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PREFACE

The Federal University of Technology, Minna, Niger State, Nigeria has currently among her objectives the promotion of excellence in multidisciplinary research and teaching in pure and applied science, science education, technical education, engineering technology, agricultural technology, health technology, information and communication technology and management technology. In pursuance of these objectives, the great need and significance of an academic Journal of Science and technology that will promote the development and sustenance of science and technological skills, ideas and techniques were recognized. Consequently, the university decided to resuscitate and sustain the former International Nigerian Journal of Technology Research (N.J.T.R). The idea of resuscitation of the journal is also to achieve the university's vision of being a model of efficient delivery of qualitative, functional and sustainable education for F.U.T., graduates, so that they can compete favourably with their mates in the global market economy or be world class or global standard workers, when they graduate.



In this volume, you will get a lot of information in various fields that will promote the teaching and learning of science and technology. I sincerely acknowledge and appreciate the effort of the Editorial Committee that worked hard to resuscitate the journal. It is sincerely hoped that the Nigerian and the world at large.

Professor M.S. Audu
Vice Chancellor

EDITORIAL

Universities especially university of technology are concerned with the teaching, research, discovering and developing new skills and techniques of manufacturing and fabricating equipments for teaching, learning and industrial development. It is very important the knowledge about these new skills, discoveries and techniques be shared among colleagues in other universities in Nigeria and in other universities all over the world.

This is the reason detre, the resuscitation of the Nigerian Journal of Technological Research was a very laudable venture that will act as a medium for achieving this laudable objective. In pursuance of these objectives the journal encourages scholarly articles that are empirical, practical, theoretical or clinically oriented in science, science education and technological disciplines to promote and sustain teaching and research skills in science education and technology by providing quality information in various areas of innovations in the teaching and learning of science and technology.

This issue covered these major areas in science education and technology such as:

- Land Resources Management
- Evaluation of Aquifer Characteristics
- Use of Advance Organizers for text visualization
- Mathematical Model for Human Standard of living determination

These articles will be of immense help to lecturers, students and the general reader. It will be a good inclusion to any institution library and private library.

The editorial committee remain immensely grateful to all scholars, who have contributed to this special resuscitation volume. We commend them for their contribution. We appeal to them to keep writing and contributing to the growing body of knowledge, so that their foot prints will be left in the sand of time, as they will still be speaking thousands of years after depature, like ShakeSpear, Einstein etc., Thank you very much, we are grateful and appreciate all of you.

Finally, it is important to note, however, that the views, findings and ideas in the articules remain the author's responsibility, while the editorial committee is responsible for the quality of the articles.

Prof. I. N. Mogbo
Editor-in-Chief

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Facilitating Entrepreneurship In Landscaping: A Study On The Opportunities In Landscape Horticulture, Planning And Garden Management

Idowu, O. O.

Department of Urban and Regional Planning
School of Environmental Technology
Federal University of Technology Minna

E-mail: isaagbemi@gmail.com or idowusegun@futh.edu.ng

Abstract

Several efforts have been made by the government of Nigeria to solving the rate of unemployment in the country, these efforts are reflecting through the contents of the past National Development Plans and the some other programmes of the government. Currently the moves have been on the development of entrepreneurship skills and ability, which has become a factor for self reliance and capacity building. However, this study focuses at appraising the variation of job opportunities in the field of landscape horticulture, planning and garden management with the view to develop entrepreneurship skills for the professional and any interested individuals. The source of information for this study is mainly through the secondary source; from journals, internet materials and textbooks. The outcome of the study shows that there are different opportunities in the field of horticulture in such areas like fruit production, vegetable production, landscape horticulture, arboriculture, turf and floriculture, more also in the setting up of nurseries, and seed industries. The job opportunities in landscape planning and garden management are in the areas of landscape contract, landscape design, nursery or garden centre management, plant sales job, maintenance supervision and lot of more opportunities. Productivity of this enterprise lies in the managerial competency of the entrepreneur; innovativeness and creativity which can result in excellent results through; training and self development of the entrepreneurs, a balanced structured understanding of the masses about the need for their services, development of market strategy, integration of the modern technology into system and the encouragement in the part of government responsibility.

Keywords: planning, landscape, horticulture, opportunities, entrepreneurship.

Introduction

The benefits of industrialization in term of employment creation, among others, have been recognized all over the world to be an encouraging one for human development and capacity building with relative effects on the rate of urbanization. There after Nigeria's independence in 1960, several efforts of the government and the policies regarding development are more devoted to promotion of employment opportunities. Having considered the basic contents of the country past four National Development Plans and with the rolling plan which all spanned the period of 1962 through 1985 and 1990 -1995 respectively, the emphasis had been how to reduce the level of youth unemployment by creating opportunities through training and empowerment.

However in spite of these lofty promises in the National Development Plans of Nigeria and numerous efforts made by the successive Governments with different programmes over the years, the rate of unemployment is not reducing, but rather has been increasing at alarming rate. Specifically, the rate of youth without job in the country is quite high and more common among the graduates from the tertiary institution. Measures to address this social problem gives birth to the idea of entrepreneurship through self employment, self empowerment and small scale business enterprises. Entrepreneurship idea or concept is not new, but what is happening now seems to be re-strategizing or reshaping of conceptions to meet the creative needs and solving the social and economic problem facing most people of the country.

The concept of entrepreneurship has a lot to do with how several activities are carried out in an organization for effective operations. It involves the process of bringing together creative and innovative ideas, coupled with management and organization skills in order to combine man, money machinery and other resources to meet the identified need and thereby create wealth. The view on what entrepreneurship means is considered to involve a positive initiative, in-depth imagination, flexibility of ideas, creativity and willingness to think conceptually right and then developing a broad capacity to explore the available opportunities one identified. (Madueke 2007, Adeyeye 2008)

In classifying entrepreneurship, Adeyeye (2008), identified the technical or opportunity and the necessity. The baseline for this classification was centered on the understanding of the available opportunity and creating an idea for business venture through the setting up of a viable organization to pursue the survival of the venture. The latter is just mainly on the setting up of business for the necessity of meeting the immediate need. However the factors considering responsible for such is summarized as follows; ability to perceive the business opportunity, the willingness on the issues perceived and the necessary organizing skills associated with the business opportunity.

In no little measure can one assume the relevance of entrepreneurship in the field of environmental planning, especially in such areas like landscaping which comprises different areas like; horticulture, planning, designing, development and management. Landscape design and planning is considered to be a profession that has the potential to create many small scale businesses and therefore contribute to job creation and increase the GDP of the country. It is an informal sector which its activities constitutes a significant segment to the national economy, apart from the social benefits one may derived from it.

The tremendous growth in the need for good and aesthetically pleasing environment has caused the expansion in the profession, creating thousands of opportunities for other professions to be identified with it. Originally all issues regarding landscaping; planting, culturing, planning and management is in capacity of the Landscape Horticulturist, until lately that other allied professions who deal in space management and buildings construction got involved to explore the knowledge from field and incorporate it into the building industry and development of human habitation and other public places like garden.

The term horticulture is derived from Latin words; hortus (garden) and cultura (cultivation), which means garden cultivation. It is a branch of the broad field of agricultural plant sciences. Horticulture is the science and art of cultivating fruits, vegetables, and ornamental plants. It is a big business which provides employment for people with a wide variety of skills, as well supports a large number of service industries. Considering both the science and business perspectives of horticulture, it can be defined as the "science and art of cultivating, processing, and marketing of fruits, vegetables, nuts, and ornamental plants".

A landscape *per se* is simply a natural environment that can be designed by nature as well by people. Acquah (2004) defines it as the use of plants outdoor to fulfill aesthetic and functional purpose. Motloch (2001) is of the opinion give that landscaping is the expression of ecological, technological, and cultural influences which may involve designed or non-designed and are generated by these influences. Considering all these, the art of landscaping is the art of purposefully changing or manipulation of the natural environment that exists out door, with the intention of making the environment more attractive and appealing to man with the aid of ornamental plants and flowers. A successful landscaping is as the result of a creative mind, innovativeness in thought and sensitivity in balancing of all required

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elements that reflects the needs and tastes of the person that desire for it or engaged the landscape professionals.

Entrepreneurship in landscaping is the act of integration and turning of the creative and innovative ideas existing in landscaping with that in entrepreneurship into a profitable business enterprise. It requires the applications of managerial functions in coordinating and controlling a successfully initiated venture. Also comprises of developing a fundamental re-thinking and radical re-designing of the process to achieve a dramatic improvement in service delivery. In line with all these concepts and the fundamental approach based in entrepreneurship, landscape planning becomes a better platform for all the professionals and other interested individual to be a job employment.

However in line with this need for job and the impact of entrepreneurship in nation building, this paper aimed at appraising the variation of opportunities in landscape planning with the view in facilitating the entrepreneur competency among the professionals in landscape horticulture, landscape architecture, urban planner and the individuals who has interest in landscaping the environment. The objectives include the following: to appraise the variation of the job opportunities available in landscape horticulture and planning and to examine the fundamental principles for the development of entrepreneurship in landscape horticulture and planning.

Methodology

The study carried out on this paper is on the researches on literature materials the information is basically through the secondary source. This study mainly explores the secondary materials which comprises of publications from the internet, textbooks, journal articles and other printed materials.

Fundamental Basis Of Entrepreneurship Development

There are different approach to define entrepreneurship, in the practical sense, it goes beyond the generic term or concept in the study of economics, it characterize the exploitation of every opportunities and turning it into a glaring and acceptable product. Though in the first place, the concepts therein was built around the principles of economics, management and business studies, which based on how several activities are been carried out in an organization for effective running of the organization. According to Madueke (2007), he described entrepreneurship as the initiatives, imagination, flexibility, creativity and willingness to think conceptually and having a capacity to see a need and change it to opportunity.

Further, illustration on entrepreneurship states it as the identification and exploitation of opportunity reflecting innovativeness in the concept of packaging the idea. Comprehensive illustration to what entrepreneurship means is however linked to certain attributes namely; the ability to perceive a profitable business opportunities, the willingness to act on what one perceived and with the necessary organization skill associated to the project. Summarily, it is the process of identifying opportunities or bringing together creative and innovative ideas couple with the management and organization skills, to meet an identified need and thereby create employment and wealth. (Adeyeye 2008)

In nutshell, entrepreneurship is the ability to marshal or tailored an available resources or opportunities to seize new business opportunities or ideas which have abundant fruitful outcomes. In light of this, the growth in entrepreneurship is central to rapid advancement of information technology and growing importance of knowledge. The current system in economic development both for small and large scales investments now calls for innovative ideas and individual

initiative, rather than organizational discipline, adjustability and greater speed in taking decisions which is paramount to create positive changes. (Periquet, 2006).

Understanding the Concept Variation in Entrepreneurship

This characterizes the variation or categories of concepts that exists in the operation of entrepreneurship.

- i. Intreprenurship: - an intreprenur is a person who focuses on innovation- and creativity and transforms a dream, vision, or idea into profitable venture. It involves the turning of ideas into profitable realities in an existing organization. This is predominant with the corporate entrepreneurship where there is need for development of new business idea within the structure of existing organization.
- ii. Re-engineering:- it is the fundamental re-thinking and radical re-designing of business process to achieve a remarkable improvement in critical contemporary measure of performances such as cost, quality, service, and speed.
- iii. Invention and Innovation: - this characterizes the creation of business idea and renovation of the old ideas to come out fresh and new. Invention involves designing, developing, or creating something new; it is the application of the human mind to the world that yields an original creation with practical use. In other hand innovation is the practical means to which inventions can be brought to a widespread usage through creative thinking, investment and marketing.

iv. Small or Medium Scale Business: this characterizes the business that are privately owned or those in partnership. The yard stick for measuring the small or medium scale business is either on the number of people involved or the strength in term of capital based or spatial requirement of the organization. System of classification varies from one country to another and on the economic system of operation.

v. Management:- this involve the application of management functions such as; planning, organizing, staffing, coordinating, recording and budgeting, to initiate or create a successive business ventures.

The Job Opportunities in Landscape Horticulture

Tremendous growth and expansion in the field of horticulture have created thousands of opportunities for different professions to fully be part in the business, such professions include; landscape horticulture contractors, landscape designers, landscape architects and garden consultants and urban Planners. These opportunities aid participatory of people and encourage entrepreneurship.

The Divisions and Nature of Employment Opportunities in Landscape Horticulture

The art and science of horticulture has many branches, few of which were given along with the nature of employment opportunities applicable to each category.

Fruit Production: is called pomology, it covers the growing of tree fruits such as apples and citrus and also deals with the "small fruits" which include blueberries, grapes, and strawberries. In the pomology industry, orchard supervisors establish and maintain, fruit orchards. Other pomologists produce young fruit trees for sale to

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commercial orchards. Vineyard supervisors specialize in the cultivation of grapes (viticulture), and their crops can be destined for either fresh eating or wine-making.

Vegetable Production: is called olericulture. Olericulture covers the cultivation of all of the vegetables and also such crops as melons and rhubarb that are customarily grown in vegetable gardens.

Landscape Horticulture: The outdoor ornamental-plant facet of horticulture is called environmental horticulture or landscape horticulture. The landscape horticulture industry employs thousands of people in hundreds of job specialists. Workers in nursery production propagate and grow millions of ornamental trees, shrubs and groundcovers annually and ship, them throughout the country. Landscape architect or Town Planner can prepare landscape plans for residences and commercial buildings that are implemented by landscape installers or crews. Later landscape maintenance personnel maintain the plants in healthy condition by watering, pruning, fertilizing, and controlling pests. In garden centers, nursery salespeople furnish plants and gardening supplies to the public. The field of landscape horticulture also includes non-industry occupations. Botanic gardens and arboretums employ landscape horticulturists for teaching and maintaining the gardens. City Park and street tree programs may require people having training in Landscape Horticulture, Urban Planning or landscape architecture.

The ornamental industry provides a wide variety of jobs for many categories of people; it is either directly or indirectly in nature.

- i. **Direct Jobs:** A large numbers of jobs require knowledge and training in horticulture. The level of training could be vocational or at the college level or at the institute level or at university level. The jobs in the field of horticulture may be outdoors, for example; landscape maintenance or a greenhouse worker. Intense manual

labour or paperwork in the office may be involved. The following are the selected categories of jobs that are connected to landscape horticulture; green house manager or worker, nursery manager or worker, florist: One who sells or grows for sale flowers and ornamental plants, golf course manager or worker, landscape designer, planner or architect, tree surgeon, tree planter or grower, garden center manager or technician, vegetable grower, fruit grower, greeting card or post card producer and lots of more.

- ii. **Indirect Jobs:** The Horticulture industry has spawned a number of supporting or service industries, including the followings: research, Chemical Industry, machinery and distribution

Arboriculture: Arboriculture literally means "tree culture" and includes both large-scale forestry for commercial purposes and "urban forestry" a subcategory of landscape horticulture. Arborists are responsible for tree selection, removal of large trees, and maintenance, including pruning, disease and insect control.

Turf: Turf is the branch of horticulture dealing with turf grass culture. People who work in this field can be involved in breeding new turf grass varieties; controlling insects and diseases, or maintaining turf for golf courses, parks and lawns. Careers in turf grass management have expanded greatly in the past, 10 years, coinciding with the expansion of professional sports and personal sports that use turf as a playing surface and the increasing number of homeowners opting for professional lawn care services, in lieu of maintaining their lawns themselves. City and suburban parks are also sites with large grassy areas that require maintenance, as do school grounds, cemeteries, and school athletic fields.

Floriculture: This is the field that has to do with the production and sale of field grown flowers for cutting or green house grown flowers and plants. Floriculturists involves in

either the wholesale or the retail parts of the industry. Many wholesale growers are in charge of greenhouses where they raise flowers and indoor plants throughout the winter and bedding plants (seedlings of flowers and vegetables) in the spring. Much of the wholesale growers' output reaches the public through retail florists, where floral designers create arrangements, bouquets, and corsages. Indoor plant shops and open-air flower kiosks are dynamic small businesses in the retail portion of floriculture. This is one of the ways for floriculturist to start his or her own business. Some indoor plant shops expand into plant rental businesses, and employ people to care for leased plants in offices and hotels.

Other Allied Horticultural Industries

Horticulture as an industry is supported by other allied industries. The major ones are the Nursery industry, Seed industry and Wood industry.

The Nursery Industry: The growth in the horticultural industry today is attributing in part to the growth in the nursery industry.

(a) Nurseries provide seedlings for growers who do not want to raise plants from scratch and prefer to take advantage of their convenience.

(b) Nurseries are capable of providing plants that are difficult to propagate without special conditions that the homeowner ordinarily cannot provide.

(c) Nurseries also grow and sell mature plants in containers for use indoors and outdoors.

(d) Nurseries facilitate the work of landscape architects and contractors by providing materials that are ready to be installed on the site.

(e) Commercial nurseries are equipped to provide ideal conditions for plant growth.

(f) By growing plants under a controlled environment (green house), nurseries provide growers a head start on plant production for the season.

(g) Nurseries produce a variety of plants- bushes, trees, roots, and other succulent and woody plants.

The Seed Industry:

(a) Researchers (geneticists and breeders) are continually developing new plant cultivars, which may be higher yielding, more resistant to environmental stresses (such as moisture, temperature, and light) and diseases, higher in nutritional value, or aesthetically more pleasing, among other qualities.

(b) Seeds from research domain reach the consumer after going through several steps in the seed release process.

(c) Once certified and released as a cultivar, seed growers in the seed industry become responsible for multiplying the seed of the new cultivar, processing it, and packaging it for sale.

(d) Seed packets come with instructions about how the plant should be raised to maturity. These instructions are of tremendous help, especially to novice growers.

(e) The seed industry has eliminated the need for growers to produce their own seed for planting, unless they so desire.

(f) The price of commercial seed is reasonable, and mail-order purchases are possible in many cases.

(g) Seed production is usually concentrated in areas where the growing season is most favourable for cropping.

Wood Industry: As our population continues to grow, so is the demand for trees continues to rise. Tree planting becomes critically important not only as a tool for checking ecological degradation, climate change, deforestation, and the evil of effects of global warming; it is also a measure for safeguarding the future of humanity economically, food and human security.

Job Opportunities In Landscaping Planning And Garden Management

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The areas or aspects to which individual can be engaged in landscaping is quite in number, depends on one interest and the skills acquired, for these categories of people.

i. For those who are good in drawing and artistic, it gives room to get involve designing, and planning before the commencement of the whole exercise.

ii. For those who like to build, there is contracting and construction job in the area of hard landscaping elements.

iii. For the scientific mind, there is the field of plants, plant culture, soils testing and development of chemicals, etc

iv. For the salesman, the opportunities for marketing are unlimited.

v. There is also the area of field of garden consultation, lecturing, judging and teaching.

Whatever the interests of one, there are opportunities in landscaping. Every one can be part in any of these branches; it may be done by oneself or by working for someone else. They also offer a full range of part time employment opportunities.

Practice and method in landscaping has experienced a tremendous transformation in the past few years, changes are coming at a fast rate. In Nigeria for instance, in urban cities home grounds are compact and are planned for utmost use, for liveability and for ease of maintenance. The Nigerian people are just learning how to make full use of their building environment. Gardens are now almost a part of the house and presence at the corners of the streets of the major cities like Lagos, Calabar, Port-Harcourt and Abuja. There is a fast appreciation of a well organized, planned and attractive environment via landscaping.

With these positive approaches by the people of Nigeria, the commitment is becoming noticing high, involvement and participation of skilled and unskilled in the field is increasing. More interesting aspects of landscaping now open to encourage entrepreneurship in these following areas;

Landscape Contractors: There are thousands of jobs for landscape contractors in this country. The landscape contractor is a person who by using the landscape architectural plans installs the structures and plants in the landscape. The contracting of landscape work is, in most cases, a full time job for those who want to go into business for themselves. Most contractors start with smaller projects, gradually working up into the larger jobs. Contractors of course purchase materials at wholesale, and profit on both materials furnished and on labour. This is one of the most profitable phases of landscape work.

Landscape Architects or Planners: The Landscape planners or architects designs, plans for the installation of plants and inanimate objects for outdoors to fulfill aesthetic and functional purposes. He or she is the creator, the artist, organizer and manager of the land. They are in increasing demand as it required an expertise in space dimension analysis.

The landscape planner, architect or designer is thus a service provider who advises a client about plants that can enhance the clients' environment. He or she is the consultant who provides the site plan and planting plan for the project. The landscape planner or architect provides detailed guidelines on how to install the landscape and then oversees the projects to completion. The designs for development involve innovation arrangement of space, considering the space geomorphology, site analysis etc.

Designers are employed by most nurseries to plan properties of various types, and many landscape contractors employ designers. Some designers establish their own enterprise and do work for various nurseries and for private individuals who desire to obtain landscape plans.

Nursery or Garden Centre Manager: There are good profits in a nursery or garden centre in business. Anyone interested in merchandising plants must also know how to care for them, how to fertilize, how to prune. He or she must

learn the sizes to which plants will grow, the shapes they will assume. He or she must eventually be almost a walking encyclopedia of garden information as customers will ask him or her every conceivable question.

Plant Salesmen: This is a very pleasant work for either men or women, for marketing and sales of plants. In this enterprise, business involves the engagement of local representatives, who take orders from their garden or nursery to any one who shows interest in landscaping their environment. This can be taken as a full time job, or to find it for appropriate as part-time employment.

In this area, general knowledge of landscape problems and plants is required, also is the ability to sketch out simple designs and plantings is exceedingly important. Job is always available as a plant salesman exhibits his/her competency.

Landscape Maintenance Supervisor: This offers a well paying field. The Landscape Maintenance Supervisor is responsible for managing the finished project to ensure that it becomes properly established according to plan and to the satisfaction of the client. Homeowners throughout the country are turning more and more to professional maintenance men. They find their grounds and plants look much more presentable when done professionally. With the new modern architecture, and the popular picture windows, a neat attractive garden is as essential as a clean interior. Most homeowners do not have time to accomplish these results.

Garden Consultant with Advisory Service: One of the most fascinating aspects of Landscaping is the field of consulting and Advisory work. Most homeowners do a certain amount of amateur gardening, but they often feel the need for professional assistance. The consultant can direct their efforts by making suggestions for design details, planting tips, pest control, etc. This is a pleasant outdoor work and women particularly find this less demanding physically.

Civil Service Jobs: These positions are primarily in parks, school grounds, public grounds and highway plantings. This is gaining ground gradually in Nigeria. The individual has excellent opportunities to work up into more advanced positions and to supervise jobs. In many positions he or she is given considerable responsibilities and may have under his direction the landscape maintenance of an entire school grounds or park. These jobs, offer the utmost in security, the pay is good, and this pleasant outdoor life is most inviting.

Landscaping Commercial and Industrial Buildings and Campuses: This is a new and tremendous opportunity. One of the most interesting developments in landscaping is the phenomenal growth of commercial, Industrial and Institutional Landscaping projects. Many factories and institutions are being located in outlying districts, where extensive lawn areas and open spaces are also a part of the development. These also require more and more grounds and garden maintenance specialists on the payrolls. Here is an entirely new field for those interested in salaried positions.

Fundamental Principles For The Development Of Entrepreneurs In Landscape, Horticulture, Planning And Garden Management

Landscape entrepreneurs are charged with responsibility of taking actions that will enable any interested individuals or organizations to get interested in the services available in the set up enterprise, for the beautification of the environment. The principle behind any successful business is the knowledge in management or managerial ability, which embraces planning, organizing, co-ordination and decision making. There must be measurement of value of management capabilities through leadership capability, production capability, financial management and control capability and marketing capability. All these must

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contribute to innovativeness and creativity of the enterprises.

The act of planning applicable to entrepreneurship in landscaping involves organizing or re-organizing of the mission or the vision of the enterprise for the decision which is to be taken or to be taken. Landscape entrepreneur determines which of the divisions of landscape planning or horticulture is best for him or her to specialize, to determine the target market or the customers and planning a strategy that is to meet the demand and taste of the customers.

For a landscape entrepreneur to succeed the following guidelines must be satisfied.

- a. What is the business all about? This is determining by the kind of services rendered.
- b. Who are the target customers for this business?
- c. What does the future holds in this business?
- d. What contributions will this business give to the environment?

The necessary steps require in planning for being a landscape entrepreneur includes:

- i. Being aware of the opportunities in light of the market, competition, the taste of the customers, the strength and weakness of the enterprises.
- ii. Setting objectives and goals of what the enterprise wish to accomplish.
- iii. Consideration on the business premises: that is, in what environment (internal and external) will the plans operate?
- iv. Identify alternative, comparing alternatives in light of the goals and choosing an alternative which could relate to the environment which will serve the best purpose of the enterprises, the division of landscape which will yield very high and the methods best applicable.

- v. Formulating supporting plans for the venture in the area of equipments, materials, finance and hire or trained workers.

Recommendation and Conclusion

This study examined the variation of opportunities in landscape horticulture and planning as to facilitate the involvement of entrepreneurs into the field, with various job opportunities their in the potential remained on tapped and exploited. Wherefore these recommendations are considered to have number of advantage as means of livelihood and for the development of national domestic product of the country Nigeria;

- i. Provision of medium for adequate learning and understanding of what the field is all about, this implies that the training should not be limited to the tertiary institutions or research institutes.
- ii. The need for proper orientation to the populace on the necessity of well landscaped environment.
- iii. The entrepreneur in landscape planning should be ready to develop a market strategy for displaying his or her landscape products to convince the customers.
- iv. Creativity and innovativeness should not be devoid in landscape entrepreneurs, this should reflect through the easy and fast discernment of the tastes of people.
- v. Depending on the area of specialization, knowledge about other aspects is necessary as a compliment to the original field of specialization.
- vi. Government should encourage involving the landscape entrepreneurs in the city area beautification.
- vii. The use of technology in landscape planning and design is

important as a catalyst for the development of and acceptability of the landscape entrepreneurs.

Small scale enterprises in the developing countries have in recent years expanded to such an extent that they are now the source of livelihood for one-third of the urban economically active population, which landscaping field is one of them, through the increase in the number of nurseries in our major cities by the road side and few people that engaged as contractor. Landscape horticulture and planning has different divisions for specializations also with variation of jobs opportunities, that one can get engaged. The broadness and flexibility of entrepreneurship has made it possible for landscape specialist to combine the skills with the knowledge of entrepreneurship for better results that is socially, environmental and economic benefits.

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