
**EFFECTS OF TOUR GUIDE TRAINING AND THE DEVELOPMENT OF TOURISM INDUSTRY. A
CASE STUDY OF KENLINK TOURS AND TRAVELS****1 Nakazibwe Sylvia, 2 Lunyoro Florence, 3 Rutakama Godie****1, 2, 3 Metropolitan International University****ABSTRACT**

The study aimed at the effects of tour guide training and the development of tourism industry and it was guided by the following objectives; To examine the importance of tour guide training to the development of tourism industry, to assess other factors that hinders the development of tourism industry and to analyze the challenges faced by tour guide. The study used descriptive research. This design was preferred because it allows the researcher to describe the facts and characteristics of a given phenomenon, population, or area of interest. From the findings, poor infrastructure 7 (70%) of the respondents agreed that poor infrastructure hinders the development of tourism industry for example if the roads are poor some tourists cannot travel to the destination while 3 (30%) of the respondents disagreed that infrastructure does not hinders the development of tourism industry. In addition, 5 (50%) of the respondents agreed that lack of information centers for tourism hinders the development of tourism industry while 5 (50%) of the respondents disagreed that lack of information centers for tourism has nothing to do with the development of tourism industry. Upon the recommendations, Scholarships should be given to tour guides for further training because some of them like to go for further training but they are facing financial problems

Key words: tour guide, training, development and tourism industry**Background of the Study**

According to the (UTB), The Tourism Act (2008) mandates Uganda Tourism Board (UTB) to regulate the tourism industry in Uganda through, among others, licensing Tour Guides. In line with this mandate, Uganda Tourism Board has organized training of Tour Guides and assessment of those Tour Guides that have not yet undergone the assessment (Christopher & Felex, 2022).

The success of tour guides as the most influential players in mass tourism stage (Subcounty et al., 2022) requires expertise and a skill set of capabilities that are not feasible in the absence of professional training (Emmanuel et al., 2023). In case the training leads to performance promotion, the organizational

effectiveness will evolve (Paul & Kazaara, 2023). This study can provide useful information to managers who can make the decisions "based on their design, implementation and evaluation of in-service programs" (Wegulo et al., 2023). Although tourism activities and trainings have recorded a 2- decade history, the effectiveness of these programs in Iran has never been studied and analyzed. Tour guides training which is being executed by private institutions and under the supervision of the Tourism Department of the Cultural Heritage, Tourism and Handicrafts Organization, like any other training programs needs to be assessed in terms of its quality and effectiveness, so that the feedback required to

Received: 21.09.2023**Accepted: 25.09.2023****Published on: 30.09.2023**

improve and modify the program provided (Faridah et al., 2023). In addition, the results of this study could help organizations, public institutions and policy makers improve the quality of tourism education, resulting in the enhancement of tour guides' quality of performance (Alex & Kazaara, 2023). The present study is an attempt to evaluate the effectiveness of tour guides training program in Tehran in four levels of reaction, learning, behavior, and results via employing Kirkpatrick evaluation model, as one of the most practical and compatible models in this regard

Problem statement

According to Mr Kenneth a director of kenlink tours and travels: It is important for a complete tourism destination to ensure that tourists get the company of a professional tour guide who guides and interprets attraction in the areas visited (Kazaara et al., 2023). Undefined level of education, and lack of standardized training curriculum, have affected the performance of tour guides in Uganda. Limited

research in Uganda has been conducted to establish the role of guides in satisfying customer and protecting the environment (Nelson, Christopher, Teddy, et al., 2022). It is hypothesized that guides require additional training in flora and fauna of East Africa, cultural heritage and customer service. They require training in ICT, eco-tourism principles, and at least one foreign language. The study hypothesizes that the higher the level of a guide's training, the more resourceful the guide will be (Emmanuel et al., 2023). Although a lot of focus has been put in studying how to develop the tourism industry, little has been done to analyze the effects of tour guides training to the development of tourism industry. Therefore, the researcher is intrigued to analyze the effect of tour guides training to the development of tourism industry using Kenlink tours and travels as a case study. Therefore, the researcher is intrigued to analyze the effects of tour guides training to the development of tourism industry (Christopher & Felex, 2022).

Objectives of the Study

1. To examine the importance of tour guide training to the development of tourism industry.
2. To assess other factors that hinder the development of tourism industry.
3. To analyze the challenges faced by tour guide.

Research questions.

1. What is the importance of tour guide training to the development of tourism industry?
2. What are other factors that hinder the development of tourism industry?
3. What are the problems faced by tour guides?

Methodology**Research design**

The study used descriptive research. This design was preferred because it allows the researcher to describe the facts and characteristics of a given phenomenon, population, or area of interest (Merriam and Simpson, 1995). In relation to the study, descriptions of quantitative and qualitative data about tour guide training and tourism development.

Study population.

The study was conducted at Kenlink tours and travels and was intended to find out the effects of tour guides training to the development of tourism industry. The population under study was: male and female Respondents, tour guides and tour guides students. The above combination of respondents helped in the provision of relevant and adequate information as regarded to effects of tour guides training to the development of tourism industry.

Categories	Numbers
Tour guides Kenlink tours and travels	2
Tour guides students at Kenlink tours and travels	8
Total	10

Determination of sample size.

Two sampling techniques was applied to select a total of 10 respondents. Simple the random; sampling was applied to select 4 male respondents and 6 female respondents. Key respondents were purposely selected by the use of purposive sampling techniques. The key respondents included; 2 tour guides. The key respondents were included in the study because they are more familiar with subjects under investigation

Table 2: Table of sampling approach

Sample approach	Sample selection	Data collection	Sample frame	Data analysis
Quantitative	Simple random sampling	Structured interviews	4male respondents 6 female respondents 10 respondents	Coding Editing Tabulating
Qualitative	Purposive sampling	Semi Structured interviews	4 Tour guides 6 Tour guide students	Analyzing during and after data collection
TOTAL			10 Respondents	

Sampling procedures.

Simple random sampling procedure was used in order to avail every pupil in the population an equal probability of being selected and included in the study sample (Cohen, Manion and Morrison, 2000). This was done with gender balance in mind, until the desired number will be obtained.

Purposive sampling was used to select tour guides. This procedure was chosen because these were the only tour guides with information relating to the study.

Validity of the instruments.

Copies of the questionnaire vis-a-vis the objectives of the Study were given to the research supervisor to find out whether the instruments measured what they are meant to measure and also check on the phrasing, understandability and wording of the statements. Content validity index (C.V.I) was used to establish whether the questionnaire can measure what it is meant to measure. The content validity index (C V.I was found by considering the number of items which declared relevant divided by total number of items presented. Overall, if the questionnaire has a C.V.I index of 0.7 or more, then it was considered as valid (Amin, 2005).

i.e., $C.V.I = \frac{\text{Relevant items}}{\text{No of items presented}} * 100$

No of items presented.

Data analysis

Quantitative data was edited before leaving the respondents. The researcher checked for uniformity, consistency and comprehensibility using SPSS (Nelson, Christopher, & Milton, 2022). It was coded and tabulated. Frequencies was obtained for respondent's demographics such as gender, age, bracket, education level and data were graphically represented on charts using E-views (Nelson et al., 2023).

Qualitative data was analyzed by identifying tentative themes and their concepts. Tentative theme is; Tour guide training and the development of tourism industry. Data was analyzed during and after data collection.

RESULTS**Table 3: Importance of tour guide training to the development of tourism industry**

No.	Particular	Response					
	Statement	Agree		Disagree		Total	
1.	Is it true that training tour guides is important to the development of tourism industry?	6	60%	4	40%	10	100
2.	Is it true that trained tour guides increase on the level of tourist’s satisfaction?	5	50%	5	50%	10	100
3.	Is it true that training helps tour guides to become experts?	6	60%	4	40%	10	100

Received: 21.09.2023

Accepted: 25.09.2023

Published on: 30.09.2023

4.	Improving guiding standards and professionalism?	9	90%	1	10%	10	100
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Source: primary data

Field survey

From the table 6 (60%) agreed that training tour guides is important to the development of tourism industry in the country while 4 (40%) disagreed that training tour guides is not important to the development of tourism industry in the country.

In addition, 5 (50%) agreed that trained tour guides increase on the level of tourist's satisfaction because a tour guide will be able to explain whatever the tourists ask him or her while 5 (50%) disagreed that trained tour guides does not increase on the level of tourist's satisfaction.

Training helps tour guides to become experts 6 (60%) of the respondents agreed that training helps tour guides to become experts in different areas such a birds, plants, and animals while 4 (40%) of the respondents disagreed that training does not help tour guides to become experts.

9 (90%) of the respondents agreed that training improve guiding standards and professionalism while 1 (10%) disagreed that training does not improve guiding standards and professionalism.

Table 4: Other factors that hinders the development of tourism industry.

No.	Particular	Response					
	Statement	Agree		Disagree		Total	
1.	Does poor infrastructure hinder the development of tourism industry?	7	70%	3	30%	10	100
2.	Lack of information centers for Tourism	5	50%	5	50	10	100
3.	Insecurity	8	80%	2	20%	10	100
4.	Weak promotion and marketing of tourism	8	80%	2	20%	10	100
5.	Poor government policies	5	50%	5	50%	10	100
6.	Inadequate accommodation delivers	6	60%	4	40%	10	100
7.	Epidermic diseases	9	90%	1	10%	10	100
8.	Lack of government support to fund tourism activities	7	70%	3	30%	10	100

Source: primary data

Field survey

Poor infrastructure7 (70%) of the respondents agreed that poor infrastructure hinders the development of tourism industry for example if the roads are poor some tourists cannot travel to the destination while 3 (30%) of the respondents disagreed that infrastructure does not hinders the development of tourism industry.

Received: 21.09.2023

Accepted: 25.09.2023

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In addition, 5 (50%) of the respondents agreed that lack of information centers for tourism hinders the development of tourism industry while 5 (50%) of the respondents disagreed that lack of information centers for tourism has nothing to do with the development of tourism industry. For insecurity 8 (80%) of respondents agreed that insecurity hinders the development of tourism industry, for example if the country is having political instabilities tourists may feel insecure to come to the country, while 2 (20%) of the respondents disagreed that insecurity has nothing to do with the development of tourism industry. Weak promotion and marketing of tourism, 8 (80%) of the respondents agreed that this hinders the development of tourism while 2 (20%) disagreed that promotion and marketing does not hinder the development of tourism industry. Poor government policies, 5 (50%) of the respondents agreed that poor government policies hinder the development of tourism industry while 5 (50%) of the respondents disagreed that poor government policies do not hinder the development of tourism industry. Inadequate accommodation delivers 6 (60%) of the respondents agreed that inadequate accommodation delivers hinders the development of tourism industry while 4 (40%) of the respondents disagreed that inadequate accommodation delivers does not hinder the development of tourism industry. Epidemic diseases, 9 (90%) of the respondents agreed that epidemic diseases hinders the development of tourism industry for example covid 19 has affected the inflow of tourists in different countries, while 1 (10%) of the respondents disagreed that epidemic diseases has nothing to do with the development of tourism industry. Furthermore, 7 (70%) of the respondents agreed that lack of government support to fund the tourism activities hinders the development of tourism industry while 3 (30%) of the respondents disagreed that lack of government support does not hinder the development of tourism industry.

Table 5: To analyze the problems faced by tour guides.

No.	Particular	Response					
	Statement	Agree		Disagree		Total	
1.	Income and labour insurance	5	50%	5	50%	10	100
2.	Feel lonely	6	60%	4	40%	10	100
3.	Seasonal jobs	6	60%	4	40%	10	100
4.	Being knowledgeable is a must	7	70%	3	30%	10	100
5.	Repeat traveling the same place	8	80%	2	20%	10	100
6	They nearly work for 24 hours	5	50%	5	50%	10	100
7	Test your patience	7	70%	3	30%	10	100

Source: primary data

Field survey

Received: 21.09.2023

Accepted: 25.09.2023

Published on: 30.09.2023

From the table 5, 5 (50%) of the respondents agreed that income and labour insurance is one of the problems faced by tour guides while 5 (50%) of the respondents disagreed that income and labour insurance is not a problem to tour guides. Feel lonely, 6 (60%) of the respondents agreed that feeling lonely is one of the problems faced by tour guides because they spent most of their time without their families while 4 (40%) of the respondents disagreed that feeling lonely is not a problem to tour guides because they are always in large number of people. Seasonal jobs, 6 (60%) of the respondents agreed that tour guides face a problem of seasonal jobs while 4 (40%) of the respondents disagreed that seasonal jobs are not a problem to tour guides. Being knowledgeable is a must, 7 (70%) of the respondents agreed that being knowledgeable is a problem to tour because they have to do their best in order to satisfy the tourists with what they are telling them while 3 (30%) of the respondents disagreed that being knowledgeable is not a problem to tour guides what they say today is the same thing they will keep on saying to everyone. Repeat traveling the same place 8 (80%) of the respondents agreed that traveling the same place is a problem to tour guides while 2 (20%) of the respondents disagreed that traveling the same place is not a problem to tour guides. Furthermore, tour guides nearly work for 24 hours 5 (50%) of the respondents agreed that nearly work for 24 hours is a problem to tour guides while 5 (50%) of the respondents disagreed that nearly work for 24 hours is not a problem to tour guides because some of them work in shifts. Test your patience 7 (70%) of the respondents agreed that test for patience is also a problem to tour guides because some tourists are not easy to deal with. While 3 (30%) of the respondents disagreed that test for patience is not a problem to tour guides.

Conclusion

Cheram (1977) suggests that tour guide training should include courses in interpretive methods, as well as field courses, research and theory. As noted earlier, Pond (1993) recommends training for desired qualities like broad-based knowledge about the area they are guiding within, enthusiasm, commitment to lifelong learning, empathy and sensitivity for people, flexibility, pride in serving others and the ability to interpret by painting mental pictures.

Recommendations

Scholarships should be given to tour guides for further training because some of them like to go for further training but they are facing financial problems

Tour guides course should be emphasized such as linguistics course someone can go there for only languages or animals for someone to become a specialist in animals only.

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Received: 21.09.2023

Accepted: 25.09.2023

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