



HOME RENAISSANCE FOUNDATION
RENEWING THE CULTURE OF THE HOME

Home Renaissance Foundation

Working Papers

Number 27

A Training and Development Model for the Professionalisation of Housework

By Belinda Uzo Nwosu
March 2011

A Training and Development Model for the Professionalisation of Housework

By Belinda Uzo Nwosu, Wavcrest College of Hospitality

INTRODUCTION

How does the home influence social dynamics, legal frameworks and, ultimately, entire social systems? The answer to this question lies in the understanding of the strategic position that the home holds as a microcosm within the larger community of persons. It is within a home environment that character traits and value systems of individuals are formed and developed. And if society is a community of persons, then the management of the home environment is the management of society. If the quality of the experience of family living is positive, then there is bound to be some impact on the quality of relationships, systems, and structures formed outside the home. This is the aim of sustainability living.

One major contributor to quality family living is the practice of household routines or housework. These tasks involve both personal and technical skills and contribute to the effective running of the home environment. If the character of an individual is to develop positively, then it cannot be isolated from the context of daily life which involves house care activities such as cleaning, cooking, washing etc. Now the perception of housework as unproductive time is a prevalent one. Even when accompanied by the same effort and stress, the daily grind experienced in the public sphere is better received than when the very same effort is expended within the home. The concept of housework as a profession in its own right is grossly undervalued in contemporary society.

An investigation of the professionalisation process reveals one of many strategies which is the establishment of some form of acceptable qualification. The Family Home Management Programme (FHOP) is one of such initiatives pioneered at Wavcrest College of Hospitality in Lagos, Nigeria to provide professional certification in home care. It arose from the need experienced by a growing number of women for a forum that would empower them to manage their homes effectively. The experience of many women in today's society is that of a learning to combine work outside the home with the responsibilities that come with raising a family. The FHOP model is designed to appeal to this niche market by providing access to knowledge and skills in professional home care.

Accordingly, the core values of the FHOP are to regard the work of the home as a positive contributor to family living, and to promote this by engaging efficient approaches to managing human, financial and material resources. The 30-hour programme covers fundamentals in home care such as budgeting, food & beverage preparation, garment care, housekeeping, interior décor, entertainment, and other ancillary modules such as family philosophy, etiquette and entrepreneurship. Having successfully organized the FHOP for eight consecutive years, it was considered that a study be undertaken to examine the effectiveness of this existing model of a certified programme in home care managed by a tertiary hospitality institution.

Consequently, research questions were developed in order to reach a better understanding of the extent to which the FHOP had added value to the concept of professionalism in housework among the participants. In addition, a research hypothesis was formulated to test the statistical significance of the influence of the FHOP on participants' attitude towards training in housework. A study sample of thirty women was drawn, a questionnaire administered to each of the subjects and the results analysed.

Research Questions

- i. Did the FHOP influence participants' attitude towards training in housework?
- ii. Did the FHOP improve participants' skills/behaviour in financial, human and material resource management?
- iii. What areas of the FHOP model could be improved upon for the future?

Research Hypothesis

- i. H_0 : Participation in the FHOP did not influence attitudes towards training in housework
- ii. H_0 : There is no significant relationship between participants' background and changes in skills effected by the FHOP
- iii. H_0 : There is no significant relationship between participants' background and perceived effectiveness of the FHOP

LITERATURE REVIEW

The study of training and development models for the professionalisation of housework is an emerging area of research and as such there is very little evidence of published works in the literature. However, there are a number of related works that consider housework from other perspectives such as, gender roles, ergonomics and family living, all of which will contribute to developing a framework for understanding the concept of professionalism in housework.

Housework may be defined as those tasks which one carries out in taking care of a house such as cleaning, cooking, etc. A search of the literature on housework reveals that it is primarily the work of the woman in the home (Eichler, 2002; Zimmermann & Volger, 2003; Ogletree, Worthen, Turner & Vickers, 2006; Uchendu, 2007, Anugwom, 2009). While this does not mean that the male members of the family are dispensed from contributing to the care of the environment in which they live, it is natural for the woman to show more concern that the home reflects the order and ambience of being cared for. The aversion to housework among males in Nigerian society may have its roots in the norms set by the male adults in a household and the cultural influences in the wider society (Uchendu, 2007).

Not surprisingly therefore, there are a number of works developed along feminist theories (Oakely, 1975; Boydston, 1990) and gender-related conflicts that arise in this domain (Robinson & Milkie, 1998; Moore, 1999; Eichler, 2002; Treas & Drobnič, 2010). The backlash could be attributed to a misunderstanding by women of the value of this role and the lack of appreciation on the part of the men in the home. As trends in contemporary society show, a growing number of women work outside the home to supplement income (Anugwom, 2009). This could explain the conflict that may arise when the woman arrives home at the end of a work day and is expected to provide for all the needs without the support or at least some appreciation from the menfolk.

This brings to the fore the issue of attitude towards housework among women. The positive or negative experiences of housework shape attitude. It is the goal of the hypothesis put forward to test the attitude that women may have towards housework, and of the need to be trained in it. It is self-evident that the woman who appreciates her role as a home manager will have different attitude from the woman who sees this role as regressive.

There is evidence of changing perceptions about the value and contribution of this form of work from an economic viewpoint. Ferber & Bimbaum (1980) provide an insight into the nature of housework and attempt to place an economic value on its outputs. A review of Zimmermann et al (2003) likewise provides a collection of works that recognise the place of housework in the economics of families. In the area of encouraging family cohesion and social connectedness, Ogletree et al (2006) present the positive contribution that house chores can bring to the family, while John Paul II (1981) and Eichler (2002) are of the opinion that women should be duly recognized and recompensed for the value to society that housework brings with it, and which will lead to better outcomes for society. The non-appreciation of the learning that is acquired through the repeated performance of housework tasks (Eichler, 2002) and its benefits to the development of the family (Zimmerman et al, 2003) also need to be addressed.

A study of the professionalisation process of new and emerging disciplines reveals a common desire to project a positive image and continued relevance in the wider environment: sport (Pitts, 2000), human resources management (Vosburgh, 2008), volunteer management (Haski-Levanthal, 2009), paramedics (Williams, Onsmann & Brown, 2009) and public relations (Meintjes, Niemann-Struweg, 2009). This has been characterized by the improvement in standards, ethical practices, legislated regulation, theory building, certification, and in some cases, in affiliation to higher education as is the case of physiotherapy and nursing (Williams, Onsmann & Brown, 2009). The hospitality and tourism sector has not been left out as it has continued to evolve from a previously low status position to that of an increasingly dominant sector in many economies. The perception of the hospitality profession as second-rate to more prestigious professions has persisted (Pavesic, 1990; Dale & Robinson, 2001), although this has begun to change through a vigorous process of professionalisation (Ingram, 1999). A close relationship between the skill requirements in hospitality and those exercised in the home, places the hospitality education sector in the best position to engage in the professionalisation process of housework.

THEORETICAL PERSPECTIVES

To guide the design of the research on how best to examine the effectiveness of the FHOP model, three theoretical perspectives have been chosen:

1. The home as a learning centre for lifelong skills (Stenson, 1994; Burke, 2007).
2. Housework as a positive contributor to individual, family and societal development (Gorbett & Kruczek, 2003; Ogletree, Worthen, Turner & Vickers, 2006)
3. The process of attitude change (Katz, 1960; Perloff, 2008)

The Home as a Learning Centre for Lifelong Skills

Man is a social being and finds fulfilment in relating with others and developing a sense of community through mutual self-giving (Stenson, 1994; Burke, 2007). Burke presents the argument that the family community is the starting point for social rebirth, one that hits against currents in educational psychology that favour the independence of persons over their communal reality. By nature, the family is strongly anti-individualistic. It is in the home, the natural school of values, that one learns how to be generous, co-responsible, self-forgetful, and it is these values that define the health of the human community. The care of the home forms one platform on which the daily ritual of receiving and giving takes place. Stenson develops this idea further by linking the successful upbringing of children to participation in organised activities in the home. These

activities demand a commitment from each member of the household to the common good of others. These values so learned are more readily applied in the wider community.

Housework as a Positive Contributor to Individual, Family and Societal Development

While much of the literature presents housework in context of its drudgery, this study engages the theory that housework is indispensable for creating the right ambience for a home. The execution of these chores has a direct influence on the formation of individuals (Gorbett & Kruczek, 2003), and on the quality of daily life and relationships within the family (Ogletree, Worthen, Turner & Vickers, 2006). A home is the place where a person lives and considers a sanctuary. It is in a home that people feel most secure. This concept of a home goes beyond the physical reality of four walls and embraces the intangible elements such as love, understanding, appreciation and forgiveness. It is the balance of the tangible and intangible elements that constitute the true meaning of a home. The ambience so created by the blend of what can be touched and what can only be sensed is critical for creating the right conditions for the human person to thrive in. A home that is cluttered and unkempt is just as uninviting as one where there is a lack of mutual understanding. While building social relationships forms an important part in creating a home, this is fostered even more by the maintenance of a dignified environment. This is the indispensable role of home care – the execution of those tasks that aid in creating this ambience. Whether in the preparation of meals, cleaning, washing clothes or shopping, the ambience of a home is fostered by investing time and energy into these tasks. The development of the FHOP model takes as its primary assumption that housework plays a significant role in family living and society as a whole.

The Process of Attitude Change

Katz defines attitude as *“the predisposition of an individual to evaluate some symbol or object or aspect of his world in a favourable or unfavourable manner”*. This implies the existence of a factor of influence that shapes a person’s attitude, and which brings with it the possibility of a change in attitude. In other words, for women who have been shaped in their attitude towards housework, whether positively or negatively, it is possible to subject them to a factor of influence like the FHOP, and work towards creating the desired changes. If housework is to attain the status of a recognised profession, then prevailing attitudes towards it, as supported by the literature, need to be presented as not being favourable anymore for satisfying the need to create a society of well-rounded individuals is to be achieved. Perloff presents persuasive techniques that encourage attitude changes. If attitude change is the response to a communication, then the communication of the specific contribution of the FHOP to the individual’s knowledge and skill base must be made clear. The level of proficiency attained in the areas of finance, human and material resource management sends an important message to the individual about rethinking the value of previously held attitudes. Not to be discounted however, is the associated credibility of the source of the message. The inherent credibility that a tertiary institution presents for the delivery of this message is significant. Finally, the characteristics of the person receiving the message are important as this influences how the message is received and processed. Women who have participated on the FHOP seem to be the most appropriate target since their involvement in the programme in the first place must have been motivated by the desire to manage their homes better.

These theoretical perspectives will be form the basis for evaluating the effectiveness of the FHOP model in addressing the professionalisation of housework.

METHODOLOGY

Rather than highlighting the benefits of housework to family living and to society, the literature has shown a greater emphasis on perceived personal frustrations, gender inequalities and conflicts that arise from this activity (Oakely, 1975; Boydston, 1990; Robinson & Milkie, 1998; Anugwom, 2009; Treas & Drobnič, 2010). The strategic position that housework occupies in creating a sound family environment suggests that a process of professionalisation needs to be put in place to promote positive perception of this activity. The aim of this study is to examine the effectiveness of an existing model of a certified programme in home care managed by a tertiary hospitality institution. This section will endeavour to communicate the rationale for the data collection methods adopted and an acknowledgement of the limitations of this study.

A quantitative approach to the study was adopted in order to gather hard, measurable statements of fact that could be tested (Veal, 2006). The evaluation of existing training and development models in housework applied in tertiary hospitality institutions is a relatively new area of research and as such required an empirical approach to test the existing theory. It is hoped that future research will build on the findings of this work and seek to extend the theory base through more qualitative approaches.

The target population for this study was all the women who had participated in the FHOP from 2003-2010. The data gathered from this population would have provided invaluable information for answering the research questions, however, the constraints of the time lag between the study and the year of participation, and the change in contact information of participants did not make this possible. A non-probability sampling technique was employed for selecting thirty women as the research sample from a target population of eighty women. The process of sample selection involved the compilation of a sampling frame with details of all participants and the random selection of thirty names. The validity issue raised by this small sample size is in the limitation of admitting any generalisations applied outside this specific study.

The study required secondary and primary data in order to provide answers to the research questions. The data for the literature review was collected from paper-based and online secondary sources in the areas related to housework, family living, professionalisation and hospitality, while that required for developing the FHOP framework was obtained from the archives of Wavecrest College.

Primary data was collected using a structured questionnaire (see appendix) which is in line with the quantitative approach of the study. The questionnaire was made up of twenty-one questions sub-divided into three sections. The first section consisted of six questions related to respondents' background - age, income, marital status and year of participation on the FHOP. The second section was comprised of four questions related to changes in attitude, skills and knowledge. The third section addressed eleven questions related to the effectiveness of the FHOP model in terms of relevance, practicability and delivery. These questionnaires were administered to respondents by the researcher over a period of one week via email, face-to-face, and in some cases, over the telephone. Twenty-one questionnaires were completed representing a 70 per cent response rate.

The final stages of the research involved the compilation, coding and entry of the raw data onto spreadsheets for subsequent analysis. A summary of the results was prepared for each question and presented as a pictorial graph. For most of the data, it was sufficient to use bar or pie graphs as the questions asked provided the information that was sought. A series of non-parametric correlations was conducted to examine the relationships, if any, between respondent background with changes in skills and effectiveness of the FHOP. A paired samples test was used to compare respondents' attitude to training in housework before and after participating on the FHOP. This statistical tool was chosen because of the small sample size which was less than 30 observations (Buglear, 2000). A consolidation and discussion of findings was then made.

The validity issues related to this study stem from the use of the questionnaire as the sole data collection instrument. Given that the area of research is fairly new, the use of triangulation to gain a broader understanding of the extent to which the FHOP had been effective or not, would have been achieved by adopting qualitative methods such as interviews. The reliability issues for this study are derived from the nature of the study as an evaluation of an existing programme within a specific context that would be difficult to simulate in another context without introducing new variables. Thus, the research findings apply to this particular context with minimal generalizability.

FINDINGS

Background of Respondents

Age

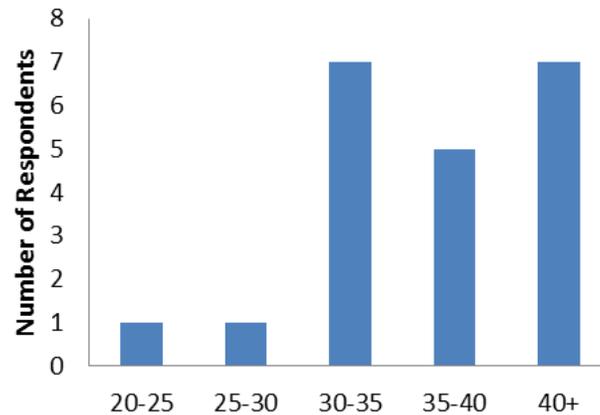


Figure.1 Age of Respondents who participated on the FHOP

Participation in the FHOP attracts more of the mature market. The graph shows that the majority of the respondents are above 30 years old. While participation for this age bracket may be higher, the results show that younger women have also found a need to participate in the programme.

Monthly Income

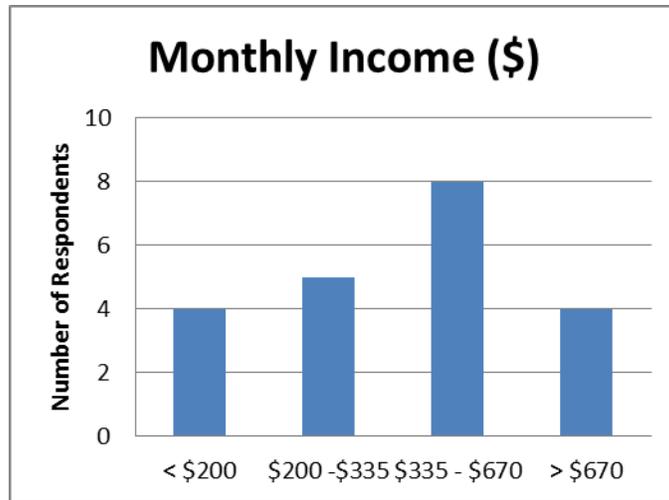


Figure.2 Monthly Income of Respondents in US Dollars

Income levels of respondents are fairly spread out over the ranges. The results show that participation in the FHOP is not targeted to women from a specific income bracket.

Marital Status

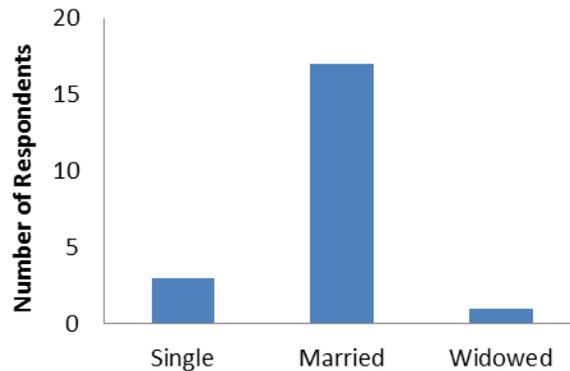


Figure.3 Marital Status of Respondents at Present

Number of Years Married	% of Respondents
Less than 1 year	6
1 to 10 years	44
11 to 20 years	17
21 to 30 years	17
More than 30 years	17

Table.1 Number of Years Respondents have been Married

Figure 3 shows that married women constitute the majority in terms of participation in the FHOP. Even when considered that the marital status of respondents changed from what it was at the time of participation, the

proportion of single women remains much lower. In addition, Table 1 indicates that the largest single group in terms of married years is between one and ten years. However, taken collectively, the majority of participants have been married for over ten years.

Year of Participation on the FHOP

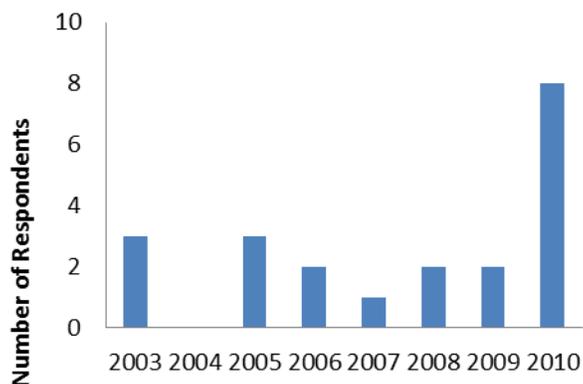


Figure.4 Year of Participation on the FHOP

Figure 4 shows that most respondents for this study were participants in the FHOP that held most recently, although there is a fair spread of responses across other years. The exception to this is 2004 which was not represented.

Changes in Skills/Knowledge/Attitude

Attitude towards Training in Housework

All responses to the questions related to participants’ attitude towards housework that is, whether the FHOP changed their attitude and whether the knowledge acquired was applied in their homes, were unanimous in their agreement that this was the case.

However, when asked about the attitude towards training housework *before* and *after* participating in the FHOP, the pattern of responses was different. The results from this question will be presented from two positions of *necessity of training* and of a *change in attitude*.

Attitude towards Training in Housework	% of Respondents	
	Before	After
Very unnecessary	0	5
Unnecessary	14	0
Indifferent	14	5
Necessary	29	29
Very necessary	43	62

Table.2 Attitude towards Training in Housework

The table above indicates that in both scenarios – before and after – the necessity of training in housework is the more popular position. The *necessary* and *very necessary* positions represent the two most popular responses

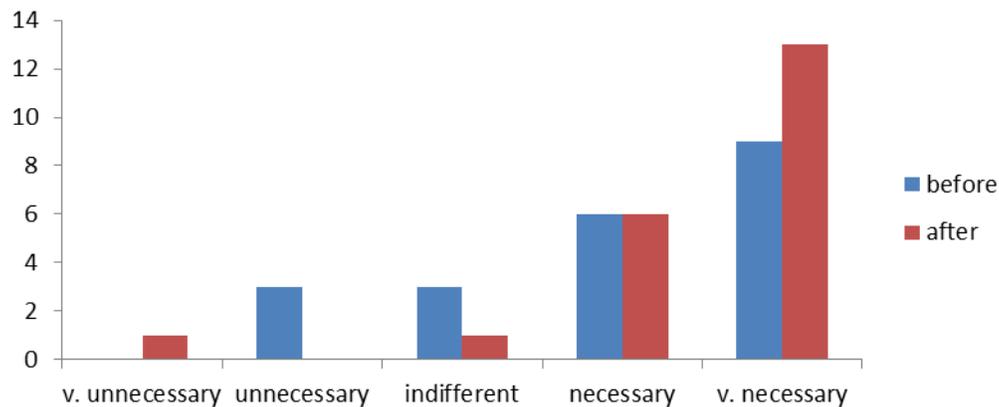


Figure.5 Attitude towards Training in Housework Before and After the FHOP

The bar graph above shows the pattern of attitude changes in the participants before and after participation in the FHOP. The most dramatic change in attitude was with those who considered training in housework to be very necessary with a 19 per cent increase from before-attitudes to after-attitudes, closely followed by the unnecessary with a 14 per cent drop from before- to after-attitudes, and finally the indifferent with a 10 per cent drop from before- to after-attitudes. Interestingly an anomaly has arisen with one respondent considering training in housework to be necessary before the FHOP and very unnecessary after the FHOP.

The results from the paired samples test (Table 3) to compare respondents' before and after attitude towards of training in housework is consistent with the null hypothesis since the p-value, 0.0829 is above 0.05. There is no significant difference between the attitudes to training in housework before and after participating in the FHOP.

Paired Difference							
Mean	Std Deviation	Std Error Mean	95per cent Confidence Interval		t	df	Sig (2 tail)
			Lower	Upper			
-0.4286	1.0757	0.2347	-0.9182	0.8230	-1.83	20	0.0829

Table.3 Paired Samples Test to Compare Before and After Attitudes to Training in Housework

Effectiveness of the FHOP

Practicability of Skills/Knowledge

Most of the skills and knowledge imparted on the FHOP were considered to be practical and applicable to participants' individual circumstances. The results show that the majority represented by 67 per cent of respondents consider all the skills and knowledge to be practical, while 33 per cent consider that there are gaps in applying these skills and knowledge.

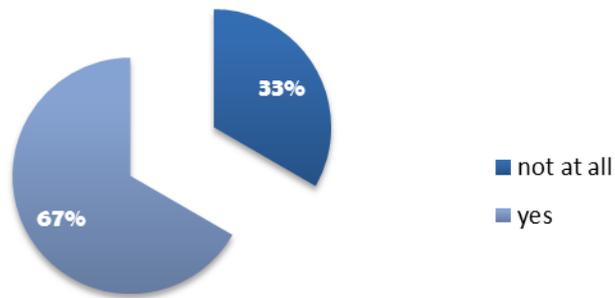


Figure.6 Practicability of FHOP Skills and Knowledge

Improved Skills/Behaviour

The response to the question whether the FHOP improved respondents' performance in managing finances, people and materials in their homes is positive with a little over 80 per cent of respondents agreeing or strongly agreeing to the question. These improvements were noticed more in the area of materials management and least in the management of finances.

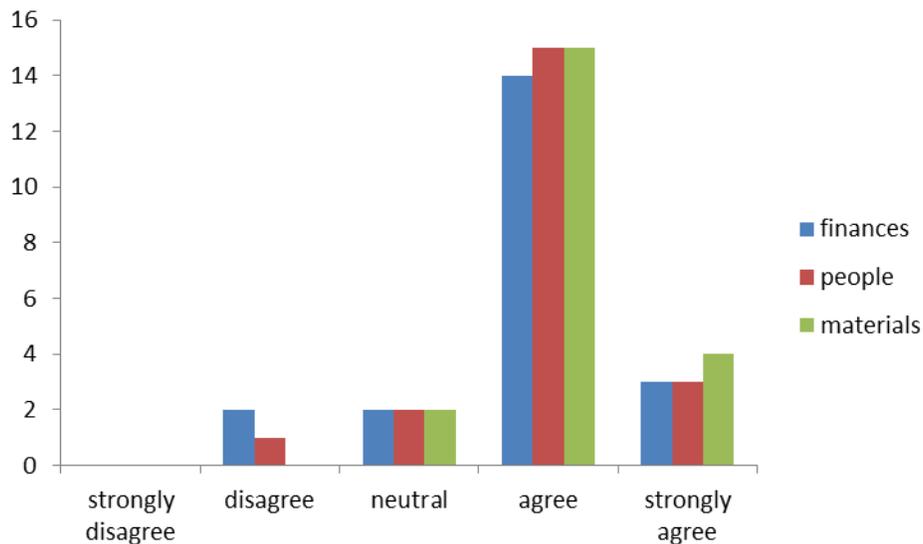


Figure.7. Improved Performance from Participating in the FHOP

Better Management of Resources

When asked categorically about whether the FHOP had left respondents' better off since participating on the programme, all respondents agreed that this was the case, although some were not categorical in their agreement. This is particularly evident with responses related to finances and people management. Material

resource management at 86 per cent was the most beneficial contributor to the overall experiences of participants since the FHOP.

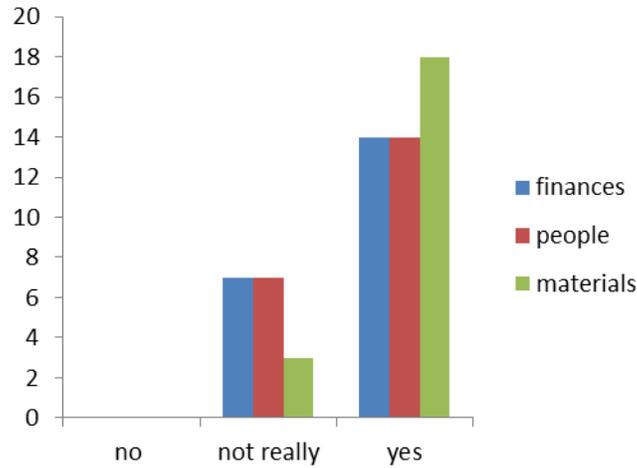


Figure.8. Enhanced Resource Management since FHOP

Finally, that the FHOP can be marked out as the sole influence behind respondents' enhanced management abilities in their homes was invalidated by 86 per cent of respondents.

Quality of FHOP Resource Persons

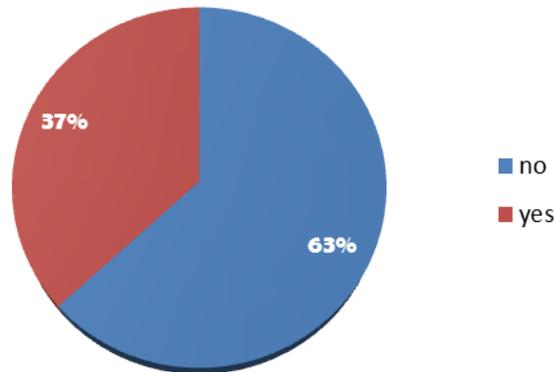


Figure.9 Better Outcomes with Higher Quality FHOP Resource Persons

Respondents were asked if the purpose of the FHOP would have been better achieved if the quality of resource persons employed was higher than what it was. The figure above shows that 63 per cent of respondents disagreed with this interpretation.

Modifications for the FHOP Model

A significant number of contributions were made when respondents were asked to suggest specific ways in which the FHOP could be enhanced (Table 4). These suggestions reflect modifications in five main areas related to: design, delivery, content, target audience and feedback mechanisms.

Include more multimedia teaching resources

Relate interior décor to the home front

Provide more resource materials and refreshments

Open feedback channels for participants

Better teaching method for interiors

Appropriate more time to the practical sessions

Develop a refresher course

Include ethnic dishes in food preparation

Target the singles market

Reach out to a wider audience

Include the management of domestic staff

Include work-life balance

How to cope without domestic help

Include a variety of teaching methods – group interactions, role playing, etc.

Include emergency response training for the home – accidents, fire, robbery, etc.

Address power failure issues

Include entrepreneurship training especially how to source loans.

Enforce strict compliance to attendance to sessions

Table.4 Suggested Modifications for the FHOP Model

Relationships between Respondent’s Background and FHOP Outcomes

Correlation analysis was carried out on the data to ascertain the degree of association between the respondents’ background and the outcomes of the FHOP related to *changes in skills/knowledge/attitude* and *effectiveness*. Only two out of the eleven correlations were significant and these will be reported.

Income and Changes in Skills/Knowledge/Attitude

The data collected from the non-parametric correlation of monthly income and the attitude towards training in housework before participating in the FHOP, suggests a fairly strong positive relationship as shown in the scatter graph below (Figure 10). That is, the more money someone made, the more likely that training in housework was considered important to them.

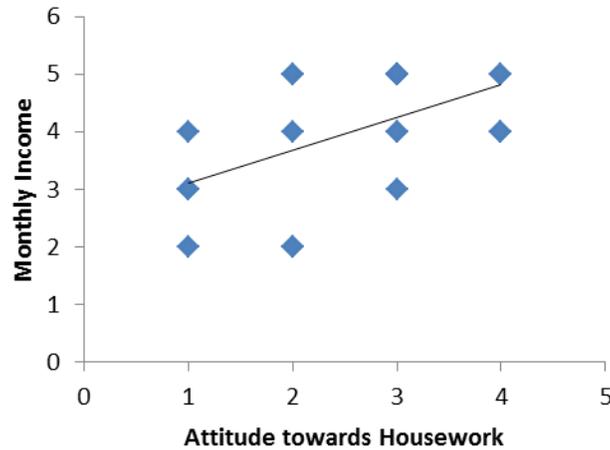


Figure.10 Scatter Graph to show the Change in Attitude with Monthly Income

In addition, the significance of the relationship was tested and the result from the t test (Table 5) is not consistent with the null hypothesis since the p-value (0.0205) is below 0.05. There is a significant relationship between participants' background (monthly income) and changes in attitude towards training in housework.

Spearman Correlation Coefficients	0.50166
Prob> r under HO: Rho=0	0.0205
Number of Observations	21

Table.5 Correlation Coefficient for Change in Attitude and Monthly Income

Income and Effectiveness

The data collected from the non-parametric correlation of monthly income and quality of the resource persons for the FHOP, suggests a fairly strong positive relationship as shown in the scatter graph below (Figure 11). That is, the more money someone made, the less likely they were to think that there needed to have better quality resource persons delivering the FHOP.

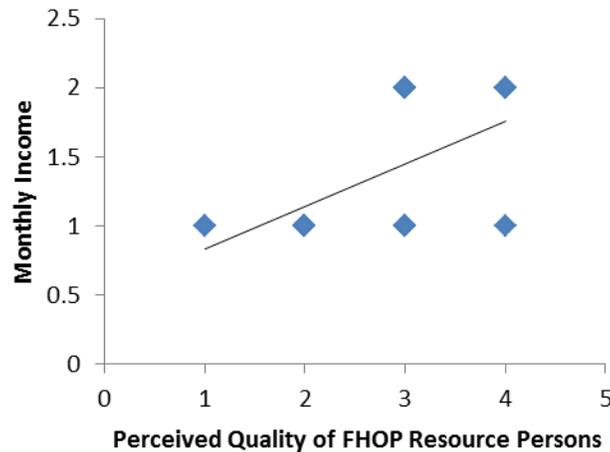


Figure.11 Scatter Graph to show the Perceived Quality of FHOP Resource Persons with Monthly Income

In addition, the significance of the relationship was tested and the result from the t test (Table 6) is not consistent with the null hypothesis since the p-value (0.0068) is below 0.05. There is a significant relationship between participants' background (monthly income) and effectiveness of the FHOP (quality of resource persons)

Spearman Correlation Coefficients	0.59874
Prob> r under HO: Rho=0	0.0068
Number of Observations	19

Table.6 Correlation Coefficient for Perceived Quality of FHOP Resource Persons and Monthly Income

DISCUSSION

Profile of FHOP Participants

The profile of a typical participant of the FHOP is that of a mature woman in a stable marital relationship drawn from any socio-economic group. Considering the background of experiences that these women bring to the table, emphasis will need to be placed on guaranteeing the relevance of all deliverables on the programme and likewise of engaging experienced resource persons. That the concern to improve family life particularly through improved home care cuts across socio-economic groups, the slightly higher number of women with more access to higher incomes is not surprising as the FHOP is a fee-paying activity. Naturally, women with lower incomes will find it a challenge to incur this expense. This finding presents an opportunity to consider funding schemes to allow greater participation across the board. Finally, the year of participation in the FHOP greatly influenced the data collection process. This suggests that any follow-up study on the programme should be initiated as close to the period of participation as is possible.

FHOP Influence on Participants' Attitude towards Training in Housework

The outcomes from the paired samples test which resulted in a rejection of the hypothesis that the participants' attitudes to training in housework remained the same before and after participation in the FHOP

are indicative of two things. The first being that given the profile of a typical participant as described above, the approach to the concept of housework is seen more in terms of a practical necessity. The proportion of participants who required a complete and total overhaul of negative attitudes towards housework in terms of *necessity* is understandably smaller. It can be deduced from here that the FHOP attracted a group of women with some measure of appreciation of housework. The literature is dominated by a poor understanding of the role of housework to personal and social development (Oakely, 1975; Boydston, 1990; Eichler, 2002). It is encouraging to see women who understand the contribution and importance of housework to their family life.

The second is based on the *factor of influence* referred to in the theory on attitude change (Katz, 1960). A change in attitude implies that there was a pre-existing attitude different from the present one. The responses have shown a movement from a position which previously considered housework to be an activity that had to be done (necessary) to a position of deeper appreciation of its inherent professionalism and consequent to this, the need to be equipped with the right skills and knowledge to carry it out effectively (very necessary). The use of experienced resource persons may have contributed in no small way to this transformation process. As should be the case on any learning programme, housework projected in a manner that recognises and reflects on methods, specific outcomes and norms of best practice cannot but engender in learners an acknowledgement and sense of appreciation of it as an indispensable human activity. Furthermore, as the literature has shown, the professionalization process necessitates improvement of standards and theory building (Williams, Onsmann & Brown, 2009). By encouraging more research in this area, housework will emerge as a discipline in its own right as have other so called 'second-rate' professions before it.

Is there any relationship between participants' background and changes in skills/knowledge or attitude effected by the FHOP? The findings show that the more money someone made the more likely that their attitude towards training in housework was positive. This could be linked to the feminist understanding of housework as being anti-progressive in terms of income generation and self-worth (Oakely, 1975; Boydston, 1990). That participants in the FHOP with lower incomes and thus higher dependencies have a lower appreciation for housework should be explored in subsequent studies.

Did the FHOP influence participants' attitude towards training in housework? The answer to this research question is yes. By and large, the FHOP has reached an important audience in advancing the role of housework in the community and developing positive attitudes towards it.

Improvement of Participants' Skills/Behaviour in Financial, Human and Material Resource Management

One step in the process of self-improvement is acquiring the means necessary to make this happen. These means must not only be relevant but also capable of making this improvement possible, in a word, practicable. It is worthwhile to explore the meaning that participants of the FHOP may have in referring to the term *practicable*. The profile of participants as outlined in the previous section suggests that they would take up a more hands-on approach to problem solving in their homes, especially in the execution of household tasks and the care of children. This fits in with the literature which identifies the natural concern for these activities to be that of the woman (Eichler, 2002; Zimmermann & Volger, 2003; Ogletree, Worthen, Turner & Vickers, 2006; Uchendu, 2007; Anugwom, 2009). Practicable skills for this study would thus refer to the extent to which these skills have been able to meet participants' home care needs. The findings demonstrate that the FHOP provided skills and knowledge that women involved in housework were able to put to use in their individual circumstances. Nonetheless, research to address the gaps identified in this matter of practicable skills/knowledge delivery will provide valuable insights for improving the FHOP model.

As to the enquiry whether participants in the FHOP are better off now in managing their homes and how much the FHOP actually contributed to this outcome, the results show that the participants have fared better in managing all aspects of homecare related to the FHOP objectives – finances, people and material resources. This goes to show that the FHOP model supports the theory that standards of performance improve through a structured professionalization process as in the case of new and emerging professions verified in the literature (Pitts, 2000; Vosburgh, 2008; Haski-Levanthal, 2009; Williams, Onsmann & Brown, 2009; Meintjes, Niemann-Struweg, 2009). Improved professionalism in the execution of housework brings improved benefits to the family as well in terms of skills acquisition (Eichler, 2002), personality development (Gorbett & Kruczek, 2003) and teamwork (Ogletree et al, 2006). It is through this formation at the family level that social improvements on a wider scale begin to be felt.

With regards to the specific sphere of improvement, the findings verify that the FHOP equips participants better for managing *material resources*. This could be due to the fact that materials management may be easier to master as it involves tangible methods and procedures as opposed to becoming proficient in financial management which demands much more effort than just the acquisition of numeracy skills; likewise in managing human relationships which is a lifelong process. This brings to the fore the idea that the FHOP model should be considered as one more tool for achieving these aims and not the only one. Strategies to explore how to deliver better outcomes in financial and people management skills are recommended. The FHOP model can be employed as an effective tool in improving the material standards of the home environment.

Is there any relationship between participants' background and the perceived effectiveness of the FHOP? The findings show that the more money someone made, the less likely they were to think that better quality resource persons were needed to deliver the FHOP. On reflection, this stance may be linked to the individual's life experiences, that is, the extent to which they have been exposed to other learning experiences, which then form the basis for their expectations. In addition, it is fairly common knowledge that there is a greater concern for value-purchases among low income earners than at the higher end.

Proposed Revisions of the FHOP Model

Enhancing the FHOP model is an on-going process and the feedback from participants has provided valuable insight for achieving better outcomes.

Design

The number of contact hours allotted to the sessions, particularly those with practical demonstrations will need to be addressed. It is precisely in these hands-on sessions that participants will be able to internalise the skills and appreciate how to tackle them in their homes. A participant who has watched an instructor produce a complex napkin fold will be hard pressed to deliver the same fold without a number of practice sessions to get it right. The provision of coffee breaks and other refreshments is a small detail that could be incorporated into the programme, more so with the proposed increase in the number of contact hours. However, this will have to be offset with an increase in the course fee to meet this need.

Delivery

The delivery of FHOP modules should make the most of multimedia technology that is readily available. More traditional methods of delivery have long been the style in the FHOP. Adult learners require stimulation in the learning environment in order to remain focused. Multimedia options abound in the market with relevant audio, video and interactive resources related to work in the home. The issue of interrupted power supply will be a significant issue in delivering this outcome. In addition, resource persons should be advised in varying their delivery methods to engage the participants more effectively.

Content

The management of domestic staff forms part of people management issue previously discussed. The inclusion of this module forms a good opportunity to achieve better ratings for the FHOP as it is common practice in Nigeria for families to have at least one domestic helper. There are many issues that may arise with this situation related to performance standards, supervision and security that would need to be addressed. Achieving a work- life balance for these working mothers will equip them with techniques needed to meet home care and professional objectives without neglecting either one. Emergency response to health and safety issues related to fire, robberies and domestic accidents will offer participants basic knowledge for minimising injuries in their homes.

Target Audience

The market for young, single women should be explored as housework is not limited to those who are married. By widening the base of participants, the FHOP will diffuse further afield the objective of influencing society through the home. In addition to this market is that of low income earners. The FHOP is a self-sustaining activity and requires income from fees. The introduction of funding schemes to encourage wider participation from this socio-economic group should be considered.

Feedback Mechanisms

The suggestion of organising follow-up sessions or an update after the programme is reasonable as it provides the opportunity for participants to discuss issues related to their home care obligations. This could be achieved in a number of ways – assigning course tutors/mentors from among the resource persons to each participant; the formation of an alumni association to encourage networking; and the eventual establishment of an association or an institute for homemakers that will encourage continuous professional development among members and in addition, work towards building recognition of the profession in society.

CONCLUSIONS

This study was undertaken to examine the effectiveness of the Family and Home Management Programme (FHOP) model for the professionalisation of homemaking adopted in Wavecrest College, Nigeria. Data from twenty-one respondents was collected, analysed and the findings presented.

With few exceptions, the literature presented a dominant view of housework as the devaluation of women, promotion of gender divisions and economic irrelevance, thus ignoring the positive contribution to the family and ultimately to sustainable living in society. There is nonetheless some evidence of changing attitudes and a greater appreciation of the value of housework from promoting family cohesion to examining its economic value.

The profile of a typical participant of the FHOP is that of a mature woman in a stable marital relationship that belongs to any socio-economic group. Participant's regard for the importance of housework is positive, and attitudes towards training in housework remained the same before and after participation on the programme. Improvements in applying the skills acquired on the programme were more noticeable in managing material resources than it was in people or financial management. Suggestions for an improved model of FHOP centred on issues related to design, delivery, content, target audience and feedback mechanisms.

In the light of the findings from this research, the FHOP model has been effective in raising the level of appreciation for the work of the home and in improving the skills/knowledge base for the efficient and effective management of human, financial and material resources in the home. The FHOP is poised to become a tool for improving the status of housework among participants. It is recommended that similar models be developed and piloted in other tertiary hospitality institutions or faculties in order to contribute in some way to creating positive appreciation for this form of work. This will increase the positive outcomes in family life and contribute ultimately to the building of a more sustainable society.

REFERENCES

- Anugwom, E.** (2009) 'Women, Education and Work in Nigeria' *Educational Research and Review*, Vol. 4(4), pp. 127-134
- Boydston, J.** (1990) *Home and Work: Housework, Wages and the Ideology of Labour in the Early Republic* Oxford University Press
- Buglear, J.** (2000) *Stats to Go: A Guide to Statistics for Hospitality, Leisure and Tourism* Oxford: Butterworth-Heinemann
- Burke, C.** (2007) *Man and Values: A Personalist Anthropology* Scepter Publishers Inc.
- Dale, C. & Robinson, N.** (2001) 'The Theming of Tourism Education: A 3-Domain Approach' *International Journal of Contemporary Hospitality* 13/1, 2001 pp. 30-34
- Eichler, M.** (2002) 'Housework and Care Work as Sites for Life-Long Learning' <http://oise.utoronto.ca/research/eichler5pages/wallresearchnetwork,universityoftoronto,canada.pdf> Accessed September 4, 2010
- Ferber, M. & Bimbaum, B.** (1980) 'Housework: Priceless or Valueless?' *Review of Income and Wealth* Volume 26, Issue 4, pp 387-400
- Gorbett, K. & Kruczek, T.** (2008) 'Family Factors predicting Social Self-Esteem in Young Adults' *The Family Journal: Counselling and Therapy for Couples and Families*, Vol. 16 No.1, January 2008, pp. 58-65
- Haski-Levanthal, D.** (2009) 'The Professionalisation process of volunteer management in Australia' *The Centre for Social Impact (CSI) Issues* Paper No. 2 September 2009
- Ingram, H.** (1999) 'Hospitality: A Framework for a Millennial Review' *International Journal of Contemporary Hospitality* 11/4, 1999, pp. 140-147
- John Paul II** (1981) *Familiaris Consortio* in Sison, M. (ed) (1994) *Family: School of Love*
- Katz, D.** (1960) 'The Functional Approach to the Study of Attitudes' *Public Opinion Quarterly*, 24 (Summer 1960), pp. 163-204
- Meintjes, C. & Niemann-Struweg, I.** (2009) 'The Role of a Professional Body in Professionalisation' *The South African Public Relations Case' PRism* 6(2) http://praxis.massey.ac.nz/prism_online_journ.html Accessed September 1, 2010
- Moore, D.P.** (1999) 'Women Entrepreneurs: Approaching a New Millennium', in *Gender and Work*, ed. G.N. Powell. London. Sage Publications, pp370-389
- Oakely, A.** (1975) *The Sociology of Housework* New York: Pantheon Books
- Ogletree, S., Worthen, J., Turner, G. & Vickers, V.** (2006) 'Developing Attitudes toward Housecleaning Scale: Gender Comparisons and Counselling Applications' *The Family Journal: Counselling and Therapy for Couples and Families*, Vol. 14 No.4, October 2006 400-407
- Perloff, R.M.** (2008) *The Dynamics of Persuasion* New York: Lawrence Erlbaum Associates
- Pitts, B. G.** (2000) 'Sport Management at the Millennium: A Defining Moment' in Fleming, J. & Ferkins, L. (2005) 'Cooperative Education in Sport: Building our Knowledge Base' *Journal of Hospitality, Leisure, Sport and Tourism Education* 4 (1), pp. 41-47
- Robinson, J. & Milkie, M.** (1998) 'Back to the Basics: Trends in and Role Determinants of Women's Attitudes toward Housework' *Journal of Marriage and the Family* 60 (February 1998), pp 205-218
- Stenson, J.** (1994) *Upbringing* Scepter Publishers Inc.
- Treas, J. & Drobnič, S.** (Eds) (2010) *Dividing the Domestic: Men, Women, and Household Work in Cross-National Perspective* Stanford University Press
- Uchendu E.** (2007) 'Masculinity and Nigerian Youths' *Nordic Journal of African Studies* 16(2): pp.279-297
- Veal, A.J.** (2006) *Research Methods for Leisure and Tourism: A Practical Guide* 3rd Edition Pearson Education Limited

- Vosburgh, R.** (2008) 'The Evolution of HR as an Internal Consulting Organisation' *Human Resource Planning* 30.3 http://hrps.org/resource/resmgr/p_s_article_preview/hrps_issue30.3_evolutionofhr.pdf Accessed September 4, 2010
- Williams, B., Onsman, A. & Brown, T.** (2009) 'From Stretcher-Bearer to Paramedic: The Australian Paramedics' Move towards Professionalisation' *Journal of Emergency Primary Health Care (JEPHC)* Vol. 7, Issue 4, 2009 – Article 990346
- Zimmermann, K. & Volger, M.** (Eds) (2003) *Family, Household and Work* Springer-Verlag

APPENDIX – Questionnaire

Part 1. Background

1. Respondent's age
 - a. 20-25
 - b. 25-30
 - c. 30-35
 - d. 35-40
 - e. Above 40

2. Income range (monthly¹)
 - a. Less than N30, 000
 - b. N30,000 – N50, 000
 - c. N50,000 – N100,000
 - d. N100,000 and above

3. Marital status
 - a. Single
 - b. Married
 - c. Widowed

4. For how long have you been married?
 - a.year(s)
 - b. Not yet married

5. Were you married before attending FHOP?
 - a. Yes
 - b. No

6. When did you take the programme?
 - a. 2003
 - b. 2004
 - c. 2005
 - d. 2006
 - e. 2007
 - f. 2008
 - g. 2009
 - h. 2010

¹ Conversion Rate 1US\$ = N 100

Part.2 Change in Skills

7. What was your attitude towards training in Housework before you participated in the FHOP?
 - a. Very unnecessary
 - b. Unnecessary
 - c. Necessary
 - d. Very necessary
 - e. Indifferent
8. Did you put the knowledge acquired in the FHOP to work?
 - a. Yes
 - b. No
9. Did FHOP change your attitude towards Housework?
 - a. Yes
 - b. No
10. What was your attitude towards training in Housework after you participated in the FHOP?
 - a. Very unnecessary
 - b. Unnecessary
 - c. Necessary
 - d. Very necessary
 - e. Indifferent

Part.3 Effectiveness

11. Was the skill/knowledge acquired practicable?
 - a. Yes
 - b. No
 - c. Not all of it
12. Do you think you have fared better in Homemaking than you did before FHOP?
 - a. Yes
 - b. No
13. Do you think you fared better in managing financial resources since FHOP?
 - a. Yes
 - b. No
 - c. Not really
14. Do you think you fared better in managing human resources since FHOP?
 - a. Yes
 - b. No
 - c. Not really
15. Do you think you fared better in managing human resources since FHOP?
 - a. Yes
 - b. No
 - c. Not really

16. Do you think you the FHOP is responsible for your responses in 12-15?
- a. Yes
 - b. No
17. Participating in FHOP has improved your performance in financial management
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
18. Participating in FHOP has improved your performance in human resource management
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
19. Participating in FHOP has improved your performance in material resource management
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
20. Do you think the purpose of FHOP would have been better achieved if the quality of resource persons used was higher?
- a. Yes
 - b. No

21. What are those things you think should be included in the FHOP/other suggestions

.....

.....