and stress.
- ❑ Rosenblatt, Walsh and Jackson (1977) conclude that social class, economic status and even sociopolitical factors guide how bereavement ideally should be experienced and handled in particular local contexts. Coping methods like dancing, singing, folklores, drinking and proper burial rites are performed in order to alleviate ‘the pain of loss’... and to ‘renew the hope of survivors’ (Ikwuemesi and Ikenna 2017: 8).



## THEORETICAL / CONCEPTUAL / OPERATION FRAMEWORK

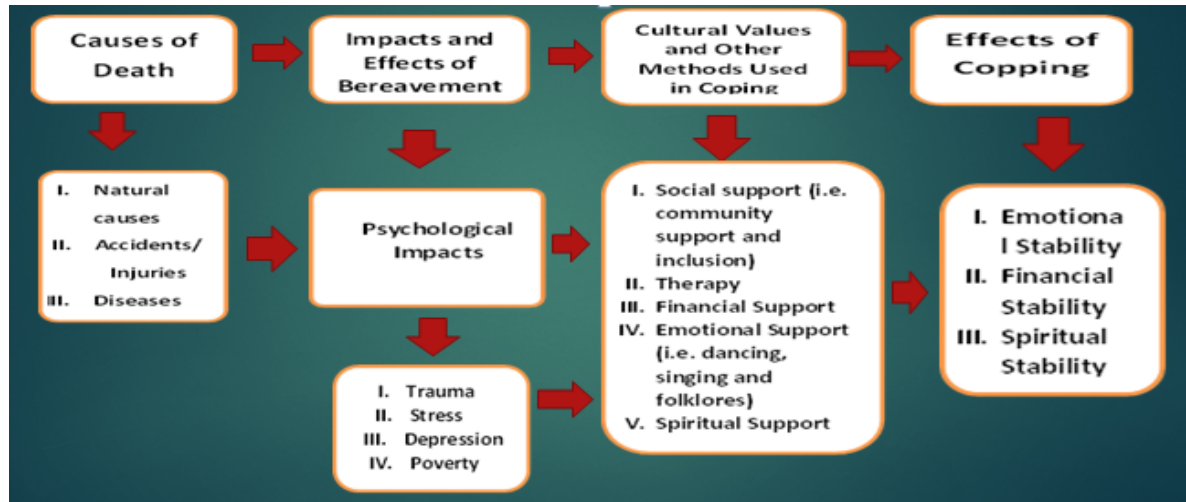


Figure: 1.1, Source: Own 2020 @Dept. of Postgraduate Studies, Chreso University

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## Theoretical / Conceptual / Operation Framework Independent and Dependent Variables

INDEPENDENT VARIABLES	DEPENDENT VARIABLES
Death	Emotional Stability
Culture	Financial Stability
Social support	Spiritual Stability
Emotional support	Trauma
Financial support	Stress
Spiritual support	Depression
	Poverty

Table 2.1, Source: Own 2020

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## RESEARCH GAP

- ❑ Today, the effects of bereavement (prolonged grief) continue to persist in societies (Moor and Graaf, 2015) and carries with it potential adverse effects in human psychological development (Strickland, Silver and Keil, 2006) such as trauma, social, mental and emotional negative consequences on the bereaved (Patel *et. al*, 2011; Ramos and Leal 2013; Hango, 2015).
- ❑ Evidence continues to show that many bereaved families will continue to face depression, trauma and other psychological and social anxieties.
- ❑ Moreover, research has shown that many people in less developed countries do not have access to psychotherapy in order to overcome these adverse effects when compared to western countries (Patel *et. al*, 2011).
- ❑ Additionally, not much research has been conducted to reemphasise the importance of traditional African coping methods as an alternative to the existing psychotherapies.
- ❑ Therefore, understanding this traditional African phenomenon on coping would open the door to understanding on how to intervene.

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## CHAPTER-3 RESEARCH METHODOLOGY

- ❑ This study used the Ethnographic Approach. An ethnographic approach is a type of research design that uses an inductive, holistic and long-term commitment approach in which the researcher is both observer and participant (Sangasubana, 2011).
- ❑ This approach may employ a variety of research designs (i.e. both qualitative and quantitative research designs) in order to ensure qualitative and quantitative data supplement and provide accurate and quality data.
- ❑ The researcher may at times participate in the local activities to better understand the phenomenon (i.e. mutual differences in people, habits, culture and activities) being studied, in order to arrive at objective research outcomes.

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## SAMPLING PROCEDURE



### UNIVERSE:

The study site however, only focused on Ezinihitte Local Government Area in Mbaise that consists of a population of 232,400 people.

### SAMPLING METHOD:

The sampling that was used is probability sampling. Particularly, this study used the Systematic Sampling Frame because it is convenient and is representative of the population sample.

### SAMPLE SIZE:

The sample size for this study was 399 respondents. The sample size was obtained using the Yamene formula;  $n = \frac{N}{1 + N(e)^2}$ .

- n = the sample size
- N = the population size
- e = the acceptable sample error
- The confidence level will be 95% and the margin of error (e) (0.05).

## SOURCES OF DATA



### PRIMARY SOURCES:

This was collected through the questionnaires. The primary data was more reliable and had more confidence level of decision-making with the trusted analysis having direct intact with occurrence of the events.

### SECONDARY SOURCES:

Secondary data was collected from research data that was previously been gathered by other researchers on the topic.



## METHOD OF DATA COLLECTION

The Researcher visited and distributed the questionnaires and collected them thereafter. Taking into account ethical consideration, the researcher ensured confidentiality; names and respondent's identity information will not be required.

a) **Inclusion Criteria;** The inclusion criteria included all Igbos who were residents of Ezinihitte Local Government Area in Mbaise in Imo State of Nigeria who had an equal chance to be a potential respondent through the process of probability sampling. However, key informants were selected through purposive sampling in order to obtain rich information from respondents whose experiences could greatly help this study.

b) **Exclusion Criteria:** All Igbo residents, who had stayed for less than five years in Ezinihitte Local Government Area in Mbaise of Imo State, were excluded from the study. This study also excluded all Igbo residents who were below the age of 18 years.

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## LIMITATIONS OF THE RESEARCH

- Due to limited funds, other areas could not be reached.
- Lack of cooperation from respondents: some respondents did not submit the questionnaires on time while others were not willing to answer them.
- Due to limited time, other areas could not be reached within the specified time frame.

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## Chapter - 4

### Data Analysis and Interpretation

- The study found that the majority of the respondents were female, between 35-44 years, and have lived in Ezinihitte Local Government in Mbaise between the 5-9 years.
- The majority of respondents were married, between 35-44 years, Christians, attained tertiary education and were employed and having an approximate income between N 18,000 to N 38,000. (Naira is the Nigerian currency)

#### **BEREAVEMENT EXPERIENCE**

- Data shows that all respondents had experienced bereavement in their family or death of relative(s).
- Data also shows that the majority of respondents grieved for more than 6 months but less than a year.

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## Data Analysis and Interpretation Continues



- The majority of respondents did not often long or yearn for their deceased in the last 6 months.
- Data also showed that the majority of respondents felt traumatized, depressed, socially withdrawn, absent-minded, nightmares, sadness, anxiety, anger, guilt, tiredness and helplessness after a bereavement.
- After a bereavement, this study found that the majority of respondents reported that they felt loneliness.
- However, the field data illustrates that respondents believe men and women grieve differently.
- According to the findings, the majority of respondents believe it is possible to feel the presence of the loved one who passed on. Among the reasons given include: the spirit of the deceased continues to live and watch over the living and; without proper burial rites, the deceased's spirit may begin to torment the living.
- The field data also revealed that the majority of respondents believed it was very important to conduct a funeral proceeding after the death of a loved one.

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## Data Analysis and Interpretation Continues



### METHODS OF COPING WITH DEATH OR BEREAVEMENT

- This study found that the majority of respondents believed one cannot control their grief.
- The study also found that a majority of respondents believed religious practices such as prayer and reading of religious and spiritual books greatly help to cope with the grieving process. The Christian belief in the resurrection after death coincides with the Igbo strong belief in reincarnation as a means of coping after death and bereavement.
- The majority of respondents believe, if someone is having suicidal thoughts then he/she needs professional help.
- The study found that the majority of respondents believed the bereaved usually become poor/lack financial support after the death of a loved one.
- The majority of respondents believed the best methods that can be used to assist people cope with bereavement is through providing more financial support to the bereaved family and religious/spiritual support.

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### KEY FINDINGS



- After a bereavement, respondents reported that they felt loneliness.
- Men and women grieve different.
- Belief that it is possible to feel the presence of the loved one who passed on. Among the reason given include: the spirit of the deceased continues to live and watch over the living and; without proper burial rites, the deceased's spirit may begin to torment the living.
- It is very important to conduct a funeral proceeding after the death of a loved one.
- The belief one cannot control their grief.
- Religious practices such as prayer, reading religious and spiritual books greatly help to cope with the grieving process.
- If someone is having suicidal thoughts then he/she needs professional help.
- The bereaved usually become poor and lack financial support after the death of a loved one.
- The best methods that can be used to assist people cope with bereavement is through providing more financial support to the bereaved family and spiritual support.

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## CONCLUSION



- This study concluded that majority of the respondents in Ezinihitte Local Government Area in Mbaise are female between the ages 35-44 years and were mostly found at home.
- All respondents were residents of Ezinihitte Local Government Area in Mbaise and of the Igbo tribe and have stayed in Ezinihitte Local Government Area in Mbaise between the 5-9 years.
- All Igbos in Ezinihitte Local Government Area in Mbaise are Christians. However, many Igbo people have maintained an unbroken tie with their culture and traditional religion.
- All Igbos in Ezinihitte Local Government Area in Mbaise have experienced bereavement in their family or death of relative(s).
- All Igbos in Ezinihitte Local Government Area in Mbaise grieve for more than 6 months but less than a year.

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## CONCLUSION CONTINUES ....



- All Igbos in Ezinihitte Local Government Area in Mbaise do not often long or yearn for their deceased in the last 6 months.
- Mbaise people strongly believe that the spirit does not die and that the spirits of one's ancestors keeps a constant watch over the living. This has usually provided consolation that helps to overcome the fear of death.
- All Igbos fell traumatized, depressed, socially withdrawn, absent-minded, nightmares, sadness, anxiety, anger, guilt, tiredness and helplessness after a bereavement.
- All Igbos fell loneliness. However, the magnitude of the impacts of bereavement is often dependent on whether death was expected or unexpected.
- Among the Igbo tribe, men and women grieve differently. Reasons include: i) women by nature are caring due to their motherly love and care; ii) men are strong

## CONCLUSION CONTINUES ...



- ❑ It is possible to feel the presence of the loved one who passed on. Among the reason given include: the spirit of the deceased continues to live and watch over the living; and without proper burial rites, the deceased's spirit may begin to torment the living.
- ❑ It was very important to conduct a funeral proceeding after the death of a loved one. One cannot control their grief. Religious practices such as prayer, reading spiritual books; visiting and giving spiritual counselling and participating in church activities greatly help to cope with the grieving process.
- ❑ If someone is having suicidal thoughts then he/she needs professional help.
- ❑ The bereaved usually become poor/lack financial support after the death of a loved one. The best methods that can be used to assist people cope with bereavement is through providing more financial support to the bereaved family and religious spiritual support.

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## RECOMMENDATIONS



- ❑ There is need to emphasize the need and importance of therapy among African settings, especially among the Igbo people.
- ❑ There is need to reemphasize the need for more financial support for the bereaved family as there is no standardized amount to be given since it is based on humanitarian.
- ❑ More planning needs to be put in place especially in times of bereavement in order to ensure successful funeral rites. This would caution unforeseen circumstances such as sudden death and burial costs.
- ❑ Communities need to be encouraged to continue supporting one another in terms of finances. This is important because it would relieve some burdens of financial pressure on the bereaved. This is in relation to Igbo colorful burial rites that require lots of finances. If possible a standardized amount could be proposed.
- ❑ More involvement of the bereaved into the funeral proceedings should be encouraged. Igbo practices such as allowing the bereaved to participate in singing and dancing and refreshment may ease and allow the bereaved to focus attention on other aspects of life.
- ❑ Funeral rites need to continue as they would provide some form of comfort especially to those Igbos who continue to believe in life after death or the ancestral realm and reincarnation. Knowing that the deceased has entered the realm of the ancestors would provide great relief.

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**THANK YOU**

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