

Appropriate knowledge and Skills a Path for Tour Guides Livelihood and Tourism Industry Growth: Case Study of Lushoto Tanzania

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ABSTRACT

The main objective of this study is to ensure the tourists are served by professional tour guides who can meet their satisfactions' and eventually improve the tour guides livelihood as well as tourism industry growth. Open-ended level of education and lack of barrier to guiding carrier might have affected the performance of tour guides in Lushoto District Tanzania for long time. The post-training evaluation has revealed that 13 (66%) of the respondents have noted increase in number of visitors in their organization after training. This has been justified by 10 (50%) of the respondents who claimed to note income increase than a year before which has boosted tour guides livelihood. The findings have shown tour guides have changed in behaviour and the way they think and act, which helped them to avoid committing mistakes which they were doing before the training. And 18 (90%) of the respondents justified that by being able to list some of the do and don'ts which proves how serious they are on the ethics matters. Indeed, the training has brought the tour guides together through the formed Usambara Local Tour Guides Association (ULTGA) and will be able to get government ID cards first and finally be given license after attending one-month training. A good number of respondents 13 (67%) admit to abide on tour guides ethics and 15 (75%) of respondents are using marketing techniques to attract tourists in their organizations than before. Tour guides have shown enthusiasm to become professional guides.

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Introduction

The well skilled and knowledgeable tour guides are highly needed than ever before in Tanzania today due to the fact that since 2015 the Tanzanian government has laid the requisite ground work that resulted in a robust and expensive tourism infrastructure including; buying new air planes, construct new airports, constructing roads which are heading to tourism attractions, including National Parks, domestic and foreign advertisements for the purpose of attracting more tourists. As a consequence, it has jump-started the rapid development of the country tourism industry. Because of that the number of tourists visited Tanzania are on the rise from 1.3 million in 2017 to 1.5 million in 2018. And generated 2.4 billion US dollars from 2.3 billion dollars earned in 2017. The tourism sector recoded twenty-five percent (25%) of total earned foreign currency that contributed seventeen percent (17%) of the Gross Domestic Product (GDP) this is according to Tanzania Ministry of Tourism and Natural Resources report to the media in 2018. As the local infrastructure and services improve, the number of tourists' increase even more (Bizfluent, 2019). Also White and Williams, 2000 have asserted that both education and training to tour guides are important for destination for maintaining competitive advantage. Indeed, this impressive trend noted by Tanzania government may stop somewhere if both education and training of tour guides which are considered to be the most valuable assets for any tourism company/industry will not be given special attention. It is therefore impossible to provide

the best services to tourists without including competent tour guides and their livelihood in mind.

Tourism is a result of simple phenomenon to a major global industry. Because of that specialized educational institutions have been established, the tourism attractions are on the rise, and hotels have virtually spread everywhere. Based on this development many countries are competing in providing the best tourism facilities and appropriate infrastructure to attract as many tourists as possible. It is true that countries are competing to highlight their tourism potentials as this represents a new attraction for needed tourists (Al Najdawi, et al., 2017; Al-Tai, 2001). This is supported by findings pointed out by the World Travel and Tourism Council which has projected that the contribution of travel and tourism GDP is expected to rise from US\$ 5,751 billion in 2010 to US\$ 11, 151 billion by 2020. And one-fifth of all global jobs created over the past decade have been contributed by travel sector. In view of its economic implications, many countries desire an expansion in tourism and it is a sector that many countries cannot afford to neglect (Nunkoo, et al., 2010). This will not happen unless knowledgeable tour guides are available in a given tourism company. It is undeniable fact that all visitors seek for knowledgeable guides. Knowledge is therefore, a basic factor which means a guide without adequate knowledge would never be acceptable or he/she will be redundant.

Background

The tour guides represent the front-face of tour guiding (Ap and Wong, 2001). This requires the preparation of tour

guides properly in order to develop their person and behavioral skills taking into consideration the tourism market, requirements and needs of tourists, so that eventually the tourism industry can be strengthened and increase its polarization rate (Al Slanturk and Allunoz, 2012). Due to the importance of tour guiding the World Association of Tour Guides has stipulated that a guide must have language proficiency. It is through the mastery of tourist group's language that a guide can lead a group well and introduce the cultural heritage and tourist site natural elements effectively and meaningfully (Kassawnh, et al., 2019). In the same context, Baldigara and Manula (2012) pointed out that the development of the cognitive and behavioral skills of tour guides contribute in achieving a high degree of satisfaction among tourists, in the end encourages the attraction of more tourists, which all of them reflects positivity on the tourism industry.

The importance of tour is the general nature of the existing relationship between tour guides and tourists as the tour guide guides the tourists within the period of tourism and serves as the leader throughout this period (Kassawnh, et al., 2019). The tourists often trust tour guide and this trust creates the personal relationship that the tour guide is trying to create throughout the period of a tourism programme. It is the responsibility of tour guides to provide tourists with relevant information about various tourist places of attractions, which requires the guide to have a good knowledge of historical, archaeological and cultural aspects of tourists' places. Furthermore, the tour guides need to be conversant with the general culture, customs, and traditions of different peoples, which are things generally necessary for enhancing the tourists' wishes given that are coming from particularly abroad to know and see tourism attractions they visit (Al Tai, 2001).

Research questions were developed and used to guide the research in answering the main objectives of the study:

- 1). What are the impacts which came from the training that improved the tour guides livelihood?
- 2). Are there general benefits from the training of tour guides can be proud of?
- 3). What techniques used by tour guides to increase number of tourists visiting their respective organization?

Limitation of the study

The results of this study were obtained through questionnaires from trainees; in general, the results were based on their fillings, self-assessments or opinions when they compare their performances or competences before and after training. This research did not measure actual pre and post training competences. Also the sample size may not have been a full representation of population because during the training at least thirty (30) to thirty-seven (37) guides were attending during two weeks training. After one year when we supplied questionnaires to tour operators' offices one of the office which is located about seventy-five (75 km) away from the rest of the offices was not visited. Because of that four tour guides from that office who attended the training were not given questionnaires to fill due to limited funds provided for post-training evaluation exercise.

Literature Review

The existence of tour guides started two and half millennia ago, due to the emerging of modern mass tourism they have become an important component of tourism

industry. At the moment, without the service of tour guides, both tour managers and tour leaders organized tourism is extremely difficult (Rabotic, 2008). Thus, there is no doubt as it has been pointed out by Modlin et al., (2011) that tour guides will remain as an indispensable cross point between tourists and destinations.

In actual fact the complex nature of tour guides functions provides no single description of tour guides that is why there are several definitions of tour guide; the World Federation of Tourist Guide Association (WFTGA) defines a tour guide as a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, and who normally possesses an areas specific qualification often issued and/or recognized by the appropriate authority (WFTGA, 2014). Weiler and Black (2014) define a tour guide as a professional who guides individual or groups around venues or places of interest such as natural areas, historic attractions and he/she interprets cultural and natural heritage in an inspiring and entertaining spirit. On the other side, the tour guide is a person who manages and organizes the tourist's trip and has enough necessary information about the tourist sites and can give the clients sufficiently valid and suitable picture about a destination that the tour guide is leading them (Cruz, 2008). In addition, an internationally accepted definition given by International Association of Tourism Managers (IATM) and the European Federation of Tourist Guide Association (EFTGA) is that the tour guide is one who guides visitors from abroad or from the home country around the monuments, sites and museums of a city or region; to interpret in an inspiring and entertaining manner in the language of the visitor's choice, the cultural, natural heritage and environment (EFTGA, 2014).

According to IATM, tour guides act as "buffers" (Ang, 1990) among tourists, the social environment, arranging transportation, interpreting, handling problems, insulating travelers from difficulties and making the environment safe for tourists because they act as intermediaries between tourists and the unknown environment (Zhang and Chow, 2004).

In summary all of the above definitions they have underscored the guide or lead as interpret or inform which are respectively represented in the model of Cohen (1985) on the dynamics of the roles of tour guides. Furthermore, Cohen (1985) conceptualized the role of the tour guide in four distinct sub-roles of guiding namely: interactional roles, instructional roles, social and communicative roles must meet both individual and the group needs using resources outside the group tour. Based on Cohen's four roles of tour guides, Sandaruwani and Gnannapala (2016) pointed out that the following are roles and responsibilities of tour guides namely: leadership, teacher-mediator, cultural broker, ambassador, intermediary, buffer, actor, communication and resource management. These roles obviously show that tour guides are the front-line staff, and they can be responsible for the success or failure of the tourists' trip. In this regard, it was pointed out by Sandaruwani and Gnannapala (2016) that a skillful tour guide is one of the most valuable assets for visitors' attraction. In many ways the tour guide is the face of the company that is why Universities and Businesses Co-Creating Sustainable Communities (BUSCO) a joint project among four Universities (University of Iringa, Sebastian Kolowa Memeorial University (SEKOMU), Diaconia University of Applied Sciences and University of Haaga Helia of Finland) considered among many things, the

capacity building training to tour guides in Lushoto District Tanga Tanzania as one part of co-creation between the University and business groups as a priority. This came into light during baseline survey which was conducted in June 2017 by SEKOMU which revealed a number of challenges facing tour guides in this particular area of study which will be discussed later under findings.

Tour guides through their knowledge and interpretation of a destination's attraction and culture, as well as their communications and service-skills, they have the ability to transform the tourist visit from a tour into an experience (Ap and Wong, 2001). It is also evident that tour guides are front-line for sightseeing, the ones who gives commentary and makes visitors feel welcome in a specific destination (Braidwood, et al., 2000; Ham, et al., 2000; Weiler, et al., 2000; Omar et al., 1998; Ponds, 1993) need a certain level of education within the tourism industry as being the largest service industry, that need more education institutions offering tourism programmes among which is tour guide principles in order to establish their identity and image (Saayaman, et al, 2003). In this regard, Heang and Weiler (2010) have presented three major concepts to assess the perceived service quality of tour guides: core services delivery, customer orientation and communication effectiveness. A tour guide may not speak out many things as part of commentary, but still he/she is supposed to have extensive knowledge and must remain updated. Effective tour guides must possess the knowledge content for effective delivery of core services. Indeed, increase in quantities of information offered by tour guides contribute to higher quality of services provided as most tourists rate their tours constructively on the basis of knowledge derived from a tour guide. The guide must have the capacity to articulate background information on the rich cultural heritage of a particular destination and must be aware of the policies, rules, laws and practices that are followed by a certain country or state to enlighten tourists and enrich their overall travel experience. In fact, this is the duty of good quality tour guide to realize that the groups of tourists comprise a diverse range of individuals from different life style and background therefore he/she should be in a position to understand existing cultural differences.

There are literature evidences supporting that tour guiding like any other profession is facing with a number of challenges that affect this profession (Ababneh, 2017; Ang, 1990; Chowdhary & Prakash, 2010; Prakash & Chowdhary, 2010; Dahles, 2002). Among many challenges noted during the baseline survey conducted in June 2017 through BUSCO project, one of them is the issue of training for tour guides which can solve most of the challenges, the same idea has been asserted by Ang, 1990; Cimacio, et al. (2009). The survey conducted in six tourists' operators' offices involved 37 tour guides operating in Lushoto District found that only 19 (51%) of the guides possess general knowledge on the roles of tour guide supposed to perform. And 18 (49%) of the tour guides they possess unrelated qualifications (bee keeping, forestry and management, bird watching, administration, English course and vehicle mechanics) to the work they are doing at the moment. Also 13 (36%) of the respondents admitted that they had never attended formal training a similar situation was observed by Malitoni and Mweiwa (2014) who found that 16 (66%) of the guides had never attended the guiding profession training. This means majority of tour guides they rely entirely on what they learn

from the job experience, which in reality might have some drawbacks if such experience is not formalized.

It is evident that training has been noted by different researchers as a major factor influencing employees' performance (Guest, 1997; Swart, et al., 2005; Armstrong, 2009; Breardwell, 2004). In their study on tour guides, Mak, et al. (2011) highlighted problems and issues associated with untrained tour guides. Lack of formal training does not only affect the tour guide esteem, but also affect the quality of services tourists/visitors receive. Likewise, lack of training can result in unethical guiding practices, poor guiding performances, and negative publicity towards the guiding profession, (Ap and Wong, 2001; Mak, et al., 2011; Ballantyne, et al., 2009) and the quality of tourists' experience as well as level of satisfaction may be unfavorably affected.

The literature evidences have indicated that the desire for training may come from guides themselves, professional tour guides associations, tour operators, government agencies and the tourism industry (Ap and Wong, 2001; Mak, et al., 2011; Kabii, et al. 2017). Their findings have indicated that training is an important means of improving guiding standards and professionalism. Indeed, the training conducted in this study is based on the tour guides needs assessment which were established during baseline survey in June 2017 whereby all 37 (100%) of the tour guides demanded formal training and be provided with certificates after the training. Thus, the capacity building training conducted in June 2018 to them included some of the demanded knowledge and skills (general tourism/guiding techniques, botany/plant identification, marketing techniques, map reading, ethics for tour guiding, itinerary preparation, communication skills, cultural interpretation, time management and environmental conservation) which seemed to be highly needed in their opinions. Basing on the literature review presented, the issue of having high quality tour guide in promoting tourism is paramount and justifiable. It is with this background in mind this study investigates post-training impact or change in behaviour of the tour guides and tourism industry growth. And there are no studies which have been conducted in Lushoto District Tanzania before regarding tour guides competence and their livelihood. This is clearly the knowledge gap the study intends to fill.

Methodology

This study employed both qualitative and quantitative approaches in obtaining the results after the capacity building training in 2018. Data were collected through a self-administered questionnaire. Both open and closed questions were used to obtain qualitative information and closed questions were analyzed through quantitative approach whereby Statistical Packages for Social Sciences (SPSS) Version 20 was used.

A total of twenty-six (26) questionnaires with twenty-one (21) questions were supplied to tour guides working in six tour operators'/companies offices operating at Lushoto District Tanzania who were involved in capacity building training in June 2018. Only twenty (20) questionnaires were filled by the respondents and collected after the survey which was conducted in October, 2019, whereby at least two guides from each tourist operators' office filled the questionnaire. Thus, in this study twenty (20) individuals' opinions are used to obtain the results hereunder. Questionnaires are the most used survey research tools (Mugenda, 2002) as one of the method used to collect data through a set of questions

designed to gather information from individual perspectives regarding post-training evaluation. This method has an advantage of being free from bias of the researcher, participants have adequate time to provide their opinions, large sample can be collected and results can be made more dependable and reliable. On the contrary, this method can have low return rate and bias of participants, which might influence the results. In addition, questionnaire as an instrument of data collection was entirely anonymous, no names were required from the respondents and it was not necessary to identify the specific tour guide during data collection process. This was important to make certain that the data provided are individual opinions' and not otherwise.

Findings and Discussion

Data Collection

The analyses of questionnaires from all twenty (20) respondents' answers were organized accordingly. Some of the quantitative questions and answers are summarized in the Table 1 and other six-teen (16) qualitative questions and answers are summarized qualitatively as they will be discussed based on research questions used to guide the main objectives of this study.

Gender of the respondents in this study comprised 13 (67%) males and 7 (33%) females as it is shown in sketch number 1. Females' representation in this study seemed to be relatively low this variation of respondents in number particularly in tourism industry is due to various reasons including cultural responsibilities variations among those two groups (females and males). It is believed in most of African traditions families' expenditure and income generating activities depends or is done by men while women are in charge of taking care of the children, elders, cooking, disabled people and therefore spending most of the times at home. This finding is in agreement with Malitoni and Mweiwa, 2014 who indicated that 14 (58%) of tour guides interviewed agree that there is unavailability of female guides which cause a deficiency in satisfying tourists experiences in tourism industry in Kenya. In addition, Sandaruwani and Gnanapala (2016) noted less number of females than males' tour guides working in the tourism industry. And El-Sharkawy, 2007, noted the dominance of males in tour guiding activities whereby males represent seventy percent (70%) compare to thirty percent (30%) of females. It is worth mentioning that most, if not all African cultures, females are not well motivated to work as tour guides because of the existing cultural barriers.

The findings and discussion will be organized in line with research questions. This will make the discussion easily

perceived. Research question number one is essentially focusing on what are the impacts which came from the training that improved tour guides livelihood. This research question has tried to explore the impact caused by the training to general good of the tour guides. The tour guides responses revealed an increase of the number of tourists received in 2019. This was supported by 13 (66%) of the respondents who noted an increase in the number of tourists received in their organizations see sketch number 2, moreover there were no clear answers to why there is an increase, but this may be due to various reasons including, BUSCO project training as well as current initiatives and efforts done by the government to promote tourism in the country. Nevertheless, the noted increase did not require tour guide to mention the exact number of received tourists, but just on average what did each tour guide has experienced in his/her office in comparison with the previous year. Based on responses indicated in sketch number 2 there is a significant increase in tourists' arrival in 2019 compared to 2018, thus it is correct to note that 10 (50%) of the respondents admitted to have recorded a higher income generation as it is indicated in sketch number 3. The increase in the income generation may be the results of proper use of pricing techniques, marketing and hospitality management which were part of BUSCO training. This justifies the extent to which some of tour guides might have improved their livelihood through the noted increases of their incomes. Also Geva and Goldman (1991) stressed that if the guiding skills improve makes the customers be satisfied and an increase of both tourists and income will be observed. On the other hand, 10 (50%) of the respondents have mixed opinions and their opinions insist that the income generated after BUSCO project training is low or normal. This may be true to some extent, but there is also high possibility of some tour operators/organizations which have tendency of hiding the truth to avoid appropriate government taxes. The respondents admitted that the BUSCO project training was good, but its outcomes need more time in order to be perceptible. These findings justify the improvement of livelihood of tour guides in short term after undergoing training. In any case the improvement of guides' livelihood implicitly means the growth of tourism industry because a large share of the income will be received in the respective office which has been visited by tourists, if this will be sustainable for long term.

Specifically research question number two is looking at whether there are general benefits from the training the tour guides can be proud of. It is undeniable fact that after BUSCO project training; all 20 (100%) respondents admitted that they have corrected the areas which they were

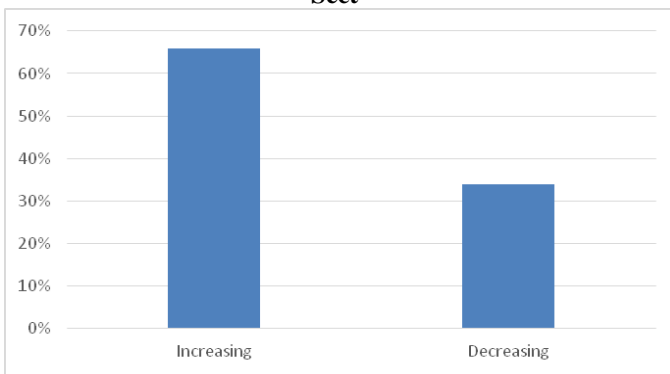
Table 1. Quantitative Questions and Response Summary.

Questions	Number of people who Agree (%)	Number of people who Disagree (%)
1. If you compare the income before and after training, what can you comment? High income or Low income	10 (50%) high income	10 (50%) low income
2. Have you been able to correct the areas which you were doing very wrong before BUSCO training? Agree or Disagree	20 (100%)	-
3. Have you used Eco-Tour guiding techniques learnt effectively in your carrier? Agree or Disagree	15 (75%)	5 (25%)
4. Do you think improvement of ethics for tour guides have improved tour guides business? Agree or Disagree	13 (67%)	7 (33%)
5. Is marketing techniques you are using helping you to attract more tourists interests? Agree or Disagree	15 (75%)	5 (25%)

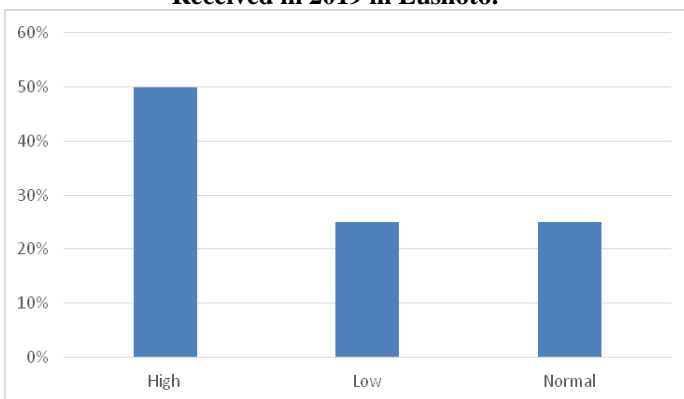
unknowingly doing wrong before the training, which is an impressive fact. This is supported by the fact that tour guides still have some knowledge, concepts and skills taught to them based on one questionnaire question which demanded them to supply at least five points in writing some of the do and don'ts of their profession.



Sketch Number 1. Gender Distribution in Tour Guide Sect



Sketch Number 2. Response Showing Number of Tourists Received in 2019 in Lushoto.



Sketch Number 3. Opinions Comparison on Income Generation before and After Training.

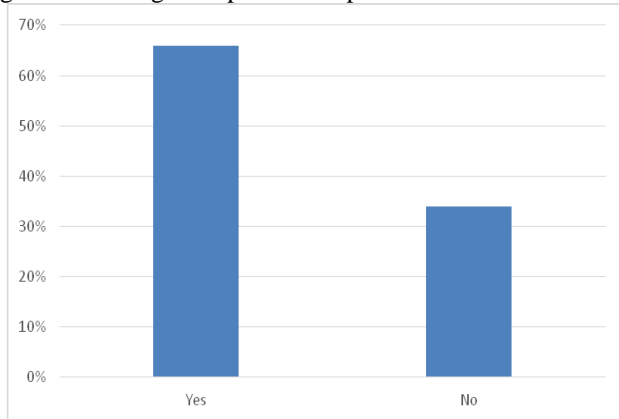
Ninety percent 18 (90%) of tour guides at different time and location they were able to list some of the do and don'ts in writing, which is a credit to the project and shows individual guide seriousness and each can be proud of. In general terms all 20 (100%) respondents agree that communicating with tourists is no longer a problem these days. Therefore, the respondents pointed out that they are no longer experiencing communication skills problem after attending BUSCO project training in the year 2018. This signifies that the project had enabled them to overcome some areas where they were previously experiencing difficulties and this is among the things most, if not all tour guides are proud of. The issue of communication has been as well asserted by Zhang and Chow (2004) that professional tour guides need to possess effective communication skills, among

many other qualities to perform their jobs. And because of that they are confident and able to attract more visitors whereby 17 (84%) of the respondents replied that they face no problem with the use of effective communication skills while 3 (16%) of the respondents said that they are still facing some problems with using effective communication skills which to some extent affect their day to day tour guiding activities. The effective communication competency is among the important quality of tour guides because are the ones contributing to destination image, marketing and branding (Baum et al., 2007). Communication skills competency in turn, can enhance tour guides' overall self-esteem, self-efficacy and motivation (Karatepe et al., 2007).

All 20 (100%) respondents agree to cooperate with Immigration or Police Officers in case it happens they meet a tourist who has no relevant documents allowing him/her to be in the country which is a good strength for National Security and shows patriotism. In addition, all thirty-seven (37) tour guides who attended the training and are still active in the formed Usambara Local Tour Guides Association (ULTGA) each of them will be given official Identity (ID) card by the office of Tourism in Lushoto District. This move will make the guides operating specifically in Lushoto District to be officially legally recognized by the government and the move is beneficial for both parties. Those with the District ID cards each of them will be provided with a license and they will be the only people allowed to work as tour guides in this particular area after they have completed a more detailed one-month training using the prepared curriculum which is based on tour guides needs assessment conducted in 2017. For quality assurance purposes, the issue of training must remain as prerequisite for one to obtain tour guide license this has been also insisted in full by Prakash and Chowdhary, 2010. Similar situation where tour guides are working in the tourism industry without any official documents has been pointed out by Kabii, et al., 2017 who has insisted that training should be a prerequisite to licensing for all guides to mitigate unethical guiding practices and poor performance which may damage the destination image. Indeed, this has been asserted by Sandaruwani and Gnanapala (2016); Nicolaides, 2012, that tourist guides without training exhibit the lack of intellectual skills and provide low quality services and damage the professionalism of tour guides as a whole.

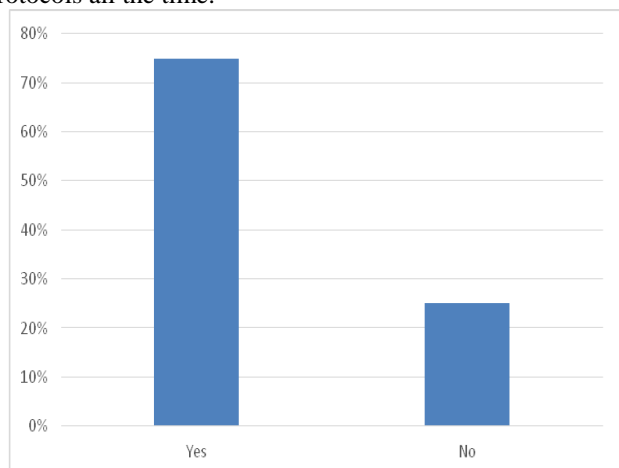
Research question number three intends to capture exactly techniques used by tour guides after training to increase the number of tourists in their respective organization. It was known by all tour guides that ethics and proper tour guiding practices are among the challenges hindering both the growth and development of tourism business. The findings from this study suggested that, most of the respondents 13 (67%) agreed that improvement in ethics of tour guides have direct relationship with increase in tour guides income and business as well see sketch number 4. The respondents admitted that, through BUSCO project training they were able to use properly tour guiding ethics and code of conducts which simultaneously helped them in providing quality services to the tourists, hence promoting tour guiding business. In fact, this is in good agreement with Nicolaides (2016) finding who insisted that in any service encountered there must be a moral integrity based. On the other hand, 7 (33%) of the respondents suggested that abiding to ethics by tour guides without other factors such as marketing skills will not have a significant impact in improving tour guides business. It is undeniable fact that there is no single factor which can promote tour guide business alone, but rather all

factors have to complement each other in order to have significant tour guides positive impacts.



Sketch Number 4. Opinion on the Impact of Using Proper Tour Guides Ethics to Business.

Marketing techniques are among the crucial aspects in tourism business industry. Proper and creative marketing strategies are required in attracting tourists' interests which promote the growth of the industry. The findings from this study, have revealed that 15 (75%) of respondents agree that marketing techniques helped them a lot in attracting more tourists' interests see sketch number 5. The respondents further admitted that through BUSCO project training their knowledge regarding marketing has improved significantly compared to the previous years. This is in line with Geva and Goldman (1991) who asserted that the responsibility to make customers be satisfied mostly relies on the tour guides skills due to the fact that they are involved with tourists in a continuous and intense contact throughout the whole tour. In other words, 5 (25%) of the respondents pointed out that the marketing techniques they are using are not competitive enough for them to attract more tourists' interests. Furthermore, the respondents claimed that their marketing techniques are mainly based on experience and suggested that the next BUSCO project training should underscore tourism marketing and branding in a detailed approach. It is equally important to bear in mind that marketing techniques when are used at any point, one should make sure does not violet ethics protocols all the time.



Sketch Number 5. The Opinion on Marketing Skills after BUSCO Project Training

Conclusions and Recommendations

Based on the identified findings, tour guides play an essential role in the success of tourism industry by offering high quality services. As a matter of success of this research on livelihood of tour guides, the findings have revealed that 13 (66%) of the respondents admit recording increase in

number of tourists in their respective organizations which is supported by 10 (50%) of respondents who claimed to have realized income generation increase than a year before training. This is a good sign which need to be protected and sustained throughout even after the project closer.

Furthermore, the findings have revealed that the tour guides have essentially changed in behavior or learned after admitting to correct mistakes which they were committing on daily bases before the training took place. This has been justified by 18 (90%) of the respondents who were able to list down in writing some of the do and don'ts at different time and location/office. The tour guides admitted that they are effectively communicating well with their customers', which is among the qualities they should have in order to impress the visitors, promote marketing and enhance overall tour guides self-esteem. In addition, the training has reinforced patriotism spirit among tour guides whereby all 20 (100%) respondents have shown readiness to cooperate with government organs (Immigration or Police Officers) to protect national interests which they have to be proud of as Tanzanian citizens. Crucially, through training tour guides have been able to form active association through which they are discussing various issues (new knowledge and challenges) of common interests together. For those who attended two weeks training will be provided with government ID cards first and the licenses will be offered to those who will attend one-month detailed training based on curriculum which has been prepared in responses to the tour guides demands (curriculum course contents) during needs assessment.

The research findings have further noted that a good number of respondents 13 (67%) admit to abide on ethics because they are aware of its relationship with income generation and business at large. It is equally important to note that, this study has revealed that 15 (75%) of respondents are using marketing techniques to attract tourists' interests than ever before. However, they are still in need of detailed training on important part of the business promotion. Lastly, it is interesting to noted that tour guides are showing core responsibility to improve their intellectual and professional quality to resolve problems which may distress professionalism if are left unattended.

Recommendations

Based on the conclusions of the study above there are some necessary recommendations in preparation of tour guides in Lushoto District to become respectable and sustainable activities as follows:

- Tour guides training should continue through local commercial tourism operators themselves because the benefits from a well-trained guide are apparent.
- The training curriculum which has been prepared for this project which is important element for sustainable development should be a prerequisite for anyone who will be interested in becoming a guide particularly in this area must attend the training which will be delivered from the said curriculum.
- Employers should make sure they are hiring tour guides who can provide top quality services to tourists if they intend to see reliable increase in number of tourists and keep their expectations.
- Tour guides remunerations should be a priority for all employers because a well-paid guide is expected to provide ethical services to visitors because his/her livelihood is not at risk.

- The association formed should be useful in updating each guide including learning digital marketing applications and this should be a platform for them in forwarding common agenda to the policy/decision makers for policy improvement or amendments.
- For policy reasons, Lushoto District Tourism office should come with a bold and concerted mechanism which will discourage unlicensed tour guides and associated malpractices to continue happening in the District, and
- Further studies may focus on broad coverage of the same concept which will cover many tourists' attractions areas in Tanzania which will result in a national policy formulation regarding the quality of tour guides and their livelihood.

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