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A Study on the Principles and Practices of Tour Guiding in  
Addis Ababa

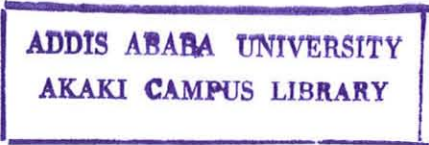
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A Thesis Submitted to School of Graduate Studies in Partial  
Fulfillment of the Requirements for the award Degree of Master of  
Arts in Tourism and Development

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School of Graduate Studies



This is to certify that the thesis prepared by Ashenafi Tafesse, entitled: "A Study on the Principles and Practices of Tour Guiding in Addis Ababa" and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism and Development complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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## **Abstract**

### **A Study on the Principles and Practices of Tour Guiding in Addis Ababa**

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*Tour guides are one of the key figures in the development of tourism around the globe. Similarly, they are playing a significant role in Ethiopia. Even though there are some knowledgeable, ethical, and well qualified tour guides; there are guides who are repeatedly blamed for poor and unethical practice by different stakeholders. But all the blames and accusations were pointing towards tour guides. This study is mainly motivated by these one sided reports and limited scholarly attention given to tourism professionalism in Ethiopia. The study was conducted through mixed research method and descriptive design. Based on the findings of the study, the tour guiding practice of Addis Ababa city was found to have many problems. These problems are not merely the result of tour guides fault; it is all stakeholders' failure in terms of creating healthy working environment. Tour guides have their own weakness, especially in terms of organized way of practice and professional development. Similarly other stakeholders were not supporting the practice of tour guiding. Generally, the study revealed that problem with the tour guiding practice of the city is a sum of multifaceted causes and the solution can also come from the involvement of all stakeholders in the tourism business. In addition, the study is not limited to identifying the problems and causes; it is further extended to pointing out the possible mechanisms which can improve the tour guiding practice.*

**Key terms: Tour guide, Tour guiding, Problem, Challenge, and Mechanism.**

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## **List of Acronyms**

<b>AACTB:</b>	Addis Ababa City Administration Culture and Tourism Bureau
<b>CTTI:</b>	Catering and Tourism Training Institute of Ethiopia
<b>EFTGA:</b>	European Federation of Tourist Guide Associations
<b>GOA:</b>	Guiding Organizations of Australia
<b>MoCT:</b>	Ministry of Culture and Tourism of Ethiopia
<b>NGO's:</b>	Nongovernmental Organizations
<b>UNWTO:</b>	United Nations World Tourism Organization
<b>WFTGA:</b>	World Federation of Tourist guides Association

# CHAPTER ONE

## INTRODUCTION

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### 1.1 Background of the Study

Tourism is continually growing in terms of international arrivals and expenditures. According to UNWTO (2013), international tourist arrivals exceeded the figure of 1 billion for the first time in 2012, reaching a total of 1,035 billion tourists. Further, despite ongoing economic challenges, international arrival is expected to continue its growth in 2013. Simultaneously, tourism is becoming one of the important sectors in Ethiopia; contributing a lot in the social, cultural, and economic development aspects of the country. Though, its development is not still satisfactory, considering the diverse tourism resources of the country (MoCT, 2011).

Addis Ababa has commemorated its 125 years anniversary. Within these years the city has become home for different historical and cultural attractions. Besides, the city also has a potential for nature based tourism activity with rich bird species and the surrounding chain of mountains (AACTB, 2012). According to Addis Ababa City Administration Culture and Tourism Bureau (AACTB), the city is the entry point for 95 to 99 percent of tourists visiting the country. Being entry point and rich in tourism resources gave Addis Ababa the advantage of being one of the prominent tourist destinations in Ethiopia.

Tourism is becoming increasingly important as a phenomenon and means of socioeconomic good (Chowdhary and Prakash, 2008). But, it is highly competitive and customer retention rates can be low. It is also difficult to differentiate the provision of tourism products significantly, thus the key to satisfy customers is through service quality (Bowie and Chang, 2005).

According to Bowie and Chang (2005), customers' satisfaction depends more upon front-line staff than upon management. Tour guides are one of those front line staffs, which have the ability to transform the tourists' visit into an experience and knowledge level (Chang, Kung, and Luh, 2012). Guided tour is an appealing experience in view of the fact that it offers knowledge, fun and an opportunity for socializing. It is also important for the local community and the development of cultural tourism (Rabotić, 2008). Especially, in a country like Ethiopia in which most of the well known attractions are cultural, which need a clear clarification and interpretation, the tour guides can act as key actors of the tourism industry.

Even though tour guides are one of the most visible players in tourism, little scholarly attention has been given to tour guides and guiding (Wei Hu, 2007). In addition, Best (2011) considers tour guiding as a neglected occupation. In terms of tourism literature the same is true in Ethiopia and the researcher found a few studies and written materials on the area of tour guiding in Ethiopia, in fact most of the existing works are small sections of studies discussing other issues. This little attention for tour guiding profession in tourism literature was one of the motives to undertake this study.

Besides the little scholarly attention, the other motive to conduct this study came from reports and allegations by different government bodies, mass media, researchers and authors claiming that the tour guiding service in Ethiopia, specifically in Addis Ababa, is affected by many problems (Binyam, 2011; AACTB, 2011; MoCT, 2009; Ayalew, 2009...). Based on these claims, it is necessary to undertake further investigation on the existence of those problems. If the problem really exists, it is a must to understand the causes of those problems and indicate possible mechanisms to improve tour guides practice. Further, it is also important to assess the role tour guides play in the development of tourism.

## **1.2 Statement of the Problem**

Tourist guides are key figures representing a destination, who can build or distort the image of a destination. Tour guides spend more time with visitors than any other tourism professionals. So that, they need to have the necessary knowledge on the history and features of the places they interpret; need to have multilingual skills to communicate effectively with guests; and should be ethical throughout their practices. If tour guides fail to give service at the level visitors expect, they will become the main cause of dissatisfaction.

Tour guides who act ethically and treat guests properly can benefit a destination. On the contrary, problems arise when tourists are dissatisfied with the service delivered. Some tour guides in Addis Ababa lack the necessary knowledge and information in their interpretation. In such cases, the visitor's level of satisfaction and the knowledge they get will be nominal. Further, lack of adequate knowledge about tourist sites will lead to telling wrong information. Similarly, language problems hinder tour guiding practice in Addis Ababa. Language is one of the basic skills tour guides should retain; lack of this basic skill could spoil the overall tour. On the other hand, there are individuals who approach tourists on the streets and pretend as a tour guide; this is also a big threat to tourist's satisfaction and image of the city at large.

Most of the tour guiding studies are concerned about problem of tour guides (Chowdhary and Prakash, 2008). But, it is not fair to blame tour guides for all the problems. So that, this study assesses the challenges that tour guides are facing while performing their job. Some events and other tourism stakeholder's failures to accomplish their responsibility deter the performance of tour guides. These challenges include dealing with stakeholders with different interests,

disobedient visitors, lack of professional development opportunities, absence of strong tour guiding regulation, and lack of supportive facilities at tourist sites.

In contemporary tourism, tourist guides have an important and multifaceted role and their role extends well beyond welcoming and informing tourists (Rabotić, 2010; Gelbman and Maoz, 2012). Tour guides can play a great role in terms of initiating visitor's to extend their length of stay, by encouraging the consumption of local products and services, and motivating conservation practices. In this study, tour guide's role in Addis Ababa tourism context was analyzed considering the various roles they can play.

Finally, the study will propose mechanisms that the government bodies and private actors should implement to support the role performance of tour guides. These mechanisms can be implementation of professional codes of conduct, initiating organized practice through professional tour guides association, rewarding ethical practitioners by organizing awards of excellence programs, providing training, applying professional certification, and licensing packages.

### **1.3 Objectives of the study**

#### **1.3.1 General objective**

The general objective of this study is to identify, analyze, and present the problems, challenges, and possible solutions of tour guiding practices in Addis Ababa.

#### **1.3.2 Specific objectives**

- To identify problems of tour guiding practices by tour guides in Addis Ababa.
- To identify the challenges created by other stakeholders on the practice of tour guides in Addis Ababa.
- To assess the roles of tour guides for the development of tourism in Addis Ababa.
- To suggest mechanisms that may improve the role and performance of tour guides in Addis Ababa.

### **1.4 Research questions**

The research will answer the following research questions.

1. What are the major problems of tour guides in Addis Ababa?
2. What are the major challenges tour guides are facing in Addis Ababa?
3. What are the major roles that tour guides play to ensure customer satisfaction and tourism development in Addis Ababa?
4. Which mechanisms are applicable and possible to support the role of tour guides in Addis Ababa?

## **1.5 Scope of the study**

It is essential to make an inquiry on professionalism and practice of employees for all segments of the tourism industry. Since, such studies enable to understand the problems and challenges in the wider context of tourism professionalism. But, conducting such a comprehensive study needs considerable budget, manpower, and time. Thus, the researcher is forced to undertake the study only in the sole practice of tour guiding in Addis Ababa and on tour guides who render services in Addis Ababa.

In terms of idea, the study focuses on assessing tour guiding practices in Addis Ababa. Under this central idea the study has the themes of: identifying the problems created by tour guides on the tourist experience and the site; assessing the challenges tour guides are facing from other stakeholders while practicing their roles; examining the roles of tour guides in tourism development of the city and assessing mechanisms which enhance the performance of tour guides.

## **1.6 Limitation of the Study**

While conducting this study the researcher has encountered the following limitations: difficulty to differentiate self appointed guides from the licensed ones; and lack of adequate (supplemental) sources like published and unpublished materials on the same area in the country. Besides, the study's concentration in Addis Ababa is also another limitation which prohibits making generalizations about the tour guiding practice of the country as a whole.

## **1.7 Significance of the study**

In Ethiopia the area of professionalism and ethical practice is one of the least understood concepts in the tourism literature. The study is significant to minimize the knowledge gaps by analyzing problems and challenges in tour guiding. So that, this study can provide information to tourism authorities, policy makers, academic institutions, tour companies, visitors, and tour guides concerning the problems and challenges in the tour guiding practice of the city.

It also creates a clear understanding of the role of tour guides and mechanisms which enhance the professional performance of tour guides. It also indicates a means to protect tourists, and legal tour guides from “illegal” practitioners. Alongside, this study conveying the real situation and gap in the professionalism perspective will have a contribution for the way forward in professional tour guide development. In general, the study will help in building a better understanding of the tour guiding profession.

## **1.8 Organization of the study**

Chapter-1, of this study deals with the background of the study, the statement of the problem, the objectives of the study, research question, the significance of the study, the scope of the study, limitations of the study, and general organization of the study. Chapter-2 provides the review of related literatures in which the topic of the research is in focus. Chapter-3, describes the research design, population, sampling methods and samples, data gathering instruments, data collection procedure and data analysis mechanisms. Chapter-4 of the study describes the results and provides a deep discussion of the results. Finally, Chapter-5 encloses conclusion and recommendations.

## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

#### 2.1 Definition of Tour guide

The term tour guide has been defined by different authors, researchers, associations, and international organizations in different ways and contexts; the following section is devoted to some of those definitions.

According to WFTGA (2003), a tour guide is “a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which the person normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority.”<sup>1</sup>

On the other hand, as per the definition set by the European Federation of Tourist Guide Associations, a tour guide is:

*A person who guides group or individual 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 and natural heritage and environment.*<sup>2</sup>

These two definitions are, moreover, similar but additional concept is seen in the WFTGA definition which stresses on the possession of the area specified qualifications supporting the practice of licensing and accreditation.

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<sup>1</sup> <http://www.wftga.org/>

<sup>2</sup> <http://www.feg-touristguides.com/cen-definitions.html>.

## **2.2 Historical development of Tour guiding**

Historically, tourist guiding is one of the oldest human activities. Guides existed thousands of years ago, but along with the beginning of modern mass tourism they have become an important factor of the travel industry. Today, it is difficult to perceive the organized tourism without the service of guides (Rabotić, 2008).

As per Mitchell (2005) classification, the development of tour guiding lies on three brief periods. The first one is during early periods of travel when travelers were accompanied by guides who had become familiar with the routes of earlier trips. The second period is when leisure travel became more commonplace in the 19<sup>th</sup> century and during that time women and young children were not expected to travel alone; so relatives or house servants often acted as companions. The third period is the current period. At present, tour guides act as escorts for people visiting foreign countries and provide them with additional information on interesting facets of life in another part of the world. They have taken the place of the early scouts, acting as experts in settings and situations where other people find it unfamiliar.

According to Pond (1993) cited from Wei Hu (2007:13-14), specific reference to guiding can be traced back to the time of the Roman Empire. By taking this reference Pond divided the evolution of tour guides and the guiding history of the Western world into four periods.

The first one was in the era of the great empires (3000 B.C. to 500 A.D.) when tourism saw its first major development. Sightseeing by sea flourished during the Greek Empire; travel surged throughout the reign of the Imperial Rome with its legendary paved roads and great economic success. As these activities increased, so did the number of guides. They acted as 'leaders around' or 'explainers' who assisted visitors journeying abroad.

The second stage happened in the middle Ages (approximately A.D.500 to 1500), a period after the fall of Rome and before the Renaissance. At that time, religious pilgrimages by the upper and middle classes were the main types of journey. Because the fall of Rome resulted in chaos in the economy and the social order, the issue of safety came to be a main concern of travelers. Therefore, as well as being pathfinders, the guides had to serve as protectors, safety escorts, and even bribers to assure safe passage.

The third phase covered the period of the Renaissance and the Grand Tour (A.D.1500 to around 1700). During this time, taking excursions for educational and cultural reasons became a fashion for the 'Grand Tourists', the youth of the upper classes. These promising young men were usually assigned and accompanied by a cicerone and were expected to broaden their horizon, to improve their self-cultivation and to enrich their knowledge through long journeys. The cicerone, named after Cicero, the most esteemed guide in European society, was intended to be a knowledgeable, grave, and respectable person. They were mainly personal tutors and spiritual advisors. At this time, most travelers touring within the New World throughout the 17<sup>th</sup> and 18<sup>th</sup> centuries were explorers for the purpose of discovering a new way of life.

The fourth period or the Modern Age began in the 19th century. The first group of pleasure travel happened in 1841 when Thomas Cook organized an excursion train tour to a temperance meeting in England. Within a few years after, as a tour guide or tour manager, he led his clients to Paris and in 1856, conducted the first of many of his Grand Tours of Europe. No evidence of organized guiding service exists prior to the 20th century other than that of Thomas Cook's company. Cook is also respected as the "patron saint" of today's tour guides. Outside Europe, the Gettysburg Battlefield Guides were among the first well-documented tour guides in the United States.

In Ethiopia, direct records about tour guides and guiding practices in the ancient Ethiopia are not easy to find; however, an assumption can be made by reviewing historical travel activities. Throughout Ethiopia's history people have traveled for various reasons. Ethiopia is the cradle of mankind, it may not be difficult to justify early humans have traveled for basic necessities; to find food or shelters. On the other hand, emperors took tours for inspection; envoys crossed borders for political, economic, and cultural exchanges; businessmen journeyed for trade; and peoples travel for religious purposes (Ayalew, 2009).

Besides the existence of inbound and outbound tourism, it is believed that in any of the above cases, certain guiding practices would have undertaken and guides would have been employed as pathfinders, guards, explainers, translators and cultural mediators. In terms of training, tour guiding was one of the fields of study which commenced after the establishment of Catering and Tourism Training Institute (CTTI) in 1969. Currently, there are a number of tourism colleges offering a tour guiding course (Ayalew, 2009).

### **2.3 Problems of Tour Guiding**

There are some negative practices by certain tourist guides which make the tourists get a bad impression about a destination (Alsarayreh, Alamo, Al amaideh, & Al nawaiseh, 2011). Rapid development of important tourist markets and high seasons has led to the lack of professional tour guides. For example, in Vietnam to alleviate this problem companies had employed non-professional tour guides from other fields (from foreign language universities or people who have worked for international organizations). However, the guides quality cannot be assured because non-professionals were not trained for tourism and do not have all the information

related to tourism activities.<sup>3</sup> The same problem also arose in Phuket, some unlicensed foreign guides have taken advantage of their language skills to lead a tour group, but they lacked the local knowledge required, and subsequently presented misleading versions of Phuket history.<sup>4</sup>

In many countries illegal tourist guides are the main problems in the practice of tour guiding. For instance, licensed tourist guides in Singapore complain that illegal guides are sully Singapore's image, passing on wrong information to tourists, and taking away business from those who obey the rules.<sup>5</sup> Chowdhary and Prakash (2008) also mentioned that untrained and unlicensed, casual or fake guides, as main sources of problems of tour guides in India.

Likewise, in Phuket, tourists have reported that harassment by guides who approach them on the street, being defrauded by guides who do not deliver on their agreed packages, and being taken to souvenir shops against their will.<sup>6</sup> Some tour guides use once license as a protection and use it to accompany a tour group only. These guides simply remain in the background while an unlicensed guide does the work.<sup>7</sup> It is questionable whether tourist guides are, despite being given a license by local authorities, ready to assume their complex and multifaceted roles (Rabotic, 2010).

Similar problems hamper development of tourism industry in Ethiopia. At different times various authors, researchers, mass media, and government bodies have reported the existence of problems in the tour guiding practice in Ethiopia. The first stakeholder claiming problem in tour guiding is the Ministry of Culture and Tourism. In the tourism development policy of Ethiopia,

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<sup>3</sup> <http://businesstimes.com.vn/tour-guide-many-problems-remain/>

<sup>4</sup> <http://www.thephuketnews.com/taken-for-a-ride-phukets-worsening-tour-guide-problem-27671.php>

<sup>5</sup> <http://www.thejakartapost.com/news/2012/05/19/illegal-tour-guide-menace-singapore.html>

<sup>6</sup> <http://www.thephuketnews.com/taken-for-a-ride-phukets-worsening-tour-guide-problem-27671.php>

<sup>7</sup> *ibid*

the ministry claims that one of the domestic challenges facing the sector is a problem of interpretation of tourist attractions. As per the Ministry, the interpretation of attractions lacks credible facts and knowledge, consistency, and the presentation is quite disorganized (MoCT, 2009).

On the other hand, Binyam (2011), in his study assessing tourist satisfaction in Ethiopia stated that, one of the dissatisfaction attributes of tourists is lack of professional tourist guides. He also indicated that there is a dearth of information especially with the cultural aspect of tourism product and lack of professional guides with an excellent ability to speak foreign language. According to Ayalew (2009), even the trained tour guides in Ethiopia are not up to the level of good interpretation of history and cultural heritages.

Problem related to tour guiding practice in Ethiopia has regional dimension. Biruk (2012) indicates that guides in Gondar city are making an illegal agreement with the souvenir shops and advice visitors to buy souvenirs from specific shops and, in return, get a commission. Similarly, Getaneh (2012) found related problems in Bahirdar. This creates two problems; one, price inflation on souvenir products due to commission and it discourage visitors purchase. Two, tour guides directing visitors to limited souvenir shops create inequality in wealth distribution. These malpractices are bringing problems to the satisfaction of visitors and create conflict.

Getaneh (2012) also indicated that, sometimes tourists will not have adequate information about the sites they visit and illegal guides and captains of boats make an agreement and take tourists to the nearest sites and present it as the one planned to be visited. Yetnayet (2012) also found that, both domestic and foreign tourists rated the quality of tour guiding service in Bahirdar as poor. He also observed that local guides suffer from poor English proficiency and lack of

bilingual skills, and they are also blamed for providing distorted and poor interpretation to the tourists. In addition, he indicated that local guides are affected by the demonstration effect of foreign tourists.

On the other hand, Amare (2012) found that tourists are better satisfied with the interpretation service of tour guides. He reached this conclusion by comparing the satisfaction level of tourists with tour guiding service and other tourism infrastructures (hotels, travel agents and tour operators, entertainment and sport, shopping facilities... etc). However, he found that visitor's evaluation is still under the scale of good and this indicates that there is still some gaps in the interpretation service and the expectation of visitors.

On a travel blog called 'virtual tourists', one visitor reported that many young men and kids approached visitors offering themselves as guides, while walking by the streets in Ethiopia. On the same blog another visitor describing his stay in Ethiopia and the tour guiding service he received as "We started taking local guides before we realized how useless they are. Probably I told them more interesting things about my country than I learnt from them."<sup>8</sup>

The other one is an article written by Addis Ababa city culture and tourism office licensing and regulatory core process, which declare that the tourism sector in the city is suffering from lack of professionalism, language problem, and ethical problems (AACTB, 2011.)

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<sup>8</sup> [http://www.virtualtourist.com/travel/Africa/Ethiopia/Tourist\\_Traps-Ethiopia-TG-C-1.html](http://www.virtualtourist.com/travel/Africa/Ethiopia/Tourist_Traps-Ethiopia-TG-C-1.html)

## 2.4 Challenges of Tour Guiding

Tourism is one of the few industries that can offer exciting, challenging, and varied career (Mitchell, 2005). People outside tour guiding career tend to see guiding tourists as glamorous, easy work, because guides can travel, visit attractions all over the country, meet rich tourists, stay at luxury hotels, and have a high income. However, this appearance can be deceiving, since being a tour guide is truly a difficult job.<sup>9</sup>

Several challenges hinder the role performance of tour guides. The first challenge is existence of stakeholders with different interest; tour guides must address the needs of multiple stakeholders simultaneously. Visitors expect that their safety and health will take a high priority, but at the same time expect an enjoyable and rewarding travel experience. On the other hand, tour guides must also subscribe to the rules and regulations of their areas of operations, their employers, and their clients (Prakash et al., 2011).

Disengaging visitors from focus could be another challenging task for tour guides. Leading the movement of audience from one place to the next is a task which guides must carry out every day. But moving audiences away from one object to the other presents challenge for the guide in some cases (Best, 2011). Similarly, attaining and sustaining audience attention is a big challenge. What is notable here is how the guide uses talk and gesture to win and sustain the orientation of the audience (Best, 2011).

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<sup>9</sup> <http://businesstimes.com.vn/tour-guide-many-problems-remain/>

Chowdhary and Prakash (2008) found five broad challenge areas that affect the tour guiding practice, which are tour guiding environment, local authorities, employment relationship with tour operators and travel agents, handling customers and working conditions.

To sum up, lack of training opportunities, lack of recognition, unhealthy industry practices, need for a certification or licensing system, absence of any monitoring of tour guide performance and a poor image of the profession are challenges confronting tour guides (Prakash et al., 2011). Concerning poor image of tour guiding, Chowdhary and Prakash (2008) found that, tour guides in India are not happy with the respect they get from the society and in trade and this is often reflected in the treatment they receive at tourist sites, government offices and at the hands of tour operators and travel agencies.

## **2.5 The Role of Tour Guides**

Tourist guiding has an important and multifaceted role in contemporary tourism. In modern tourism a guide's role extends well beyond welcoming and informing tourists (Gelbman and Maoz, 2012). The role of guides in the tourism system distinguishes itself by its potential to manage and orchestrate tourist experiences, enhance destination image and implement the goals of responsible tourism (Rabotić, 2010). The number of roles may also vary depending on a range of factors such as the tour setting, type of group and their needs and interests, and the employer's and industry's expectations of the guide (Black and Weiler, 2005).

The origin and evolution of the role of a guide was expounded by Cohen (Rabotić, 2008). Cohen was a pioneer of making tourist guiding a matter of scientific attention. He suggested that tour guides have to play two important roles, one, tourist guides act as the leader because they are the one who leads or shows the way; two, tourist guides could be defined as the mediators or

middlemen who point out objects of interest. Mediation role can be in the form of, mediation among hosts and guests, mediation between the tour operator/travel agency and the tourists, mediation among the tour leader and the local tourist scene, mediation between the hotel sector and the tourist (Dahles, 2002).

Pond (1993), cited in Prakash and Chowdhary (2010), has suggested five roles for modern tourist guides. According to her, guides must play important roles as a leader, an educator, an ambassador; a host (tour manager); and a facilitator. Pond indicates that these five roles may appear as separate roles, but they are in practice 'interwoven and synergistic'. According to Hillman (2006), the guides now act as mediators of the environment and flora and fauna, rather than an all-knowing tour leader. Similarly, Rabotić (2010) perceives guides as an effective medium for conveying important environmental messages to visitors and tourists.

A review of some of the key published literature focusing on the roles of tour guides, conducted by Black and Weiler (2005), reveals ten main roles which are interpreter/educator, information giver, leader, motivator of conservation values/ role model, social role/catalyst, navigator/protector broker/mediator, cultural broker/ mediator, tour & group manager/organizer, public relations/company representative, and facilitator of access to non-public areas.

Alongside to the above explanations, Wei Hu (2007) suggested the role of tour guides in reference to the different tourism stakeholders' expectation. As he suggested tour guides play a role of pathfinder, group leader, mentor and animator; to satisfy tourists' needs and expectations, through solving the problems of where to go, how long to stay, what to see, how to see, what to do and how to deal with locals. For the resources of destination places, tour guides play a role of interpreter to reveal meanings, values, and significance of local environments and cultures.

On the other hand, tour guides play the roles of representative for local communities to show hospitality and to foster understanding. For employers and government authorities' tour guides play the roles of salesperson, public relations, and representation to help to maximize economic benefits; to project a particular message or image, or help to realize some other political purposes. Finally, to seek as much income as possible and to improve own social status, tour guides play the roles of entrepreneurs for themselves (Wei Hu, 2007).

## **2.6 Mechanisms which Enhance the Performance of Tour Guides**

Black and Weiler (2005) reviewed six mechanisms that may enhance guides' performance of their various roles. Those mechanisms are Codes of conduct, Professional associations, Awards of excellence, Training, Professional certification and Licensing.

**Training:** Interpretation certainly requires tour guides to have a range of knowledge from different fields; which can be achieved by creating special training programs and by certifying "cultural heritage interpreters" (Robotic, 2008; Prakash and Chowdhary, 2010). Training may be provided by professional associations, or by government and non-government training providers (Black and Weiler, 2005). In addition, guide training varies depending on the level of training, the area of specialization such as ecotourism or indigenous culture or historic site guiding, and the reason for training.

Based on the framework of WFTGA training brochure, Prakash and Chowdhary (2010) point out six dimensions of tour guiding training:

1. Practical Guiding Skills- which primarily included practical elements of guiding, variety of guiding scenarios, trade terminology, itinerary preparation, etc.

2. Applied knowledge- this included building of a philosophical premise for tourist guiding that included inputs on issues of concern for stakeholders like host community, society, nation etc.
3. Interpersonal/ Behavioral Skills- this is focused on individual and group behavior including cross cultural sensitivities.
4. Business/ Management Skills- these included issues that help in developing tour guiding as a business both for entrepreneurial and managerial inputs.
5. Knowledge of Tourism Products- this was important where agencies view a guide's job as that of information disseminator or educator.
6. Tourism Context- this dimension intends to render a tourist guide more relevant vis-à-vis tourism context or supply chain.

First-aid training is also important for guides in order to give help for guests during accidents (Mitchell, 2005).

**Code of conduct-** The other mechanism that may contribute to guides to better perform their roles is the development and implementation of tour guide codes of conduct or codes of ethics. In tourism codes of conduct can be developed by one of the following stakeholders: industry, government, NGO's and researchers, and should provide a significant degree of industry guidance (Fennell, 2006). The codes are generally considered to be a tool for awareness-raising rather than a form of quality control (Black and Weiler, 2005).

Different tourism organizations have developed their own code of ethics. Out of these organizations, United Nations World Tourism Organization (UNWTO), as the highest governing body of tourism, takes the initiative in terms of developing a global code of ethics which govern the practice of all stakeholders engaging in it.

Article 6 of the global code of ethics for tourism mainly concerned with the obligations of stakeholders in tourism development, it has also emphasized on the obligation of tourism professionals, as one of the tourism professionals tour guides have the responsibility to be governed by those obligations articulated by the highest tourism authority in the world. The following are the obligations of tourism professionals (WTO, 2001)

1. Tourism professionals have an obligation to provide tourists with objective and honest information on their places of destination and on the conditions of travel, hospitality and stays; they should ensure that the contractual clauses proposed to their customers are readily understandable as to the nature, price and quality of the services they commit themselves to providing and the financial compensation payable by them in the event of a unilateral breach of contract on their part.
2. Tourism professionals, insofar as it depends on them, should show concern, in cooperation with the public authorities, for the security and safety, accident prevention, health protection and food safety of those who seek their services. Likewise, they should ensure the existence of suitable systems of insurance and assistance and should accept the reporting obligations prescribed by national regulations. They should also pay fair compensation in the event of failure to observe their contractual obligations.
3. Tourism professionals, so far as this depends on them, should contribute to the cultural and spiritual fulfillment of tourists and allow them, during their travels, to practice their religions.
4. The public authorities of the generating states and the host countries, in cooperation with the professionals concerned and their associations, should ensure that the necessary mechanisms are in place for the repatriation of tourists in the event of the bankruptcy of the enterprise that organized their travel.

**Professional Association-** Associations have the capacity to provide professional support and a number of other benefits that can assist in raising guiding standards and are often instrumental in introducing or supporting other mechanisms such as codes of conduct, awards of excellence schemes, training, and certification programs (Black and Weiler, 2005; Fisher, 1999). Professionals may feel isolated if there are no “umbrella” type organizations to speak on behalf of them (Fisher, 1999).

Tour guides who act in an organized way and who are well trained can benefit more than those who are not organized and trained, for example according to Mitchell and Coles (2009) spending on guides per trip is six times higher in Lalibela than in Axum or ArbaMinch, because the guides in Lalibela are better organized, better trained and have stronger links to the inbound tour operators.

**Awards of excellence-** it focuses on recognizing and rewarding excellence in guiding. A number of government and non-profit organizations around the world have developed awards of excellence programs aimed at individual guides (Black and Weiler, 2005). In Australia the Golden Guide Award is given to an individual demonstrating guiding excellence in Western Australia. These awards are intended to encourage guides to achieve excellence in a range of roles, which may vary depending on the focus of the award.

**Professional certification-** certification is used to formally recognize an individual’s skills, knowledge, and attitudes as defined by some standards (Black and Weiler, 2005). Professional certification is generally voluntary and is a process in which individuals are tested and evaluated to determine if they have the skills and knowledge required by their profession.

**Licensing-** In contrast to professional certification, licensing is a mandatory legal requirement for some professions to practice (Black and Weiler, 2005). The intention of licensing is often to restrict a profession to those who are considered competent or to delimit the scope of practice of a particular profession thereby protecting consumers. For example in India, it is required by law that tour guides must obtain a license before they can accompany a tourist/ tourist groups. Having completed their training and before getting a license, tour guides must sign a detailed terms and conditions (Chowdhary & Prakash, 2008).

Many stakeholders including guides, tour operators, tourism commissions, industry organizations, training organizations, and tourists will benefit from the licensing programs (GOA, 2006). According to GOA accreditation program helps tour guides to be nationally recognized of his/her practical skills and professionalism as a tour guide; gain a competitive edge for jobs; gain access to professional development opportunities and to be identified as a professional tour guide. For instance, Blue Badge Guides in UK receive a regular news bulletin, which helps them to be up-to-date on everything like developments in museums, new restaurants, shops and markets, or coach parking facilities and road closures; they are also getting further training through visiting new attractions and re-visiting familiar sites.<sup>10</sup>

Besides the above mechanisms, to ensure that guides can perform their roles effectively there is a need to: develop and implement minimum guiding standards, reward guiding excellence, raise awareness-levels about guiding roles and standards among guides, and increase the credibility of guiding generally among industry stakeholders (Black and Weiler, 2005).

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<sup>10</sup> “<http://www.aptg.org.uk/badge.html>.”

## **2.7 Qualities of a Good Tour Guide**

Because the tourism industry has been experiencing a boom time, it is in desperate need of qualified tourism professionals (Mitchell, 2005). For the tourist guide to be able to execute his/her role successfully with courage and flexibility he/she must have certain qualities. Different authors have analyzed the qualities of a tour guide in different ways from different contexts; some of them are presented as follows.

According to Rashid (2007) tour guides should have the following four qualities. The first one is general information; he/she should have the exact knowledge of the places visited and details of the sites. The second is flexibility; in this case a guide must consider the variety of ages and races among the group and should be able to adapt his presentation to ensure he/she does not lose any of the tourists in his group. Third, Communication skills, tact, manner of speech, the language of the eyes and tone should indicate his/her ability to lead the group easily and professionally. Fourthly, the guide must understand the needs of the tourists. Besides he also mentioned character, appearance, and sense of humor as fundamental qualities for the guide.

Tour guide should hold responsibility with an effective combination of enthusiasm, knowledge, personality qualities, and high standards of conduct and ethics (Chang et al., 2012). They should also handle their own emotions and emotional exhibitions (Hillman, 2006).

According to Robotic (2010) aspects which influence a tour experience are commentary and managing group dynamics. To successfully deliver service, a tour guide's commentary should be a combination of informative and entertainment contents. On the other hand, a tour guide should be able to manage group dynamics successfully.

According to Wei Hu (2007), a tour guide should deliver enjoyable and rewarding experiences, should ignite interest and new understanding about destinations, foster positive host-guest encounters, foster appreciation and caring attitudes towards destination resources, modify inappropriate tourist behaviors, manage tourist impacts on-site, encourage long-term responsible behaviors, and promote local economic development by stimulating consumption and production of local products and services.

To successfully guide one group of tourists, the tour guide must not only master a foreign language, have professional knowledge and know the places tourists will visit along the tour route, but also have thorough knowledge of the geography, culture, society, history, customs and lifestyle of each region and basic knowledge of the country of their guests.<sup>11</sup> Tour guides should be prepared to answer all sorts of questions from details about local history, flora, activities in the area, wildlife, and where to dine (Mitchell, 2005). In addition dress, stance, speaking positions, clear gestures, and speech are vital to all guides (Mitchell, 2005).

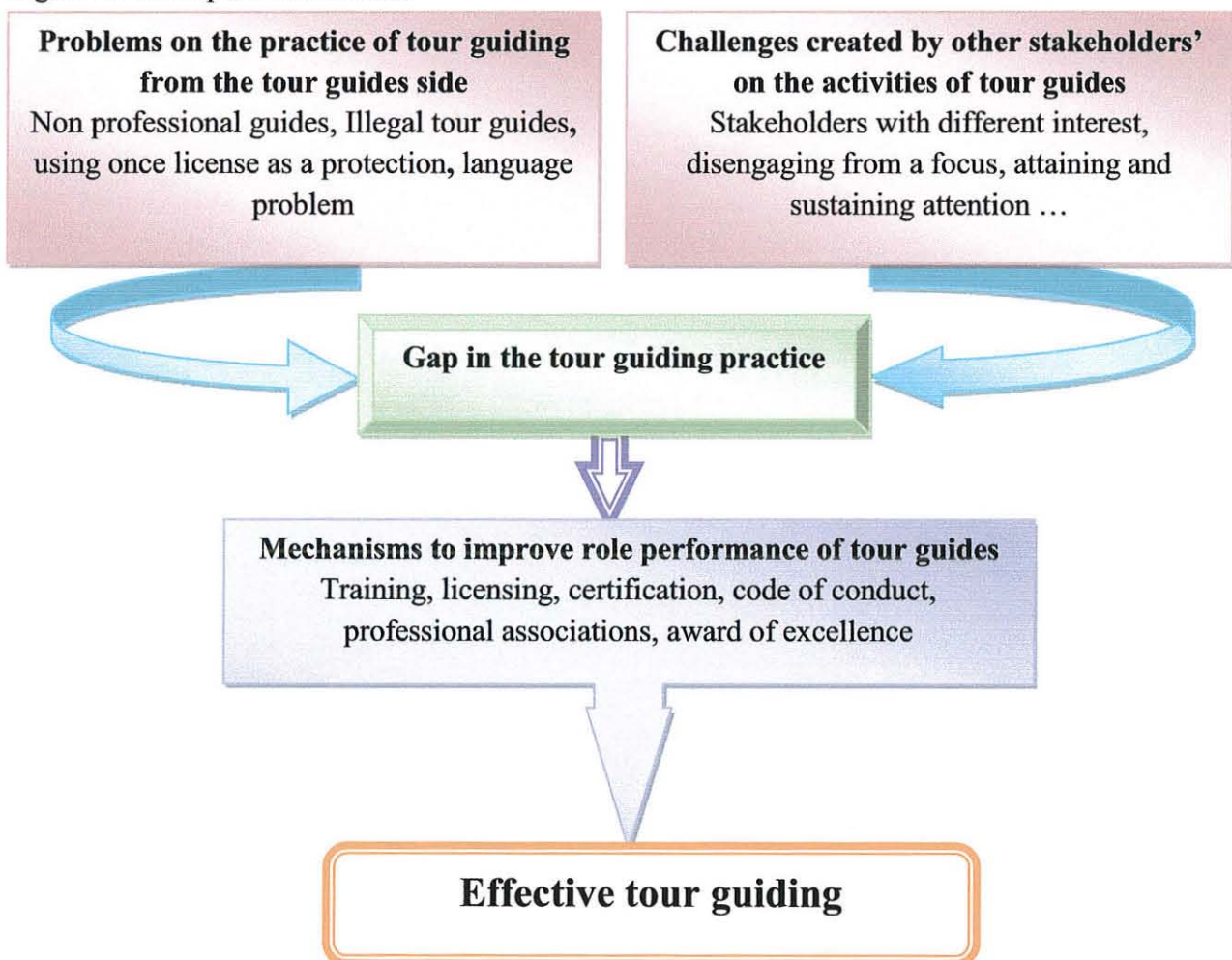
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<sup>11</sup> <http://businesstimes.com.vn/tour-guide-many-problems-remain/>

## 2.8 Conceptual Framework

Even though quality tourist experience is vital for customer satisfaction it will be affected by various reasons. Out of this the performance and behavior of tour guides can be the one affecting the satisfaction of the tourists. Similarly, challenges from the audience or regulating bodies' side will hinder the performance of tour guides. Mechanisms like training, licensing, professional association, code of ethics, and professional certification can be used to alleviate the problem and challenge. The following figure shows, how these concepts are framed for this study.

Figure 1: Conceptual framework



Source: Researcher framework 2012/13

## CHAPTER THREE

### METHODOLOGY

#### 3.1 Research design

Mixed research methods have been employed in this study. This method is chosen because it provides an advantage to adapt the strength and avoid the weaknesses of using a single (qualitative or quantitative) research method (Johnson and Onwuegbuzie, 2004). Similarly, Madey (1982) cited on Onwuegbuzie and Leech (2004) indicates that, mixed methods research helps investigators to validate quantitative results by linking the information extracted from the qualitative phase of the study. It also constructs indices from qualitative data that can be utilized to analyze quantitative data. In this study, qualitative data gathered from interview of government officials and destination managers; and document analysis has been used to support information and conclusions drawn from quantitative questionnaires.

In this study, a descriptive research design was applied to assess the practice of tour guiding. The descriptive research design approach is selected because it gives insight into the present and attempts to determine the status of the phenomenon under investigation. Besides identifying present conditions it also points to present needs (Singh, 2006). So it can help to identify the existing problems and challenges in the tour guiding profession. It is also an appropriate design to recommend possible solutions and mechanisms enhancing the performance of tour guides. The other attribute of descriptive research design is describing the characteristics of a particular individual or group (Kothari, 2004); therefore it is applied in this research to identify the practice affecting the tour guiding practice in Addis Ababa.

### **3.2 Types of data**

For this study, both primary and secondary data are collected. The primary data has been collected through questionnaires, observation, and interview. While secondary data was obtained from the analysis of documents like codes of conduct, rules, and regulations; and published books and websites.

### **3.3 Subjects of the study**

The subjects of this study were visitors, tour guides, and officials from Addis Ababa City Administration Culture and Tourism Bureau and Ministry of Culture and Tourism, and destination managers.

### **3.4 Data gathering Instruments**

Structured questionnaires were used to collect data from tourists, and tour guides. The questionnaires have two sections in one package (cover letter and booklet of questions). The cover letter explains the purpose of the study and the mechanisms to maintain confidentiality. The booklet of questions contains research questions that are important to find out the research problem.

The researcher observed the service delivery process by presenting and participating in guided tours at different tourist site of Addis Ababa. Semi-structured interview was also used to gather data from tourism officials, destination managers, and local visitors. This study also used documentation to gather data from existing rules, and code of ethics documents related to the study.

### **3.5 Sample and Sampling procedures**

A non probabilistic sampling technique was employed in this particular research. According to Denscombe (2003), if the researcher does not have sufficient information about who or how many people or events, make up the population and if it is exceedingly difficult to contact a sample selected through conventional probability sampling techniques, it is mandatory to use the non probability sampling technique rather than probability sampling.

Similarly, Yalew (2011) indicate that, if it is hard to find the list of respondents and the sample population is small in number, it is difficult to use probabilistic sampling and compulsory to apply non probabilistic sampling. Dattalo (2008) also support the necessity of using non probabilistic sampling because of time, cost, and ethical considerations. In addition, non probabilistic sampling is widely adopted in small inquiries and researches by individuals, this design may be adopted because of the relative advantage of time and money inherent in this method of sampling (Kothari, 2004).

For this particular study, the above mentioned reasons may justify the use of non probabilistic sampling, because of the following shortcomings of the study. One, the total population of the tour guides in the city and the total number of tourists who are exactly using the tour guiding service were not known. Two, availability of limited resources (budget and time), and third, difficulty to locate tour guides in a specific place, except resident guides, as the nature of their work is characterized by moving from place to place. Out of non probabilistic techniques purposive and convenience sampling technique was applied to select the samples for the study.

Convenient sampling was applied to choose tour guides and visitors who are willing to participate in the study. Convenient sampling can be used to select participants based on their willingness to be studied or on their knowledge of a particular topic and research goals. Purposive sampling is mainly used to gather data from government officials and destination managers.

Determining the sample size was the most difficult task the researcher encountered throughout the study. The main problem which makes sampling complicated was absence of data regarding the total population of tour guides who are working in the city. The only data the researcher got was the total number of licensed guides in the city. According to the data gathered from the ten sub city's culture and tourism offices: licensing and regulatory core processes, there were a total of 164 licensed tour guides in Addis Ababa prior to January 2013.<sup>12</sup>

But, according to the information the offices portray, this number cannot represent the total population in the profession; it mainly represents independent guides.<sup>13</sup> The data is non representative, since it doesn't include guides who are employed at sites, guides who are working with tour operators, and independent guides who do not have licenses. Because of the above mentioned problems, it was difficult to use the number as a benchmark. The same was true regarding the number of visitors using the tour guiding service.

By taking into account the absence of data on the total population of subjects, 80 tour guides were selected as samples for the study. Similarly, the research included 100 tourists as a sample. In addition 5 domestic visitors were also incorporated in the study to obtain information on the side of local visitors. The sample size was decided by taking into account the available time and

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<sup>12</sup> Detail information found in Table 18

<sup>13</sup> Freelance guides who work by themselves

budget of the study. Social research is tailored to meet the constraints of the time and money available for it (Denscombe, 2003). Besides, the existence of supplementary data source from observation, and interview with destination managers and tourism officials was considered as complement for the data obtained from visitors and tour guides.

The research has mainly focused on foreign visitors, this is because in terms of contact and using the tour guiding service they are the main figures and the role of tour guides is fully practical for the case of foreign visitors. Ephrem (2012) found that, most domestic tourists avoid using tour guiding services while visiting attraction sites. Even in attraction sites most of them simply see the exhibits without any interpretation, this make them less attractive as sources of data and were given less attention in this study. But, the study has tried to incorporate their ideas by interviewing five domestic visitors.

Destination managers from 6 sites were interviewed, because of the difficulty to address all tourist sites in Addis Ababa. Samples were selected from the tourist sites using purposive sampling, three museums (National Museum, Ethnographic Museums, and Addis Ababa museum), three churches and museums (Entoto St. Marry Church and Museum, Holy Trinity Cathedral Church and Museum, and Arada St. George Cathedral and Museum). One official from Addis Ababa City Administration Culture and Tourism Office and another from Ministry of Culture and Tourism were also interviewed.

### **3.6 Data collection procedures**

Before approaching subjects both structured questionnaires and semi structured interviews were prepared. All the instruments validity was evaluated by the research advisor and got the permission to administer for its respective subjects. The places selected to administer questionnaires for tour guides and visitors were mainly attraction sites, many of the tour guides were contacted in attraction sites. In addition, some tour guides who are employees of tour operators were contacted in their respective places.

Semi structured interview was carried out by the researcher himself with the selected individuals from Addis Ababa City Administration Culture and Tourism Bureau, Ministry of Culture and Tourism, and destination managers of six attraction sites in their respective areas. In addition to this, the researcher has observed the activity of tour guides by visiting different tourist sites. Alongside, the researcher also conducted observation in some areas which are repeatedly considered by many stakeholders as areas where tourists are harassed and hustled, places like around *Tayitu* hotel, around souvenir shops, and gates of attraction sites.

The researcher also assessed and collected data from different documents related to the ethical practice of tour guiding. These documents include the Ethiopian tourism code of ethics, Universal tourism code of ethics, different association's code of ethics, different country code of ethics, and published books. Beside documents different websites were visited by the researcher to get some information about the tour guiding practice, as visitors use websites to complain or recommend tour guides and other facilities when they return back to their countries. So, it was helpful to visit websites to get some idea concerning what visitors feel and post there.

### **3.7 Data analysis procedure**

After the required data was collected; coding, data entry, and analysis was conducted using the 18<sup>th</sup> version of statistical package for social science (SPSS) software. In addition, Microsoft Excel 2007 was also used to draw charts.

The data gathered from the questionnaire was analyzed mainly by using descriptive statistics such as frequency distribution, percentage, and mean. This was widely used to describe, summarize, and compare data. In addition, cross tabulation was applied to compare variables and chi square test was also applied to observe an association between variables.

The mean value of each item was provided to show agreement or disagreement of the respondents. The average value was calculated by dividing the sum of each value by the number of rating scales. Mean score greater than the average value three describes agreement of the respondents; while, mean value less than three describes disagreement of the respondents. Most of the items were prepared in the form of Likert scale, and the scales in the questionnaires to visitors, and tour guides were analyzed by valuing (1, 2, 3, 4, and 5).

Tables, bar chart, and pie charts were used to display results obtained from the analysis. Qualitative data gained from interview, observation, and analysis of documents was narrated and combined with quantitative data in the best possible way.

## **CHAPTER FOUR**

### **RESULT AND DISCUSSION**

The study was conducted through data gathered from visitors, tour guides, government officials, and, destination managers. For visitor subjects a total of 100 questionnaires were administered for international visitors. Out of it 94 (94%) was collected, and the remaining 4 questionnaires were unreturned. After the 94 questionnaires were collected, its validity was evaluated and 7 questionnaires were dropped out of the sample because of partial completion. So that 87 samples were used for the study. For domestic visitors interview was conducted with 5 individuals. For the tour guides 80 questionnaires were administered, and 76 (95%) were collected back. Out of it 72 were valid and correctly filled. Besides, the interview was conducted with 6 site managers and 2 officials (one from MoCT, and the other from AACTB.)

#### **4.1 Demographic Characteristics of the Respondents**

##### **4.1.1 Demographic Characteristics of Visitors**

In terms of gender distribution, the study included 54 (62.1%) male and 33 (37.9%) female visitors. Age group of respondents shows that the age interval of 30-44 was the highest with 41 (47.1%) visitors, the second highest age group was between 45-59 (27 or 31%), the third highest was between 18-29, (16 or 18.4%) and 60 and above age group were represented by 2 (2.3%) visitors and below 18 contributed only 1 (2.3%) respondent. Marital status of respondents showed that 53 (60.9%) were married visitors. On the other hand 30 (34.5%) were single and the remaining 4 (4.6%) are divorced.

Regarding respondents' country of origin, three countries takes the highest number in this study, Germany 22 (25.3%), USA 16 (18.4%) and United Kingdom 15 (17.2%). France (9 or 10.3%) and Spain (7 or 8%) take the fourth and fifth position, respectively. In addition, the remaining visitors were Canadian 5 (5.7%) and other countries nationals constitute 13 (14.9%). Other countries nationals were composed of visitors from Nigeria, Italy, Yemen, Israel, China, Netherlands, Sweden, Belgium, and South Africa.

Visitors highest educational qualification shows that 59 (67.8%) of the respondents were first degree holders, 18 (20.7%) were second degree holders and the remaining 7 (8%) and 3 (3.4%) have a status of vocational/college diploma and high school respectively. It indicates a high educational attainment of visitor included in the study. In terms of purpose of visit, 37 (42.5%) of the visitor's purpose of visit was leisure, followed by business tourists 19 (21.8%). The remaining were education 12 (13.8%), religious 10 (11.5%) and visiting friends and relatives 9 (10.3%).

When respondents were asked if they had ever been in Addis Ababa before, 79 (90.8%) of them responded that this was their first visit in Addis Ababa and the remaining 8 (9.2%) were in Addis Ababa before. This data shows that most of the visitors were having a first time encounter in the city and they need a good interpretation and guidance during their stay. For the question "Did you come to Addis Ababa in a group?" 76 (87.4%) of them responded yes and the remaining 11 (12.6%) said no, this shows that most of the visitors are a group travelers. (Refer Table 19 demographic characteristics of the visitors, Appendices).

#### **4.1.2 Demographic Characteristics of Tour Guides**

The other respondents used in this study were tour guides, as key actors of guided tour activity and the main targets of the research objectives; they were very essential part of the study. In regard to gender distribution of the tourist guides, 67 (93.1%) were males and 5 (6.9%) were females, as the data shows the city tour guiding activity is dominated by males. This data is also backed by the data gathered from the ten sub cities; which proves that there are only 25 female tour guides out of the total 164 licensed tour guides which is only 15% of the total.

The age category data indicate that, 49 (68.1%) of the respondents were between the age of 18 and 29, 19 (26.4%) were between 30 and 44, and the remaining 4 (5.6%) were between 45 and 59. This data reveal that the tour guiding profession is dominated by youngsters. In addition their marital status data demonstrate that, the majority or 51 (70.8%) were single and 21 (29.2%) were married. Assessment of the tour guides form of employment shows that, 44 (61.1%) were independent guides, the other 19 (26.4%) were employees of travel agents and tour operators, and 9 (12.5%) were employees of attraction sites.

The highest educational qualification of tour guides data shows that, 42 (58.3%) were vocational or college diploma holders, 19 (26.4%) were first degree holders, 7 (9.7%) only finished high school, and the other 4 (5.6%) have second degree and above. Tour guides educational qualification shows that most of them were not well qualified and it was dominated by college diploma. An official from Addis Ababa City Administration Culture and Tourism Bureau also raised tour guides academic background as the main cause of problems in tour guiding. The data obtained from tour guides revealed 3,007.2 Birr as the average monthly income of tour guides in Addis Ababa. In relation to this issue, 17 of the respondents did not respond this question; this might be because they do not want to reveal their income.

Experience of tour guides shows that, 6 (8.3%) have less than 1 year experience; 20 (27.8%) have working experience between one and three years; 28 (38.9%) have experience between three and five years; 10 (13.9%) have working experience between five and seven years; 5 (6.9%) have working experience between seven and ten years. In addition, 2 (2.8%) have experience between ten and fifteen years, and the remaining 1 (1.4%) has work experience above fifteen years. (Refer Table 20, demographic characteristics of the tour guides, Appendices).

### 4.1.3 List of Interviewees

Table 1: List of interviewees

No	Institution	Position
1.	Ministry of culture and tourism	Tourism service competence accreditation officer (tour operators and tourism professionals )
2.	Addis Ababa City Culture and Tourism Bureau	AACTB law study and preparation officer
3.	Entoto St. Marry church	Head of the museum and tour guide
4.	Addis Ababa museum	Exhibition officer
5.	Holy Trinity cathedral	Head of the museum and tour guide
6.	Arada St. George church	Head of the museum and tour guide
7.	Ethnographic museum	Head of the museum
8.	National Museum	Head of the museum and tour guide

Source: Researcher's own survey, 2013

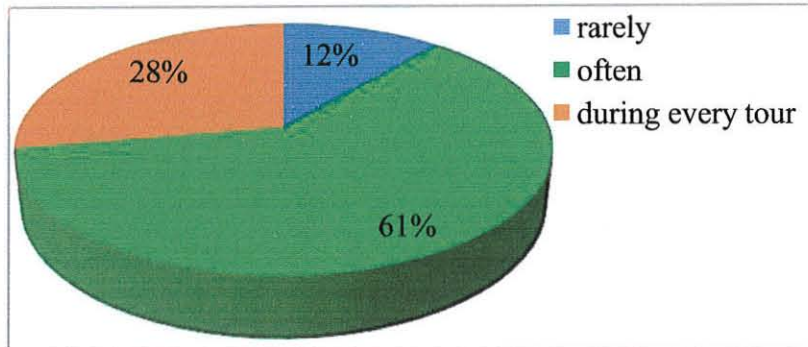
The interviewees were composed of 6 attraction site managers, 2 tourism officials.

### 4.2 Visitors level of contact with tour guides and service usage

As it is illustrated in the chart below, most of the respondents have enough contact with tour guides. 53 (60.9%) of the visitors answered that they use the service of tourist guides often, this indicates that they use the service in most of their tours of the capital, 24 (27.6%) use tour guiding service in every tour, while 10 (11.5%) use tour guiding service rarely; it is to signify that they use the tour guiding service during some of the tours. Visitors who use the tour guiding

service rarely were also asked why they use rarely, the reasons mentioned were fear of high tour guiding fee and use of guide books instead of hiring guides.

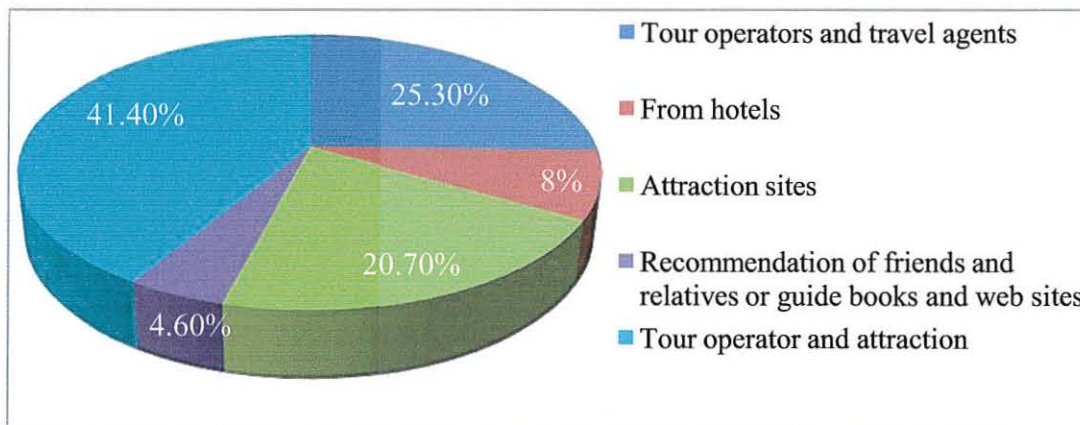
Figure 2: Visitors level of tour guiding service usage



Source: Researcher's own survey, 2013

Regarding from where tourists get tour guiding service, the chart below indicates that, 36 (41.4%) of the visitors get guiding service from both tour operators and attraction sites. Another 22 (25.3%) indicated that they get the service from travel agents and tour operators; while 18 (20.7%) visitors get guiding services from attraction sites. The other 7 (8%) reported that, they get the service from hotels, and the remaining 4 (4.6%) of the visitors showed that they contact tour guides by recommendation of friends and relatives or guidebooks and websites.

Figure 3: Where do visitors get tour guiding services?

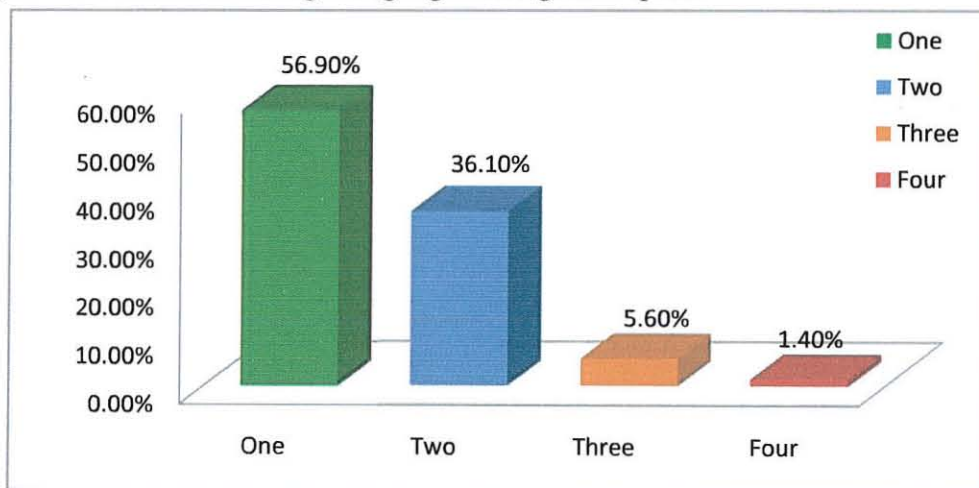


Source: Researcher's own survey, 2013

### 4.3 Language skill of tour guides and visitors language preference

Language skill is one of the basic skills tour guides should retain, and the study covered some aspect of language ability. Languages affect tourism in two ways. First, tourists often want to visit countries where people speak their language. The desire to communicate and be understood is an important consideration for tourists. The second major effect of language in travel is that it can act as a deterrent to tourists. Fear of being unable to communicate inhibits many potential tourists from traveling to a particular destination. Language barriers limit the movement and exploration of tourists in the new environment.

Figure 4: Number of foreign languages tour guides speak



Source: Researcher's own survey, 2013

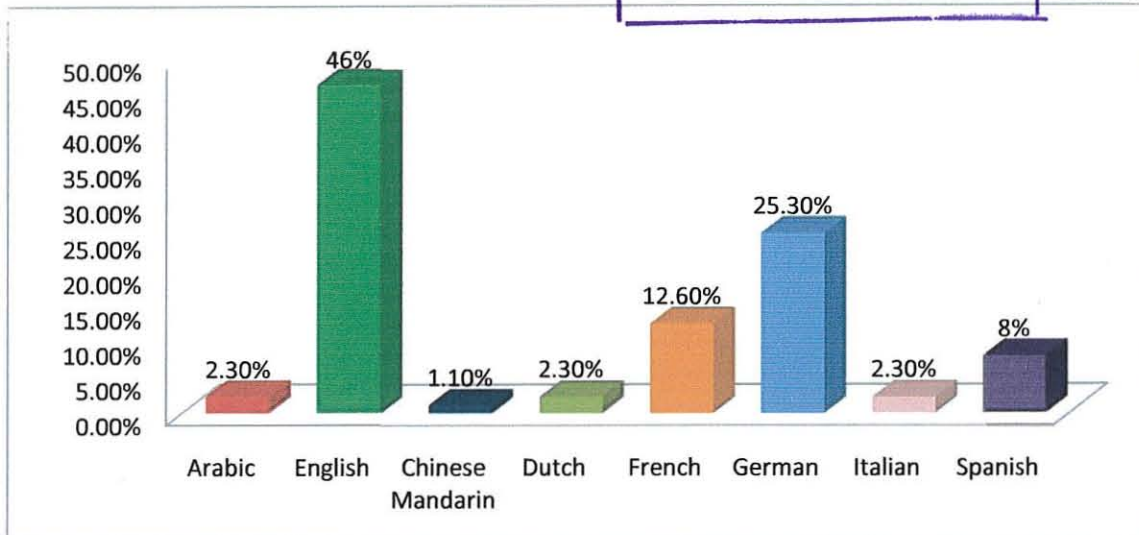
The above chart illustrates that, 41 (56.9%) of the guides speak only one foreign language, 26 (36.1%) of them speak two foreign languages, 4 (5.6%) tour guides speak three languages, and the remaining 1 (1.4%) tour guide speaks four languages. Similarly, almost all destination managers reported that, most of the monolingual tour guides (especially employees of the sites) are English language speakers and they give interpretation by English language only.

But Mitchell (2005) argues that, guides who can offer a foreign language other than English, on a tour have a great advantage over those who can only guide in English, despite the fact that the English language is widely understood throughout the world and by many visiting tourists. He also cited four reasons why being able to speak other foreign languages is advantageous than speaking English for non-English speaker tourists.

*First, visiting tourists often feel more "at home" when spoken to in their own language despite any fluent ability in understanding or speaking English. Certain subtle differences of descriptive, historical, ecological, or architectural terminology and expression can only be made in the native language. English does not necessarily translate precisely into other languages. Second, a guide can make social and friendly contact with all members of the party, not just those who understand English well. Thus, a greater appreciation of each individual can be enjoyed. Third, it is common courtesy to use the visitors' language if at all possible. Fourth, tour guides with knowledge of several foreign languages can usually hire out for a higher fee.*

Tourists were asked concerning their language preference during tours. Their response indicate English language as the most favorable language to be used by tourist guides; this was backed by 40 (46%) of the respondents. Secondly, German language is preferred by 22 (25.3%) of the visitors. French (11 or 12.6%) and Spanish (7 or 8%) languages took the third and fourth rank respectively. In addition Italian, Dutch, and Arabic languages were also indicated as favorable languages to communicate with by (2 or 2.3%) visitors each. One visitor (1.1%) chooses Chinese Mandarin language as favorite.

Figure 5: Tourist's language preferences

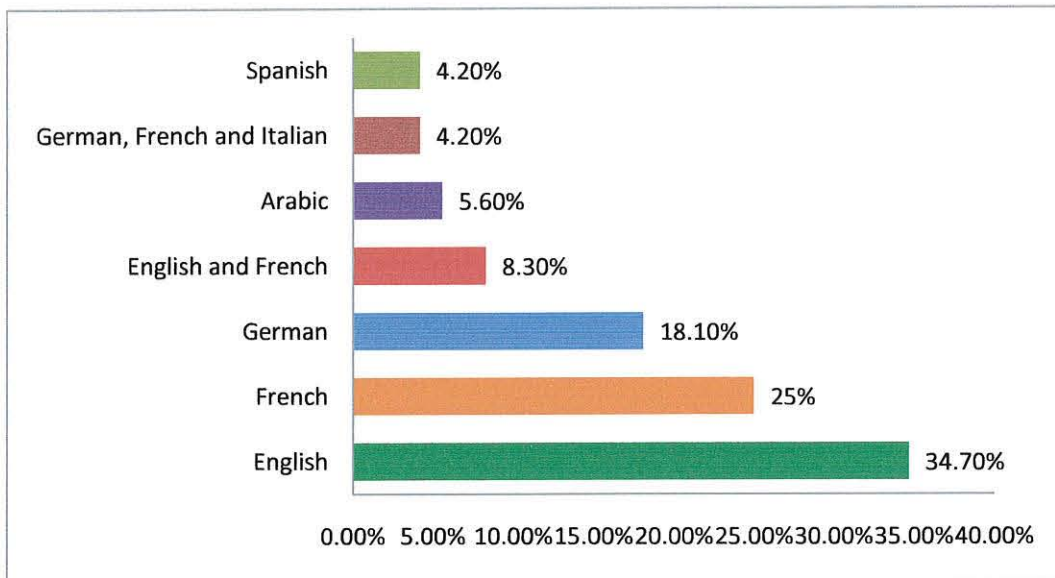


Source: Researcher's own survey, 2013

Similarly, tour guides were also asked “which foreign language is highly demanded by visitors?” As it indicated on the chart below, 25 (34.7%) of the tour guides point out English language is highly needed. The reason they depict was, English is a global language, and many people can communicate with it. French language takes the second place by the response of 18 (25%) tour guides; the reasons were many Africans and other former colonies speak it and there are also many visitors who speak the French language. German language takes the third spot via 13 (18.1%) reply of tour guides, and they indicate that Germany is a sole feeder of Ethiopian tourism and there is a big need in their language.

English and French were choice by 6 (8.3%) in combination, 4 (5.6%) back Arabic language as the most needed language, and the guides believe there are many Arab visitors. Spanish was identified by 3 (4.2%) respondents and German, French, and Italian languages in combination were selected as the most demanded language by 3 (4.2%) tour guides.

Figure 6: Language need of tourists in Addis Ababa (according to tour guides data)



Source: Researcher's own survey, 2013

To sum up, the research finding indicates that English, French, and German languages are mostly needed by visitors in Addis Ababa. In addition, Arabic, Spanish, Italian, Dutch, and Chinese languages were also indicated as required languages. A site manager also indicated English language as the most important in the present tourism status of the country, followed by German, and French; Spanish and Italian languages were also important based on his view.

### Local language skill of tour guides

Regarding the number of Ethiopian language tour guides speak, 39 (54.2%) of the tour guides speak two local languages and the other 33 (45.8%) of them speak only one Ethiopian language.

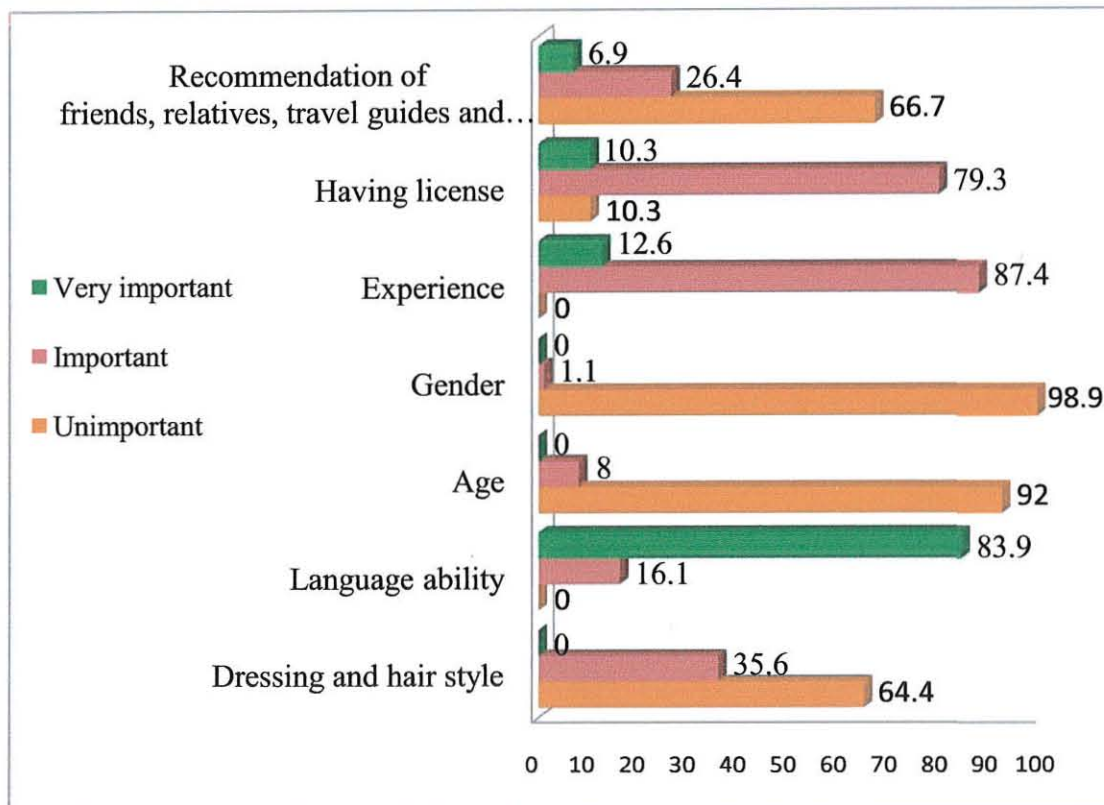
Table 2: Local language ability of tour guides

How many Ethiopian languages do you speak?	1	39	54.2
	2	33	45.8
	Total	72	100.0
Is there any special demand for a specific local language?	Yes	22	30.6
	No	50	69.4
	Total	72	100.0

Source: Researcher's own survey, 2013

#### 4.4 Factors affecting visitors' choice of Tour Guides

Figure 7: Factors affecting visitor's choice of Tour Guides



Source: Researcher's own survey, 2013

The above chart indicates whether the visitor's choice of a tour guide was affected by some characteristics of tour guides or not. It was pointed out that language ability and experience as the most important criteria for tourist guide choice. All of the respondents indicate that those two qualities are important and very important. Besides the two criteria, being licensed was also indicated by the majority of the respondents (89.6%) as important and very important factor to choose a guide if they have the chance to do so.

On the contrary, age (92%, unimportant), gender (98.9%, unimportant), recommendation of friends, relatives, travel guides and web sites (66.7%, unimportant) and dressing and hair styles

(64.4%, unimportant) were indicated as unimportant criteria for tour guide choice. Though recommendation and dressing and hair style criteria's were indicated unimportant by most of the visitors, a significant number of people were interested in those categories. For 35.6% of them dressing and hairstyle are considered as an important criteria, while 33.3% also indicated the recommendation of friends, relatives, travel guides and web sites were important /very important.

A site manager from the national museum believes that a tour guide should not approach guests the way he/she approaches his/her friends, families. A tour guide should be clean, hospitable, demonstrate the country's culture, and be polite to the guests. Visitors can mostly learn many things (bad or good) about the country from the guide who stay longer with them than other tourism professionals.

#### **4.5 Role of tour guides**

This section is dedicated to evaluation of the role performance of tour guides based on data gathered from visitors. The data indicates that tour guides in Addis Ababa had a good performance in roles of cultural mediation between the community and visitors (M=4.18), mediation between the tour operator and visitors (M=3.86), promoting local economic development by stimulating consumption of local products and services (M=4.51) and information giver role (M=4.34).

The other roles indicated as poor performance were facilitating access to non-public areas (M=2.11), motivation of conservation values (M=2.13), mediation between hotels and visitors (M=2.63), promoting Ethiopian culture (like dressing style, greeting.) (M=2.38) and initiating visitors to extend length of stay (M=2.38).

Table 3: Evaluation of role performance of tour guides

Role attributes	Strongly disagree %	Disagree %	Don't know %	Agree %	Strongly agree %	Mean
Role of cultural mediation between the community and visitors	0.0	2.3	0.0	77.0	20.7	4.18
Facilitating access to non-public areas	50.6	18.4	0.0	31.0	0.0	2.11
Mediation between the tour operator and visitors	2.3	1.1	33.3	34.5	28.7	3.86
Promoting local economic development	0.0	2.3	0.0	42.5	55.2	4.51
Motivation of conservation values	24.1	58.6	0.0	14.9	2.3	2.13
Role of mediation between hotels and visitors	6.9	51.7	12.6	28.7	0.0	2.63
Promoting Ethiopian culture (like dressing style, greeting.)	26.4	44.8	0.0	21.8	6.9	2.38
Initiate visitors to extend length of stay	14.9	58.6	0.0	26.4	0.0	2.38
Role of information giver	0.0	0.0	0.0	65.5	34.5	4.34

Source: Researcher's own survey, 2013

**Cultural mediation between the community and visitors-** 97.7% of the visitors believe that tour guides in Addis Ababa play the role of cultural mediation between visitors and local communities, while 2.3% disagree with this view. In this role majorities of the visitors believe this role is well practiced.

**Facilitate access to non-public areas-** 69% of the respondents show that tour guides in the city are not facilitating access to nonpublic areas, whereas 31% were in agreement with the idea that the city tour guides are playing their role in facilitating access to nonpublic areas. The visitors indicate that facilitating access to nonpublic areas is not well executed.

**Mediation between the tour operator and visitors-** 63.2% of the visitors think that tour guides are fulfilling this role, 33.3% responded that they does not know whether they perform it or not. The remaining 3.4% feel that the tour guides are not good in this role. In this case most of the visitors believe tour guides play this role properly.

**Promote local economic development-** 97.7% agree that tour guides are playing this role properly, though 2.3% indicate this among the poor role performances. Tour guides can promote local economy by stimulating consumption of local products and services.

**The role of motivation of conservation values-** 82.7% of the visitors rated tour guides performance of this role as poor; whereas 17.2% think they are executing it properly. The visitors believe that motivation of conservation values was not properly accomplished. Regarding this role, a site manager from one of the church museums recommend that tour guides should be the main actors in the conservation activities of heritages and protecting heritages during their interpretation. As they are close to heritages and their day to day practice around heritages give them a chance of understanding specific problems harming the heritage site. They should be the cautious enough in informing those problems and in alleviating it from its root.

**The role of mediation between hotels and visitors-** 58.6% of the respondents believe that the tour guides were not mediating between visitors and hotels, the other 28.7% depict that they were executing it well. The remaining 12.6% does not know the exact situation, it might be because some of the visitors were under package tour and does not need a tour guide to settle their accommodation.

**Promote Ethiopian culture (like dressing style, greeting...)** - Tour guides are ambassadors for their country and play a great role in promoting the country's culture like dressing style, greetings etc. In this regard 71.2% of the visitors feel guides were not promoting their culture properly, while 28.7% believe that the tour guides are effectively promoting the country. To sum up, the tourists declare that tour guides dressing style, greeting, and approach was not enough in promoting Ethiopian culture.

**Initiate visitors to extend length of stay-** 73.5% feel tour guides were not initiating tourists to extend length of stay, 26.4% think they were initiated by their guides to stay longer and visit other areas. Extending the length of stay of visitors is the main goal of different stakeholders in Ethiopian tourism. For instance, one of the major objectives of the tourism development policy of Ethiopia is “to build up an industry that can lengthen the tourist’s stay...” MoCT, (2009), and tour guides can play the major role in terms of initiating visitors to extend their stay. But the data set shows this is also another role with poor performance. So that the tourism development policy goal of lengthening the tourists stay is not getting the required support from the tour guides. A site manager also accuses tour guides as they lack of the ability or commitment to encourage visitors to extend their length of stay; he believes the tour guides are not good enough in convincing visitors.

**The role of information giver** - all the visitors believe that the tour guides were executing their information giver role properly.

#### **4.6 Problems related to tour guiding practice**

In this section problems related to the tour guiding practice of Addis Ababa city are discussed. The study implemented two data sets in order to identify the problems. The first method was through evaluation of some skills and qualities of tour guides, this technique was important to differentiate the poorly performed skill from the good ones. The second method identifies problems mentioned by destination managers and officials through interview. The issue was also supported by ideas obtained from newspapers, radio programs, and previous studies.

#### 4.6.1 Evaluation of skills and qualities of tour guides in Addis Ababa

In regard to evaluation of different skills and qualities of tour guides, the study was conducted using 5 scales (very poor, poor, fair, good, and very good), then taking into consideration the five scales the average mean became 3. Considering the fact some attributes might be difficult to evaluate, I don't know option was given to the visitors.

Tour guides qualities and skills were evaluated through five grouped and three single attributes. The grouped attributes were knowledge related qualities, communication skills, conservation qualities, visitor management skills and interpretation skills. The three qualities and skills evaluated independently were fostering positive host guest encounter, maintaining the safety and security of visitors, and stimulating consumption of local products and services.

Table 4: Group mean of different skills and qualities of tour guides

NO	Qualities and skills	Group Mean
1.	Knowledge related qualities	2.80
2.	Communication skills	3.07
3.	Conservation related qualities	2.84
4.	Group management and understanding visitors' skills	2.84
5.	Interpretation skills	3.13
6.	Fostering positive host guest encounter	3.86
7.	Maintaining the safety and security of visitors	2.87
8.	Stimulating consumption of local products and services	3.69

Source: Researcher's own survey, 2013

Based on the data the highest mean is scored in fostering positive host guest relations (M= 3.86); stimulating consumption of local products and services (M= 3.69); communication skills (GM= 3.14), and interpretation skills (GM= 3.13). Though the above mentioned attributes were rated above the average mean, except fostering host guest encounters and stimulating consumption of local products and services; the other two skills are still below the level of good and very good.

Skills and qualities illustrated as poor were knowledge related qualities (GM=2.92); group management and understanding visitors' (GM=2.84), conservation related qualities (GM=2.84) and maintaining the safety and security of visitors (M= 2.87).

**A. Knowledge related qualities**

Table 5: Knowledge related skills

Qualities and skills	Don't Know %	Very Poor %	Poor %	Fair %	Good %	Very good %	Mean
Knowledge about the sites history and features	0.0	5.7	37.9	31.0	21.8	3.4	2.79
Knowledge of general information and facts	1.1	18.4	59.8	12.6	8.0	0.0	2.08
Consistency of information	3.4	3.4	8.0	65.5	19.5	0.0	2.94
Igniting interest and new understanding about a destination	0.0	1.1	5.7	50.6	37.9	4.6	3.39
<b>Group mean</b>							<b>2.80</b>

Source: Researcher's own survey, 2013

Knowledge related qualities were one of the features whose score was below the average mean value, with group mean of 2.8. Even though, knowledge related qualities group mean was below the average mean, one of the four attributes of the group scored above the average mean value. The only skill which was rated above the average mean was igniting interest and new understanding about a destination, 50.6%, 37.9%, and 4.6% of the respondents describe it as fair, good, and very good skill respectively; whereas it is still a fair skill. Consistency of information also scored below the average mean (M=2.94), but fairly seen by 65.5% of the respondents, so that it can be categorized with the fair skills and qualities.

On the contrary, knowledge about the history of sites and features was rated as poor and very poor by 43.6% of the visitors. The second majorities 31% depict it as a fair skill, and 25.2% also rated it as good and very good. In addition, knowledge of general information and facts (M=2.08)

was one of the attributes with a low mean score, 78.2% of the visitors seen it as poor and very poor. To see one example regarding inadequate knowledge and wrong information, let's discuss one moment as a knowledge gap what the researcher encountered in one of the city's museums during participatory observations.

*In one of the cities well known museums a tour guide was describing about Emperor Menilik. On the meanwhile, the guide indicates one old photo and said "this is one of Meniliks' photos." The researcher was confused with the idea, since the picture was showing a white man who is totally different from Emperor Menilik. It is clear that the picture was not Meniliks', and the person on that particular picture was Alfred Ilg one of the well known advisors of the Emperor. The researcher told the guide that the photo does not seem Meniliks', but the guide strongly argues that the photo is Meniliks'. Finally this misunderstanding was resolved by watching the written captions on the back of the picture, and the guide finally admits that she was told by another guide that the picture is Emperor Meniliks'.*

The above example indicates how much one man mistake can spoil the knowledge of others who learn from him/her. Almost all the site managers under the study also agree that, the main problem of the tour guides was the lack of enough knowledge on the history and culture of Ethiopia in general and the city in particular. As they mentioned most of the tour guides who came to accompany visitors speak different languages even some uncommon languages in Ethiopia like Chinese Mandarin, Japanese... but they raised a question of content in their interpretation and they have a doubt in the transmission of the correct history and features of the site.

On a travel blog called virtual tourists, one visitor describing his stay in Ethiopia and the tour guiding service in Ethiopia says that “We started taking local guides before we realized how useless they are. Probably I told them more interesting things about my country than I learnt from them.”<sup>14</sup> This information was posted on the blog as one tip for avoiding Ethiopia as a tourist destination, and for sure it creates bad publicity on Ethiopian tourism and tour guiding. Three destination managers also portray that, some tour guides creating problem on the tour guiding practice are not willing to accept their fault; refuse to hear from the experienced one; and correct problems in their interpretation.

Besides inadequate knowledge, some tour guides were accused of disseminating of wrong information. Two destination managers were very supportive of this idea and based on their thought, giving wrong and incomplete information to visitors was one of the problems in Addis Ababa. They believe this problem is mainly visible on freelance guides and who are new to the profession.

Another site manager also thinks that guides are not only entitled to tell the history of the past, but they should give information regarding the present condition of the country. In this regard he indicates that, sometimes tour guides think they make guests happy by giving information which fit their ideology and may be to get more tip; and give very much biased information on the current status of the country. He also added that, whatever political view guides have, they should only give truthful information for their guests without any bias.

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<sup>14</sup> [http://www.virtualtourist.com/travel/Africa/Ethiopia/Tourist\\_Traps-Ethiopia-TG-C-1.html](http://www.virtualtourist.com/travel/Africa/Ethiopia/Tourist_Traps-Ethiopia-TG-C-1.html)

## B. Communication skills

Table 6: Communication skills

Qualities and skills	Don't Know %	Very Poor %	Poor %	Fair %	Good %	Very good %	Mean
Language skill	0.0	6.9	27.6	29.9	35.6	0.0	2.94
Communication skill (facial expression, gesture, tact, manner of speech...)	0.0	0.0	12.6	55.2	32.2	0.0	3.20
Group mean							<b>3.07</b>

Source: Researcher's own survey, 2013

Communication skills were evaluated as fair, with group mean of 3.07, Communication skills like facial expression and gesture were indicated as fair skills by 55.2% of the visitors. 32.2% indicated it as good, while 12.6% think that the facial expression, gesture and other communication abilities were poor in the service they obtained. Similarly, language skill was seen as a fair skill by the visitors with a mean of 2.94, it was stated as good by 35.6% visitors, whereas a significant number of peoples 34.5% evaluated as poor and very poor. The other 29.9% rated it as fair.

In Ethiopia in general and in Addis Ababa specifically there are many tour guides who can speak a number of foreign languages. But, there is a reservation by most of the individuals interviewed for the research purpose on the knowledge transfer. They also think that knowing many foreign languages is not a guarantee when it is seen from knowledge.

*"Talking and eloquence are not the same. To speak, and to speak well, are two different things.*

*A fool may talk, but a wise man speaks."* - Ben Johnson on (Mitchell, 2005)

## Language skill evaluation across language preference

Table 7: Chi-Square Tests for association between visitor's language preference and their feeling for the language skill

	Asymp. Sig. (2-sided)
Pearson Chi-Square	.001
Likelihood Ratio	.001
N of Valid Cases	

Source: Researcher's own survey, 2013

The P value is .001, since  $.001 < \alpha (0.05)$ , there is an association between visitor's language preference and their feeling for the language skill. This shows that visitors feeling towards language skills of tour guides vary along their language preference. The following cross tabulation table indicates the association between preferred language and language skill.

The cross tabulation shows that, 63.6% (14) of German language users rated the German language skill as poor and very poor, all of the Italian (3) and Arabic (2) language users also categorized the language skills poor and very poor. In addition English speakers (7) and French speakers (2) indicated their respective language skills in the city as poor.

Table 8: Cross tabulation of language preference of visitors and language skill of tour guides

		Language skill				Total
		very poor	poor	fair	good	
Which language do you prefer most to be used by tour guides for your tour?	Arabic	0	2	0	0	2
	Chinese Mandarin	0	1	0	0	1
	Dutch	1	1	0	0	2
	English	0	7	12	21	40
	French	0	2	7	2	11
	German	4	10	4	4	22
	Italian	1	1	0	0	2
	Spanish	0	0	3	4	7
Total		6	24	26	31	87

Source: Researcher's own survey, 2013

Besides 66.7% (28) of English language users evaluated the language ability of tour guides as good and very good. The other languages indicated as good were French (2), German (4), and Spanish (4). Further, French, and English language speakers, 7 each, depicted their respective language as fair; in addition German (4) and Spanish (3) were also indicated as fair.

To sum up, German, Arabic, and Italian languages were identified as poor, while a small number of English language speakers also were not satisfied with the language ability of tourist guides. Regarding the language which satisfies most of its users, English language takes the front line, a small number of French, German, and Spanish speakers were also satisfied with the language ability of the guides.

### C. Conservation related qualities

Table 9: Conservation skills

Qualities and skills	Don't Know %	Very Poor %	Poor %	Fair %	Good %	Very good %	Mean
Constructive response to inappropriate tourist behavior	0.0	13.8	36.8	11.5	29.9	8.0	2.82
Fostering appreciation and caring attitudes towards destination resource	0.0	0.0	43.7	12.6	43.7	0.0	3.00
Managing visitor impact on-site	0.0	0.0	50.6	39.1	1.1	9.2	2.69
Group mean							2.84

Source: Researcher's own survey, 2013

The group mean (2.84) was below the average mean of 3. In this quality, fostering appreciation and caring attitude towards destination resource was the only quality evaluated as fair. Though, the mean value shows it is weighted fair, 43.7% each indicate it as poor and good. Constructive response to inappropriate tourist behavior also scored a mean lower than the average (2.82), 50.6% indicate it as poor and very poor, 37.9% evaluate it as good and very good. The remaining 11.5% indicate it as fair. Managing the visitors' impact on sites shows the lowest mean among the

group (2.69), 50.6% of the visitors believe that, tour guides are not managing the visitors' impact on sites, 39.1% see it as fair; while 10.3% believe tour guides are good and very good in it.

#### D. Group management and understanding visitors' skills

Table 10: Group management and understanding visitors

Qualities and skills	Don't Know %	Very Poor %	Poor %	Fair %	Good %	Very good %	Mean
Encouraging interaction within a tour group	6.9	1.1	43.7	26.4	21.8	0.0	2.55
Managing group dynamics	5.7	3.4	39.1	29.9	21.8	0.0	2.59
Understanding the needs of visitors	0.0	2.3	10.3	40.2	42.5	4.6	3.37
Group mean							2.84

Source: Researcher's own survey, 2013

Generally, group management and understanding visitors' skills were one of the attributes which scored below the average mean by a value of 2.84. Understanding the needs of visitors scored (3.37) above the average and 47.1% rated it as good and very good, but, 40.2% indicate it as fair skill, while the remaining 10.3% see it as a poorly executed skill.

Skills of managing group dynamics and encouraging interaction in a tour group were indicated as a poor skill, by a mean score of 2.59 and 2.55 respectively. Regarding encouraging interaction within a tour group, 44.8% of the visitors indicate the skill as poor and very poor, while 26.4% depict it as poor, 21.8% indicate it is a good skill. In terms of managing group dynamics skill, 42.5% see it as fair and very poor, and 29.9% were fair; while 21.8% indicate it as a good skill.

### E. Interpretation skills

Table 11: Interpretation skills

Qualities and skills	Don't Know %	Very Poor %	Poor %	Fair %	Good %	Very good %	Mean
Organization of presentation	0.0	0.0	10.3	43.7	46.0	0.0	3.36
Flexibility	0.0	0.0	18.4	37.9	43.7	0.0	3.25
Handling emotional exhibitions	5.7	0.0	25.3	42.5	23.0	3.4	2.87
Entertaining	0.0	2.3	36.8	25.3	35.6	0.0	2.94
Managing tours	0.0	2.3	19.5	37.9	33.3	6.9	3.23
Group mean							3.13

Source: Researcher's own survey, 2013

In the interpretation skill, organization of presentation (3.36), flexibility (3.25), and managing tours (3.23) were rated as a fair skill, while entertaining (2.94) and handling emotional exhibitions (2.87) were seen as poorly executed skills. Generally, interpretation skill was rated as fair skill.

### F. Positive Host-guest encounters

Table 12: Host guest encounters

Qualities and skills	Don't Know %	Very Poor %	Poor %	Fair %	Good %	Very good %	Mean
Fostering positive host guest encounter	0.0	0.0	5.7	23.0	50.6	20.7	3.86

Source: Researcher's own survey, 2013

Fostering positive host guest encounter was an attribute with the highest mean score among all the skills and qualities. 71.3% of the respondents rated it as good and very good; whereas 23% believe it was fairly performed; only 5.7% consider it as poor.

## G. Safety and security

Table 13: Maintaining the safety and security of visitors

Qualities and skills	Don't Know %	Very Poor %	Poor %	Fair %	Good %	Very good %	Mean
Maintaining the safety and security of visitors	0.0	16.1	34.5	11.5	21.8	16.1	<b>2.87</b>

Source: Researcher's own survey, 2013

Safety is a big issue for tourists. While traveling in strange places and maintaining the safety of visitors, creating a safe environment is one of the major activities tour guides perform. Reisinger (2009) pointed out that, tourists demand comfortable and safe environment, tourist guiding and interpreting services and the global values and the future of tourism demands for new tourism products which are risk-free and that reduce risk.

Maintaining the safety and security of visitors was indicated as a poor skill, 50.6% rate it as poor and very poor quality, 37.9% of them also see it as good and very good. The remaining 11.5% depict it as fair skill. In general, maintaining the safety of visitors was seen as one of the poorly executed skills with a mean value of 2.87. The researcher as well observed some tour guides simply walking alone in front while the visitors simply following behind, this is not appropriate in terms of creating a safe tour and giving the required information.

Similarly, some stakeholders accuse "illegal" guides of participating in theft and robbery of visitor's property. For instance, Tewodros Merawi, president of visit Ethiopia and Ethiopian cultural and information center, indicated the existence of tour guides who rob visitors' property after accompanying them as a guide. He also believes that this problem is massive in Addis Ababa, especially around the *Tayitu* Hotel (Fana FM 98.1, April 15, 2013).

## H. Stimulating local product consumption

Table 14: Stimulating local product consumption

Quality and skill	Don't Know %	Very Poor %	Poor %	Fair %	Good %	Very good %	Mean
Stimulating consumption of local products and services	0.0	0.0	0.0	31.0	69.0	0.0	<b>3.69</b>

Source: Researcher's own survey, 2013

As the above table shows, stimulating consumption of local products and services was one of the skills which were indicated as good skills (M=3.69), where 69% indicate it as good; the remaining 31% believe it was fairly performed.

### 4.6.2 Other Problems identified through interview

In addition, destination managers, officials from AACTB and MoCT identify the following points as problems in the tour guiding practice of Addis Ababa.

**Casual or fake guides-** a site manger in a church museum indicated the existence of casual or fake guides in the tour guiding profession of the city as one of the problems. He believes that these casual guides do not care about the history and features of sites they interpret, they also do not give correct information for their guests, and this practice is damaging the country's history and create vacillation of some historic contents and features of tourist sites.

**Taking tourists to souvenir and other shopping areas against their will-** tour guides were repeatedly accused by different individuals and officials for directing guests into specific shopping establishments and then receiving commission from the shops. This issue was also backed by an official from the Ministry of Culture and Tourism as a big problem in the tour guiding practice of Addis Ababa. Similarly, different studies identify it as a big threat in Ethiopia (Biruk (2012), Getaneh (2012)).

**Unable to make tourists spend the money they brought in-** The other problem raised by site managers in Addis Ababa was the incapability of tour guides to exploit visitors legally. They claim that tour guides are not brave enough in making the tourist spend the money he/she brought to the country by giving the best possible interpretation, rather they tend to exploit the visitor in a wrong way like through tip and over charging.

**Asking exaggerated price-** some tour guides in Addis Ababa were accused of asking exaggerated fees for their services. Officials from AACTB, MoCT, and destination manager of a church museum identified asking unfair payment for the service they give as one of the problems of guides.

**Absence of multilingual resident guides at sites-** all the site managers under the study report that they do not have guides who speak other than English and they believe the sites need tour guides who are skilled in languages other than English. Some sites in Addis Ababa have their own rule which prohibits external guides from giving interpretation service inside the sites, particularly this rule is mainly applicable in church museums. But, most of the church museum guides speak only English language and it is sometimes a source of conflict between resident guides and tour guides coming from outside.

**Conflict between resident guides<sup>15</sup> and external guides-** Based on the information gathered from the interview of destination managers and tour guides, there is an intense competition and conflict between external and resident guides. The site managers accuse external guides as they are not capable of giving information on that specific site history and heritages and they are only better than them in speaking foreign languages with some reservation. Resident guides indicate

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<sup>15</sup> Guides who are employees of a site (museums, churches...)

that knowing foreign languages is not the only criteria to give service by raising a question of content in their interpretation. On the other side, external guides believe that they are the one responsible to give an interpretation for their guests as they bring them to the site and accuse resident guides of lacking multilingual skills.

On the language issue, resident guides from Entoto St, Mary church blame some tour managers and tour operators for an act of convincing guests who are not native English speakers (French, German, Italians...) to act as they cannot understand English. They try to give interpretation by themselves or they want to shorten the tour by simply watching the exhibits without explanation. As he indicates other than cutting the tour schedule the tour guide did this because they think the site guides are trying to share the tip that they are going to earn. But on the tipping issue one resident guide strongly believes that they are there as an employee of the museum and it's their responsibility to interpret without any additional payment. He also personally feels that he doesn't force his guests or tour operators to give him a tip and he thinks he is doing that since it is his responsibility.

Similarly, guides from Arada St. George Church and Museum point out that, forbidding from giving service, is the main source of conflict with external guides. The informant resident guides accuse tour operator or independent guides by indicating that they wrongly understood them as they are there to share their benefits and do not want them to guide their guests. On this issue, like the former guide, the resident guides believe that they are permanent employees and they have monthly salary, so they are not there to share tour guides tip. But, they believe that they are responsible to the site's history and they try to give information regarding the churches heritages.

**Hassling-** an official from Addis Ababa city Administration Culture and Tourism Bureau rose hassling as the main problem of tour guides in the city. The problems of hassling visitors were also supported by Tewidross Merawi. He indicated that some individuals try to beg visitors by creating fake or exaggerated family and personal matters in order to get help by approaching them as a tourist guide (Fana FM 98.1, April 15, 2013).

**Involvement in illegal activities-** an official from AACTB raised different illegal activities as problems. The main issues include taking visitors to night clubs and erotic dancing establishments. He also mentioned that, now days they are the major actors of sex tourism practices. Some interviewees also believe that unethical practices like giving wrong information, soliciting for tip, theft, over charging, and hustling are wide spread in the tour guiding practice.

**Involvement of non professionals in the tour guiding practice-** this was also the other problem indicated by some interviewees. They signify that, people only having knowledge of some foreign languages are simply involved in the guiding activity without taking any tour guiding training. Even peoples who lived some years in foreign countries are freely giving guiding service without taking into consideration the knowledge intended to transfer through the interpretation process. They also illustrate that such activities are harming the country's image. The questionnaire survey of visitors also indicates that out of six visitors whose purpose of visit was visiting friends and relatives four of them use their friends and relatives as a tour guide. This could be one face of non professional's involvement.

Tour companies were also accused of hiring their families and relatives without taking any tour guiding training and education. But, they were alerted by a site manager that it is not only the country's image which is in jeopardy, by the unqualified service, it is also their own business

which will be badly publicized by visitors through either word of mouth or things they post in different websites and blogs. So tour companies must be aware of that and hire professionals.

**Forcefully accompanying tourists without their willingness-** site managers reported incidents that many tourists were forcefully accompanied by tour guides who follow them from the streets and try to give them service without their willingness. One site manager mentioned an incident he faced in his site compound and he indicates that it was very difficult to resolve it peacefully; especially it is difficult to negotiate on the fees the 'guide's' request. It was also difficult to control them because of the absence of any regulatory body which can ban them from such activities. A journalist at Fana FM 98.1 also indicated that tourists are frustrated by the forceful way of service delivery (Fana FM 98.1, April 15, 2013).

**Using drugs during tours-** an official from MoCT and a manager from one site reported that there are tour guides who use drugs like 'Chat' while accompanying visitors. The official also reported that this problem is widespread on tours outside Addis Ababa.

**Money oriented practice-** An official from Holy Trinity Cathedral describe those tour guides who create the problem in tour guiding only think of the money they are getting, without considering the outcomes of giving wrong information and vacillation of history. A site manager for Arada St. George church and exhibition officer from Addis Ababa Museum also believes that, some tour guides are giving concern for the money obtained, rather than the sustainability of tourism business in the city.

In addition, the main problems identified by local visitor were unwillingness of some resident guides to give service for local visitors and problem of acculturation. Most of the local visitors insist that guides are promoting other countries culture rather than Ethiopian culture.

## 4.7 Challenges tour guides are facing on the job

Among the subjects of the study tour guides were selected as the most reliable informants to identify the main challenges of tour guiding activity in Addis Ababa. Besides, the data from tour guides was combined with interview output of destination managers and tourism officials. Selected issues were evaluated as a challenge and the result shows that all the challenges mentioned, except the poor image of tour guiding profession and unhealthy competition among tour guides, are a big threat on the activities of tour guides. The following table and discussions indicate the level of acceptance of all the factors by the tour guides.

Table 15: Challenges in tour guiding practice

Challenge attributes	Strongly disagree %	Disagree %	Neutral %	Agree %	Strongly agree %
Lack of on the job training opportunities	0.0	0.0	15.3	62.5	22.2
Poor image of tour guiding profession	11.1	45.8	9.7	27.8	5.6
Unhealthy competition between tour guides	0.0	51.4	22.2	26.4	0.0
Complex licensing system	0.0	1.4	27.8	54.2	16.7
Poor monitoring and regulation of tour guiding practice	0.0	5.6	9.7	56.9	27.8
Busy tour itinerary	0.0	13.9	25.0	38.9	22.2
Moving audiences away from one object to the other	0.0	9.7	16.7	66.7	6.9
Existence of stakeholders with conflicting interests (like tour operators VS visitors)	0.0	0.0	27.8	50.0	22.2
Attaining & Sustaining visitors' attention	0.0	22.2	16.7	33.3	27.8
Absence of organized tour guides' professional association	4.2	0.0	6.9	66.7	22.2

Source: Researcher's own survey, 2013

**Lacks of on the job training-** 84.7% of the respondents feel lack of on the job training opportunity as a challenge. The remaining 15.3% have a neutral view on the idea. Managers from three sites also mentioned absence of adequate training opportunities as a challenge. Even though, the sites reportedly give training sometimes, they believe there is a great need for regular

training opportunities for tour guides. Chowdhary and Prakash (2008) also found that, inappropriate and insufficient infrastructure for training and continuous learning as one of the important concerns of tour guiding practice.

**Complex licensing procedure-** 70.9% of the respondents indicate that the city's licensing procedure is complex, while the other 27.8% were neutral. The remaining 1.4% disagree the idea.

**Poor monitoring and regulation of tour guiding practice-** 83.4% of the tour guides consider poor monitoring practice as a challenge on their activity. In the contrary, 11.1% feel there is good monitoring practice and monitoring is not a challenge. The remaining 5.6% of the respondents took the neutral position. One of the destination managers described that, the tour guides are aware of the fact that there is no one to regulate their activity and take measures on wrong practices, so that they feel they are out of the controlling system and do not fear anything. One tour guide also believes that, government does not take measure on tour companies when they hire non professionals.

**Busy tour itinerary-** 61.1% of the tour guides accept busy tour itinerary as challenge affecting the tour guiding practice. Busy itinerary was withdrawn from the challenge of tour guiding practice by 13.9% of the respondents; the remaining 25% of the tour guides were neutral on this idea. Similarly, one site manager accused tour operators for busy itineraries, as he describes tour operators create a big challenge on the activities of tour guides by making the tour schedule very tight. He also thinks that, they are only concerned with the money they are making not the knowledge and understanding their guests are getting from the interpretation. He also claimed that, most of the tour operators are giving concern for the historic route and give a small period for the tour in Addis Ababa.

**Moving audiences away from one object to the other-** 73.6% of respondents label moving audiences from one exhibit to the other as one of the challenging activities. 9.7% believe that this task is not challenging for them, while the other 16.7% stands neutrally from this view.

**Existence of stakeholders with conflicting interests-** on this issue, 27.8% of the respondents were neutral; but 72.2% of the tour guides consider it as a big challenge.

**Attaining and sustaining visitors' attention-** the number of respondents who back this idea as a challenge was 61.1% of the total population, whereas 22.2% of them did not think it is a challenge. In addition, 16.7% have neutral view. During personal observation of the researcher this issue was repeatedly seen as a big challenge, and there were also incidents which led the tour guides in to frustration. Though the tour guide must have group management skills, sometimes people might not be comfortable with moving in groups and hearing someone talk. Especially during group tour, the tour group may attend some part of the interpretation attentively, but when the interpretation progress it is frequently seen that the some members start to detach from the group and wander here and there. Attaining attention of audiences can be difficult, but it is more difficult to sustain it for the whole tour period.

**The absence of organized tour guides' professional association-** 88.9% of the tour guides depict absence of organized tour guides association as a challenge hindering the practice of tour guides. While 6.9% were neutral and the other 4.2% strongly disagree with this view. The tour guides in the Addis Ababa are not doing things in an organized way and they are not in a position to protect their rights through professional associations. One way of protecting professions is organizing professional association. But, among the tour guides there are many individuals who do not have any idea about the existence of an association. Besides one tour

guide reported that he does not even want to be part of any association, because of his belief that he is a “qualified” guide and if he affiliate to an association, other “unqualified” tour guides will use his and other “qualified” guide’s reputation and give poor service under the cover of association membership.

Based on the information obtained from AACTB, back in 2010 the city’s culture and tourism bureau have organized tour guides association but this effort finally failed because of various reasons.<sup>16</sup> The other weakness of the tour guides raised by AACTB is lack of organized effort from the tour guides in raising issues related to tour guiding practice. As the interviewee point out, when the bureau organizes a meeting to discuss on tour guiding issues, the tour guides mainly stick to individual problems rather than finding solutions for their collective problems. This can be seen as one aspect of absence of professional associations.

**Poor image of tour guiding profession-** it was one of the two ideas which are not accepted by the majority as a challenge. For the poor image 57% of tour guides feel poor image is not a challenge, while 33.4% feel that the tour guiding profession is affected by the poor image of the profession. In addition, 9.7% of them were neutral. Some tour guides reported that there is even a positive outlook about the profession. They believe that many people in Ethiopia consider tour guiding as an easy profession with a lucrative financial benefit and an opportunity to hang out with foreigners. It is also seen as a big opportunity to leave the country by creating a strong linkage with guests.

**Unhealthy competition among tour guides-** tour guides who labeled unhealthy competition is not a challenge to the tour guiding profession were 51.4% of the respondents. In contrary, 26.4%

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<sup>16</sup> The reasons and related problems will be presented in the mechanism section

believe unhealthy competition is affecting their practice, while 22.2% of them were neutral. Even though unhealthy competition was rejected by the majority of the tour guides as a challenge, many of the site managers and resident guides indicated that some tour guides feel that tour guides who are employee of sites are there to take the tip that they should get. So that they enter in unhealthy competition with the site guides and try to give an interpretation on issues that they are not good enough.

**Lack of control at attraction sites by destination management-** 73.1% backed lack of control at attraction sites as a source of problem, though 10.4% of them opposed them, and 16.4% were neutrals. One site manager indicated that destinations should also play a great role in terms of correcting wrong practices in their premises, by friendly approaching guides and correcting problems. Further, sites should take measures on tour guides who are not willing to correct their mistakes. One site manager reported that, in his respective site he and his colleagues try to control tour guides from outside from giving service in their site. But, he claims that the tour guides are not willing to cooperate. Because of this they sometimes let them give an interpretation, though their rule forbids outsiders from giving interpretation service.

### **Challenges identified through Interview**

**Misbehavior of some visitors-** This was raised by some site managers as a challenge from visitors. Specifically, even though guests are not allowed to touch the exhibits in a museum and notifications are posted on the walls, it is very difficult to control every guest not to do that, and there are visitors who touch exhibits. This is a big threat on heritages and a challenge on tour guides. In some sites, having priceless pictures and other heritages, the main challenge is forbidding visitors not to take photographs with flash, and this is a day to day routine task of

tour guides at the sites. In addition there are some visitors who disturb others and intercept interpretations.

**“Small” salary of resident guides-** some resident guides state that their salary is very small. One tour guide stated that his monthly salary is very small, he thinks, at this time it is difficult to survive with this salary. Analyzing this it was easy to realize how he gets additional income to survive, it’s through tipping! One site manager also mentioned that the tourist guides of the museum complained that the salary they are earning is not adequate, but now he believes that feeling was to some extent diminished after the BPR regulation. The other challenge is in terms of remuneration of tour guides. A site manager from National Museum reported that lack of allowance during holiday and weekend services.

**Lack of enough man power in some sites-** The other challenge specific to some sites was the lack of enough manpower in the area of tour guiding. As per the information obtained from ethnographic museum, the museum only has one tourist guide, and during the time the researcher conducted observation in the museum, the only guide of the museum was not in charge because he was on his annual leave period, so that there was no one in the museum for that spell to give the interpretation. In such cases it is easy to understand how angry the visitors could be, when they find out there is no one in the museum to give them information in the country's capital well known museum.

Similarly, an exhibition officer from Addis Ababa museums stated that, the museum has only one employee guide, but based on the BPR specification, the museum should have four guides. She also reported that, even though they strived to hire guides four times, it was not successful. Regarding the reason why their effort was not successful, she states that the experience asked

might be a possible factor. Further she believes that, this problem is strongly affecting the activity of the museum and creating additional workload on the existing tour guide.

**Absence of well organized church museum management and lack of awareness-** Challenge specified by almost all of the church museums under the study was the absence of well organized museum management and lack of awareness among the church administration on the importance of the museum to the church and the city's tourism. As they mentioned the church administrations are not giving enough attention to the church museums. A respondent from Entoto St. Marry church point out that, the church is a pioneer in terms of establishing a church museum in the city of Addis Ababa, while the awareness level of the church administration is still not much as that of the other church museums in the city. Even though the main concern of the church is on the religious service, there should be secondary attention to the museum, since now days these museums are becoming prominent sources of income for the churches.

**Disorganized arrangement, safety of exhibits and lack of supportive facilities** - These challenges were mentioned by a museum manager from the Holy Trinity cathedral. As he mentioned the exhibits of the museum are characterized by lack of uniformity, disorganized arrangement, and existence of open exhibits like ancient books, which can be easily damaged by touch and might be unfavorable in terms of security. Open exhibits are unfavorable for tour guides as they are the one who should safeguard their security and protect them from damage and danger, so that the existence of open exhibits will rupture the attention of tour guides during tours. Similarly disorganized arrangement can interrupt the flow of interpretation. The additional specific challenge in the museum is an absence of supportive facilities like toilet, this is a big challenge for tourist guides, it could be difficult to say there is "no toilet" when a visitor is in need of a toilet.

**Absence of tour guides who can speak languages other than English-** this is the main challenge of almost all of the resident guides. Almost all museum guides only speak English language. So that it is difficult to give service for visitors who cannot speak English and it is also one source of conflict between resident guides and guides who came from outside. To resolve such problems, they recommended that the museum need to hire tour guides who can speak other languages like French, Spanish, German, and Italian languages.

**Lack of acceptance from tour operators and hotels-** an official from AACTB mentioned this as one of the challenges tour guides raise. He mentioned that the tour guides repeatedly reported that the hotels and tour operators which were planned to give them business when an association organized, are not willing to allow them to work on their premises, especially the hotels. But, according to him, the hotels respond that there is an intense problem of sanitation and strong concern on the uniform and badge issue of tour guides.

**Absence of uniform and badge-** One tour guide from the church museums illustrate that absence of badge and uniform is also a big challenge and believe that there should be uniform and badge which differentiate them from “illegal” guides. He mentioned that many times visitors see them cautiously by fearing they are not employees of the church and regret to attend their interpretation. Even though absence of badge and uniform is a big challenge there are some tour operators which offer a badge and uniform for their employees. During field observation the researcher has seen tour guide who has a badge with his tour operator name and logo. In addition during data collection the researcher observed all employees of one tour operator wearing similar uniform.

#### 4.8 Mechanisms that enhance the performance of tour guides

The mechanisms proposed by the study as a possible ways to enhance guides performance were evaluated by tour guides. As it is shown on the table below, all the points evaluated as possible mechanisms to alleviate problems affecting tour guiding practice, got a great acceptance among the tour guides.

All stakeholders in tourism have their own responsibility in terms of improving the practice of tour guiding including: government, training institutions, tour companies, and attraction sites. An interviewee has indicated that the government could play its role through implementing proper control, and arranging workshops, and capacity building trainings. The control mechanisms should be teaching and need to resolve problems, rather than a kind of thief and police. The following section discusses the feedback obtained from tour guides regarding the possible mechanisms.

Table 16: Mechanisms improving tour guiding practice

Possible Mechanisms	Strongly disagree %	Disagree %	Neutral %	Agree %	Strongly agree %	Mean
Implementation of professional code of ethics	0.0	0.0	16.7	50.0	33.3	4.17
Organized professional tour guides association	5.6	0.0	0.0	61.1	33.3	4.17
Provision of adequate on the job tour guiding training	0.0	0.0	5.6	34.7	59.7	4.54
Tour guides award of excellence program	0.0	9.7	19.4	25.0	45.8	4.07
Voluntary professional certification	11.1	1.4	9.7	59.7	18.1	3.72
License requirement	0.0	4.2	13.9	29.2	52.8	4.31

Source: Researcher's own survey, 2013

## 1. Implementation of professional code of ethics

Implementation of professional code of ethics was backed by 83.3% of the respondents. They strongly agree and/or agree with the implementation of professional code of ethics as the best means to regulate tour guides practice. The remaining 16.7% were neutral.

Ethiopia has a tourism code of ethics which was intended to control the practice of tourism and hospitality companies, tourism professionals, and visitors. But, both MoCT and AACTB were unable to implementing it. The Ministry and the city's tourism bureau admitted that they have done nothing besides organizing some awareness creation programs for different stakeholders.

The interesting thing in the tourism code of ethics was the attention given to the tour guiding profession. The code pointed out some points that tour guides should refrain from; independently from the other tourism professionals. This shows the Ministry's concern regarding ethical conduct of tour guides.

The following points were responsibilities of tour guides pointed out by the code of ethics (MoCT, 2011).<sup>17</sup>

1. *Tour guides shall obey the rules and regulations of the country, region, and its environs.*
2. *Tour guides shall refrain from eliciting trafficking of heritages, drugs, and other substances.*
3. *Tour guides shall retain the skills and knowledge required by the tour guiding profession and shall properly apply it.*
4. *Tour guides shall properly know the history and cultures of the people and heritages while handling tours.*

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<sup>17</sup> Translation by the researcher

5. *Tour guides shall execute their responsibility of safeguarding the life and properties of visitors.*
6. *Tour guides shall serve every visitor politely without discrimination.*
7. *Tour guides shall show hospitality culture of Ethiopia during tours.*
8. *Tour guides shall refrain themselves and should stand against practices which harm the society's human rights, especially from any illegal practices which use women, children, and youths by any means for sexual purposes.*
9. *Tour guides shall keep their personal hygiene and wear clothes appropriate for their job.*
10. *Tour guides shall refrain from taking alcoholic drinks, chat, or any drug while working.*
11. *Tour guides shall serve every visitor with loyalty, honesty, and integrity.*
12. *Tour guides shall make their fee equivalent to the service they offer and shall inform visitors in advance.*
13. *Tour guides shall abstain from initiating visitors to take part in illegal activities.*

## **2. Organized professional tour guides association**

94.4% of the tour guides believe that organized professional tour guides association will support their performance, while the remaining 5.6% strongly disagree with the idea of organizing into professional association. As it is discussed in earlier sections of the study, there are some tour guides who feel they will be used as a cover by “unqualified” guides if they became part of any association. Mitchell and Coles (2009) found that, spending on guides per trip was six times higher in Lalibela than in Axum/ArbaMinch, because the guides in Lalibela are better organized, better trained and have stronger links to the inbound tour operators.

Based on the information obtained from Addis Ababa City Administration Culture and Tourism bureau law study and preparation section, one of the main problems in tour guiding practice of the city was the limitation of tour guides to maintain the association organized. Back in 2010 the city's culture and tourism bureau have organized tour guides association with 63 member tour guides. But, this effort finally failed because of various reasons. The reasons rose by the officer were; first, lack of commitment from association members to strengthen the association and they did not comply with the rules they agree to follow. The second issue he raised is the lack of office; they requested for an office from the city administration, but their claim was not successful. As per the report, finally when the association president left the country the association stopped working. The informant from AACTB indicated that they are now trying to reorganize another association.

Professions which do not have association will fall under the following shortcomings; one, they lack "umbrella" type organizations which speak on behalf of the profession; two, professionals may feel isolated from the profession; three, the support associations provide in terms of research and professional development would disappear (Fisher, 1999).

### **3. Provision of adequate on the job tour guiding training-**

Almost 94.4% of the tour guides indicated that the provision of adequate on the job training will help their performance, whereas 5.6% were neutral.

For the question "did you take any capacity building training after you started guiding service?" 61.1% of the tour guides responded that they have not taken any training and 38.9% took training. Those respondents who take on the job training were asked who gave them and in which area it has focused Ministry of culture and tourism, Addis Ababa city culture and tourism office, St.

Marry university college were the institutions mentioned, and they depict that the trainings were focused on customer service which gave knowledge how to handle clients with maximum satisfaction and how to handle tourists as their interest and how to initiate visitors to stay long.

Table 17: Mandate of arranging tour guiding training

Stakeholders list	%
Ministry of culture and tourism	41.7
Addis Ababa city culture and tourism bureau	44.4
Travel agents and tour operators	23.6
Attraction site management	18.1
NGO's	15.3
Academic institutions	11.1
Others	20.8

Source: Researcher's own survey, 2013

The above table illustrates that, which stakeholders are responsible to give tour guiding training, as per the data obtained from tour guides. 44.4% as responsible indicated Addis Ababa City Culture and Tourism Bureau is responsible to offer training for tour guides. In the second place, Ministry of culture and tourism was chosen by 41.7% of the respondents, Travel agents and tour operators, Attraction site management, NGOs, and Academic institutions were identified by 23.6%, 18.1%, 15.3%, and 11.1% of the tour guides respectively. In addition 20.8% of the tour guides indicated that all stakeholders as responsible in capacity building training provision (i.e. multiple response questions).

Tour guides were also asked about the type of training they prefer. They recommended the following areas of training; language, how to treat guests and make them stay long, tourism impact, how to provide full information, all rounded capacity building. They also indicated that

the training should be more of practical than theoretical and better if it is on the job. All of the museum heads also believe that there is a great need of short term trainings for tour guides in Addis Ababa, particularly on the areas of museum code of conduct.

#### 4. License requirement

4.2% of the tour guides feel they do not want a license to regulate tour guiding practices, while 13.9% were neutral. The remaining 82% of tour guides agree and strongly agree with the idea of licensing requirements to regulate the tour guiding practice of the city. A number of the largest tourist destination countries in the world, such as France and Britain, have licensing systems for guides and their education takes place at university or a college level, as well as on-the-job training (McDonnell, 2001).

In Addis Ababa, the culture and tourism bureau is not responsible to give license; rather it is the mandate of sub cities. According to the data gathered from the ten sub cities culture and tourism offices, licensing and regulatory core process, there were a total of 164 licensed tour guides in Addis Ababa prior to January 2013.

Table 18: Number of licensed tour guides in the ten sub cities

No	Sub city	Male	Females	Total
1.	Lideta	12	1	13
2.	Addis Ketema	8	1	9
3.	Gulela	7	1	8
4.	Kolfa Keraniyo	10	-	10
5.	Yeka	21	-	21
6.	Akaki Kality	-	-	0
7.	Kirkos	26	16	42
8	Arada	34	2	36
9.	Bole	15	2	17
10.	Nifas Silk Lafto	8	-	8
Total		141	23	164

Source: Researcher survey as of January 2013

According to Regulation NO 2/2001, the following points were set as criteria for a person who wanted to be a tour guide in Addis Ababa.

1. He/she should be graduates of tourism management or tour guiding from recognized institution at least in certificate and able to pass any written and speech exam prepared by the office.
2. He/she should properly communicate with at least one foreign language and should provide a legal certificate about his/her language proficiency.
3. He/she should provide an evidence for clearance as of any criminal acts from his/her residential police station or should provide evidence that he/she has finished the previous legal penalty properly.
4. He/she should accept ethical rules and refrain from duplicating or minimizing the size of license he/she obtained from the office.

**5. Tour guides award of excellence program-**

70.8% of the tour guides believe that tour guiding award of excellence will initiate them for better performance. In the contrary, 9.7% disagree with the idea, while 19.4% were neutral.

**6. Voluntary professional certification-**

77.8% of tour guides think that professional certification will help to set performance standards for tour guiding practice, while 12.5% of them disagree and strongly disagree with the idea of setting performance standards through professional certification. The remaining 9.7% were neutral.

## **Possible mechanisms obtained from document analysis**

### **Creating tour guiding companies**

Besides organizing tour guides into associations, it is significant to create a tour guiding company. Individual guides or a group might start own tour guide service. In the process, like any business, guides need a formal business plan to help them focus on the capital they will need, business management, and time, staff, and other resources required (Mitchell, 2005). Creating tour guiding business can be also supported by training, one of the WFTGA training brochure section was 'Business/ Management Skills'. These included issues that help in developing tour guiding as a business both entrepreneurial and managerial inputs (Prakash and Chowdhary, 2010).

Tour guiding companies can offer services through two ways: The first option could be by organizing their own tour. In this case tour guides can play both an intermediary role and a tour guide role. The benefits they gain will also increase by avoiding intermediaries. Second, the tour guide could give service through making contact with tour companies. As it is identified by many literatures tour guiding is affected by a shortage of qualified professionals. If tour companies get a chance to work with qualified guides, it will be a good opportunity for the tour guiding company and tour operator.

### **Encouraging ethical practitioners**

Professionalism can be developed when individuals who follow the legal way get more benefit than others. Tourism offices can promote professionalism by recognizing the effort of ethical and legal professionals. For example, the blue badge guides in England have privileges like; they are the only guides authorized to guide in the famous attractions of the country (other than in-house

people); besides the list of the guides registered in their areas can easily be found in Regional tourist boards or a booking agency, so that they can be contacted directly by guests. They are also recognized by local tourist bodies throughout the UK as Britain's official tourist guides.<sup>18</sup> So, if the tourism bureau gives some privilege for tour guides who are qualified and ethical, the professionalism can be developed well.

### **Establishing educational institutions specialized in tour guiding**

Specialized institute of tourist guiding can set a standard, examine, and accredit guides in Ethiopia. For example, the Institute of Tourist Guiding in England is the institution which organizes training, gives exams, and accredits all the Blue Badge guides in the country.<sup>19</sup>

An interviewee also insists that training institutions have a great mandate in terms of creating professionals who are capable enough to give satisfactory service. The training institutions should give a great attention to the tour guiding program, starting from recruitment of trainees up to the end. Trainees who join the tour guiding program should have the commitment and capacity to carry out all the challenges and hardships the profession have and should not only think of the financial incentive. To do so, the institutions should have strong criteria and evaluation schemes in the recruitment of trainees. Then after the training should shape trainees in all aspects of language skills, history, ethics, general knowledge, and it should be more of practical.

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<sup>18</sup> "<http://www.aptg.org.uk/badge.html>."

<sup>19</sup> *ibid*

### **General recommendations given by tour guides for the improvement of the tour guiding practice**

- The level of linguistic skills the guides have should be improved.
- The level of knowledge about the attraction should be given priority.
- There should be a formal guiding school which is only looking for quality guiding service rather than receiving money from trainees and give them a license.
- All professional regulations must be implemented.
- Ministry of Culture and Tourism and/or the city culture and tourism office should identify all the tour guides in the city and give them a specific id card.
- The tour guiding practice should only involve professionals.
- Professionalism should be built through training.
- Training organized for tour guides should be practical.
- Government should participate tour guides in decision making.

## CHAPTER FIVE

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 CONCLUSION

The study was conducted in line with the objectives of identifying problems, and challenges of tour guiding practice in Addis Ababa, and indicating possible mechanisms of improving the tour guiding practice of the city. Based on the research objectives, the study has identified problems threatening the tour guiding practice; challenges hindering the activities of tour guides; role performance of tour guides; local and foreign language ability of tour guides; criteria's which are important and unimportant in choosing tour guides; and mechanisms which enhance the practice of tour guiding.

After all, the study forwards the following points as a conclusion regarding the tour guiding practice of Addis Ababa city:

- ✓ The study identified that, the tour guiding practice of Addis Ababa is affected by different problems. These problems vary from lack of some skills and qualities to unethical practices.
- ✓ The study also indicated that, problems in tour guiding did not always occur when tour guides fail to follow the rule or lack some skills/qualities. Sometimes problems arise as a result of unfavorable environment spoiled by other stakeholder's failure, it could be considered as a challenge on the tour guides practice. These challenges created by other stakeholders are hindering tour guides performance.
- ✓ The study has analyzed some mechanisms as a favorable ways of improving tour guiding practice in the city. The result of the survey shows that all mechanisms set for analysis were strongly backed by tour guides to be implemented and believed that they will improve the tour guiding practice. These mechanisms are professional code of ethics, professional tour

guides association; on the job tour guiding training; tour guides award of excellence program; voluntary professional certification; and licensing. In addition, the study has identified creating tour guiding companies; encouraging ethical practitioners; and establishing educational institutions specialized in tour guiding as a good means of improving tour guiding practice.

- ✓ The study found that, most of the tour guides were monolingual, and most of them are only English speakers.
- ✓ In terms of language preference, the study discloses that English language is mostly needed. This is because the world wide acceptance of English language. In addition, French and German were also indicated as important languages in the present tourism practice of the city.
- ✓ In terms of tour guides choice, the visitors portrayed that language ability, experience and being licensed are important and/or very important criteria tour guides should have.
- ✓ The study also revealed that tour guides in Addis Ababa were good at executing the roles of cultural mediation between the community and visitors (M=4.18); mediation between the tour operator and visitors (M=3.86); promoting local economic development by stimulating consumption of local products and services (M=4.51); and information giver roles (M=4.34). On the contrary, the study shows that the roles of facilitating access to non-public areas (M=2.11); motivation of conservation values (M=2.13); mediation between hotels and visitors (M=2.63); promoting Ethiopian culture (M=2.38); and initiating visitors to extend length of stay (M=2.38) as poorly executed roles.
- ✓ Generally the study revealed that, problems in the tour guiding practice of the city are a sum of multifaceted causes and the solution can also come from the involvement of all stakeholders in the tourism business.

## 5.2 RECOMMENDATIONS

The research finding shows that the tour guiding practice in Addis Ababa city was affected by problems. It was also found that, the tour guides were not the only party to be blamed for the problems in the tour guiding practice. So that, in the following sections some points are forwarded for all the concerned stakeholders; to alleviate the problems and clear the challenges from the tour guiding professional arena.

- ⌘ The study identified that lack of organized effort was one of the causes of tour guiding practice pitfall. Thus, it is important to act in an organized way in order to create professionalism in the tour guiding practice. The tour guides should organize themselves through associations and protect the profession from unethical and unqualified practitioners. As it was stated in the literature part, different studies portray that professional associations can provide a number of advantages for their members' professional development, such as to arrange training, to facilitate licensing practice and implement other mechanisms which raise guiding standards. Professional associations are important So that it is advantageous to operate in an organized way rather than individual efforts.
- ⌘ The other problem found was involvement of non professionals in the tour guiding practice. Professions should open for those who are capable enough to deliver the required service. In addition the qualified members, customers, and the profession should be protected from others who are unqualified. Therefore, AACTB, MoCT, tour guides, travel agents, and tour operators should act jointly to protect the profession, customers, and tour guides. Protection can be done establishing strong licensing mechanisms and providing the licensed guides identifiable uniform or logo (like the blue and green badge guides in UK). Then prohibit others who do not fulfill this procedure from guiding visitors. During arranging strong

licensing procedure, the concerned body should develop a system which entertains those unqualified or non professionals to come to the legal track. This method is essential because, it could be difficult and inappropriate to withdraw all individuals from the profession because of their inability to fulfill some criteria's, considering the existence of tour guides who are giving very professional service without taking any formal tour guiding education through experience. Therefore, there should be some room to consider them and draw them into the legal way of the profession. This could be achieved by giving them some capacity building training (it could be in terms of language skill, ethical practice and organized practice) and help them at least meet a minimum criteria for the profession.

- ✘ The other issue is regarding how to control individuals who are sullyng the tour guiding profession's image. It was found that the government effort in terms of controlling and punishing unethical tour guides was very limited. In addition, both the MoCT and AACTB admitted that the tourism code of ethics was not practical and there was nothing done to enforce the rules, besides organizing some awareness creation programs. The tourism offices should have a structure to implement the code of ethics and punish unethical tour guides in accordance to the punishment set in the tourism code of ethics (it can range from first time warning to permanent ban and subsequent legal measures). The ministry and AACTB can achieve this by making joint effort with tour guides, attraction site management, tour companies, and hoteliers.
- ✘ The study revealed that, lack of awareness regarding tourism amongst the church officials as a main challenge. So that there should be awareness creation program for the church officials. This can be arranged by MoCT, AACTB, and tourism academic institutions.

- ✘ Training is a basic mechanism in order to build a good professional environment. In a world in which many things change day to day, capacity building training is a must. In this study lack of capacity building training was one of the problems and a main challenge in the tour guiding practice of the city. Thus, it is important to arrange tour guiding capacity building training in the areas of language, ethical way of practice, group management, conservation practices, entrepreneurial skills and other skills. As identified by the study AACTB and MoCT, travel agents and tour operators, NGO's, academic institutions and two or more of them jointly should provide training.
- ✘ The study revealed that language ability, being licensed and having an experience are important criteria to choose tour guides. Thus, the tour guides in Addis Ababa should fulfill those criteria to benefit more.
- ✘ Tour guides should improve their conservation skills and safeguard attraction resources on which their profession merely depends.
- ✘ Tour guides should improve their language skills and should have bilingual or multilingual skills in order to get more benefits and render quality service.
- ✘ Besides developing multilingual skill, the language skill training of tour guides should be improved. The research finding indicated that, English, French, German languages are mostly needed in the city tourism. So that the skills in those languages should be given a big concern and training should be provided for tour guides.
- ✘ Tour guides should be persuasive enough in their interpretation and must initiate visitors to extend their length of stay.
- ✘ Tour guides must obey the rules pointed out on the tourism code of ethics and participate in the enforcement effort.

- ⌘ The relationship between resident guides and outsiders must be guided according to mutual benefit and understanding. The resident guides should fairly serve every visitor, while tour guides who are not employees of an attraction should obey specific rules of the attraction sites; if they are prohibited from giving service in the sites they should respect it and allow resident guides to handle guests.
- ⌘ Resident guides should fairly treat both domestic and foreign visitors. They should give service for domestic visitors equally with foreigners.
- ⌘ Travel agents and tour operators should play some role in making the tour guiding practice of the city professional. This could be through only hiring professionals, and giving training for their employees.
- ⌘ The mechanisms of implementation of tour guiding code of ethics, licensing, professional certification, organizing professional association, tour guides award of excellence, organizing tour guiding companies, encouraging ethical practitioners, establishing training institutions specialized in tour guiding can be considered as one way of improving the profession.
- ⌘ Generally, all the stakeholders in the tourism industry should support the practice of tour guides by creating a healthy working environment and eradicate the challenges from the tour guiding environment.
- ⌘ Finally, the researcher recommends other researchers to conduct further investigation in the same area and other segments of tourism professionalism. Since this study was delimited to Addis Ababa, and only concerned about tour guiding, further investigation is necessary to develop professionalism in tourism.

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### **Radio**

Fana FM 98.1, Zena Metsiet. April 15, 2013, 8:05 pm

## Appendices

Annex 1 questionnaire and interview

Addis Ababa  
University  
(Since 1950)



**Addis Ababa University**  
**College of Development Studies**  
**Tourism and Development Program**

### Questionnaire for Tour guides

Dear sir/madam

This study entitled ***“A STUDY ON THE PRACTICE AND PRINCIPLES OF TOUR GUIDING IN ADDIS ABABA CITY”*** is conducted in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism and Development.

This questionnaire is prepared to gather data on problems and challenges associated to the tour guiding practice in Addis Ababa and the possible mechanism which can improve the tour guiding practice of the city.

To this end you are kindly requested to complete the following short questionnaire regarding your view towards tour guiding service in Addis Ababa. Although your response is of the utmost importance to the success of this study, your participation in this survey is entirely voluntary.

Please do not enter your name or contact details on the questionnaire. Information provided by you remains confidential and will only be used for academic purposes.

If you have any questions or comments regarding this survey, you are welcome to contact the researcher by e-mail [kidshtour@gmail.com](mailto:kidshtour@gmail.com).

Yours sincerely  
Ashenafi Tafesse

PLEASE ANSWER THE FOLLOWING QUESTIONS BY PUTTING CROSS (X) IN THE RELEVANT BLOCK OR WRITING DOWN YOUR ANSWER IN THE SPACE PROVIDED.

**Section I: Background information**

1. Gender            Male             Female
2. Age        below 18     18-29         30-44     45-59     60 and above
3. Marital status    Single     Married     Divorced     Widowed
4. Average monthly income (in birr)? \_\_\_\_\_
5. Your highest educational qualification?  
     Primary school     High school     Vocational/ college diploma   
     1<sup>st</sup> degree         2<sup>nd</sup> degree or above     Not at all
6. For how long have you been working as a tour guide (years or months)? \_\_\_\_\_
7. Form of employment  
     Employee of tour operator or travel agency   
     Employee of a site (attractions)   
     Independent guide   
     Another form of employment, please specify it \_\_\_\_\_
8. How many foreign languages do you speak? \_\_\_\_\_
9. Based on your experience, which foreign language is highly demanded by visitors and what do you think is the reason for this high demand? \_\_\_\_\_, \_\_\_\_\_
10. How many local (Ethiopian) languages do you speak \_\_\_\_\_  
     Is there any special demand for a specific local language? Yes         No   
     If your answer is yes, can you specify it? \_\_\_\_\_

**Section II: Role of tour guides**

11. How often do you practice the following roles of a tour guide? Please indicate your answer using the following 4-point scale: **never, rarely, often, and always** (*Please mark only one option for each role*).

Roles	Never	Rarely	Often	Always
Cultural mediation between the community and visitors				
Mediation between the tour operator and visitors				
Mediation between hotels and visitors				
Motivation of conservation values				
Facilitating access to non-public areas				
Promoting Ethiopian culture (like dressing style, greeting...)				
Promotion of local economic development by stimulating consumption of local products and services				
initiating visitors to extend length of stay				
An educator (information giver) role				

Do you have any additional point regarding the role of tour guides in Addis Ababa city?

\_\_\_\_\_

**Section III: problem related questions**

12. To what extent do you agree with each of the following statements? Please indicate your answer using the following 5-point scale where: **strongly disagree, disagree, neutral, agree, and strongly agree** (Please mark only one option for each problem)

problems	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I deliver consistent information for all visitors.					
I do not solicit visitors for tipping					
I take visitors to souvenir and other shopping areas based on their choice					
I have enough knowledge of the sites history and features					
I have language problem					
I do not disseminate wrong information in my presentation					
My presentation is well organized					
I deliver the tour package as planned					
I maintain the safety and security of visitors during my tour					
I do not inform visitors when they are overcharged					

13. Do you think there is a problem in the tour guiding service of Addis Ababa city?

Yes  No

14. If your answer for question number 13 is yes, how would you evaluate the following explanations as causes of problems on tour guiding services? Please indicate your answer using the following 5 scales: **strongly disagree, disagree, neutral, agree, and strongly agree** (Please mark only one option)

Causes of problems in tour guiding practice	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Lack of adequate practical training and education					
Involvement of non professionals in the tour guiding practice					
Absence of strong monitoring practice by the government					
Lack of on the job training					
Lack of strong licensing procedure by the government					
Absence of organized effort by tour guides to regulate the guiding practice					
Lack of strong measures from the government in correcting wrong practices					
Lack of control at attraction sites by destination management					
Little concern for the tour guiding profession from different tourism stakeholders					
Lack of interest from tour guides to upgrade themselves					

Any other cause \_\_\_\_\_

**Section IV: Challenges related questions**

15. How would you rate the existence of the following challenges on tour guiding services in Addis Ababa? Please indicate your answer using the following 5-point scale: **strongly disagree, disagree, neutral, agree, and strongly agree** (Please mark only one option for each challenge).

Challenges	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Lack of on the job training opportunities					
Poor image of tour guiding profession					
Unhealthy competition between tour guides					
Complex licensing system					
Poor monitoring and regulation of tour guiding practice					
Busy tour itinerary					
Moving audiences away from one object to the other					
Existence of stakeholders with conflicting interests (like tour operators VS visitors)					
Attaining & Sustaining visitors' attention					
Absence of organized tour guides' professional association					

Please mention your view regarding any other challenges \_\_\_\_\_

**Section V: mechanisms of improving tour guides' performance**

How do you evaluate the importance of the following mechanisms in improving the tour guiding service in Addis Ababa?

Mechanisms	Strongly disagree	Disagree	Neutral	agree	Strongly agree
16. I think implementation of professional code of ethics will regulate tour guiding practice					
17. I believe organized professional tour guides association will support tour guides performance					
18. I think provision of adequate on the job tour guiding training will enhance the performance of tour guides					
19. I believe tour guides award of					

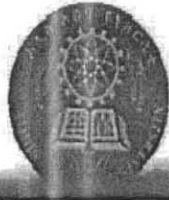
excellence program will initiate for better performance					
20. I think voluntary professional certification will help to set performance standard for tour guides					
21. I believe license requirement will regulate the practice of tour guiding					

22. Did you take any capacity building training after you started guiding service?  
 Yes  No
23. If your answer for question number 16 is yes, by which organizations was the trainings given
24. If your answer for question number 16 is yes, can you mention the main components involved in the trainings and the benefit you gained from the trainings? \_\_\_\_\_  
 \_\_\_\_\_
25. Whose mandate do you think is to arrange tour guiding trainings? (*You can choose more than one option*)  
 Ministry of culture and tourism   
 Addis Ababa city culture and tourism bureau   
 Travel agents and tour operators   
 Attraction site management   
 NGO's   
 Academic institutions   
 Others, please specify it \_\_\_\_\_
26. What kind of training should be given? \_\_\_\_\_
27. Which reason do you think is a major obstacle for tour guides to get license? (*please choose only one option*)  
 High registration fee   
 Training requirements   
 COC examination   
 Another reason, please specify it \_\_\_\_\_
28. What is your general recommendation for the improvement of the tour guiding service in Addis Ababa? \_\_\_\_\_  
 \_\_\_\_\_

***Thank you for your cooperation and patience in completing this questionnaire.***

Addis Ababa  
University

(Since 1950)



Addis Ababa University

College of Development Studies

Tourism and Development Program

**Questionnaire for Visitors**

Dear sir/madam

This study entitled "*A STUDY ON THE PRACTICE AND PRINCIPLES OF TOUR GUIDING IN ADDIS ABABA CITY*" is conducted in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism and Development.

This questionnaire is prepared to gather data on problems and challenges associated to the tour guiding practice in Addis Ababa and the possible mechanism which can improve the tour guiding practice of the city.

To this end you are kindly requested to complete the following short questionnaire regarding your view towards tour guiding service in Addis Ababa. Although your response is of the utmost importance to the success of this study, your participation in this survey is entirely voluntary.

Please do not enter your name or contact details on the questionnaire. Information provided by you remains confidential and will only be used for academic purposes.

If you have any questions or comments regarding this survey, you are welcome to contact the researcher by e-mail [kidshtour@gmail.com](mailto:kidshtour@gmail.com).

Yours sincerely

Ashenafi Tafesse

**PLEASE ANSWER THE FOLLOWING QUESTIONS BY PUTTING CROSS (X) IN THE RELEVANT BLOCK OR WRITING DOWN IN THE SPACE PROVIDED.**

**Section I: Background information**

1. Gender : Male  Female
2. Age: below 18  18-29  30-44  45-59  60 and above
3. Marital status Single  Married  Divorced  Widowed
4. Where is your place of origin (country)? \_\_\_\_\_
5. Your highest educational qualification?  
Primary school  High school  Vocational/ college diploma   
1<sup>st</sup> degree  2<sup>nd</sup> degree or above  Not at all
6. Have you ever been in Addis Ababa before? Yes  No
7. Did you come to Addis Ababa in group? Yes  No
8. What is your purpose of travel to Addis Ababa?  
Business  Leisure  Education   
Religious  Visiting friends and relatives (VFR)   
Other (please specify) \_\_\_\_\_
9. If your purpose of visit is **visiting friends and relatives**, did you use your friends and relatives as a tour guide? Yes  No
10. How often do you use the service of a tour guide during your tour in Addis Ababa?  
Never  Rarely  Often  during every tour
11. If your answer for question number 7 is **Never**, what is your reason not to use the service of any tour guide in Addis Ababa? \_\_\_\_\_
12. If your answer for question number 7 is **rarely**, what is the reason not to use the service of tour guides during your every tour in Addis Ababa? \_\_\_\_\_
13. If you use a tour guiding service in Addis Ababa, from where do you get a tour guide for your tour of the city? (*you can mark more than one options*)  
Tour operators and travel agents  From hotels   
From air port  Attraction sites   
Recommendation of friends, relatives, guide books, and web sites   
Other places (please specify it) \_\_\_\_\_
14. Which language do you prefer most to be used by tour guides for your tour? \_\_\_\_\_

15. How important is each of the following to you, when you choose or decide to accept a guide in Addis Ababa? Please indicate your answer using the following 3-point scale:

**Unimportant, Important, Very important** (Please mark only one option).

Criteria	Unimportant	Important	Very important
Dressing and hair style			
Language ability			
Age			
Gender			
Experience			
having license			
Recommendation of friends, relatives, travel guides and web sites			

Any other criteria \_\_\_\_\_

16. If your choice of tour guide is affected by dressing and hair style, what are the dressing and hair styles you prefer? \_\_\_\_\_

17. If gender is an important criteria for your choice of tour guide, which gender group do you prefer to handle your tour? Female tour guides  Male tour guides   
 What is the reason behind choosing this specific gender group? \_\_\_\_\_

18. If age is an important criteria for your choice of tour guide, which age group do you prefer? Young tour guides  Adult tour guides  Aged tour guides   
 What is the reason behind choosing this specific age group? \_\_\_\_\_

**Section II: Tour guiding quality and skill related questions**

19. How would you rate the quality of tour guiding services in Addis Ababa in reference to the given qualities and skills? Please indicate your answer using the following 6 scales: **very poor, poor, fair, good, very good, and don't know.** (Please mark only one option for each skill)

Qualities	Very poor	poor	Fair	Good	Very good	Don't know
Language skill						
Managing tours						
Entertaining						
Knowledge about the sites history and features						
Maintaining safety and security of visitors						
Knowledge of general information and facts						
Consistency of information						
Organization of presentation						
Communication skill						
Understanding the needs of visitors						
Flexibility						

Handling emotional exhibitions						
Encouraging interaction with in a tour group						
Managing group dynamics						
Igniting interest and new understanding about a destination						
Fostering positive host guest encounter						
Modifying inappropriate tourist behavior						
Fostering appreciation and caring attitudes towards destination resource						
Managing visitors impact on-site						
Stimulating consumption of local products and services						

**Section III: problem related questions**

20. How would you rate the existence of the following problems on tour guiding services of Addis Ababa city? Please indicate your answer using the following 5 scales: **strongly disagree**, **disagree**, **neutral**, **agree**, and **strongly agree** (*Please mark only one option*)

problems	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Solicit for tipping					
Taking tourists to souvenir and other shopping areas against their will					
Inadequate knowledge of sites history and features					
Language problem					
Dissemination of wrong information					
Disorganized presentation					
Not delivering the agreed tour package					
Unable to maintain visitor's safety					
Unable to inform visitors during overcharging					

Please mention any other problem you observed \_\_\_\_\_

21. If you agree with the existence of **some** or **all** of the problems mentioned on question number 15, what do you think are the causes of this problems? \_\_\_\_\_

**Section IV: role of tour guides**

22. How do you evaluate the performance of your tour guides in reference to the following roles of a tour guide? Please indicate your answer using the following 5 scales: **strongly disagree**, **disagree**, **agree**, **strongly agree**, and **don't know** (Please mark only one option for each role).

Roles	strongly disagree	disagree	agree	strongly agree	Don't know
Tour guides in Addis Ababa play a role of cultural mediation between the community and visitors					
Tour guides in Addis Ababa facilitate access to non-public areas					
Tour guides in Addis Ababa play a role of mediation between the tour operator and visitors					
Tour guides in Addis Ababa promote local economic development by stimulating consumption of local products and services					
Tour guides in Addis Ababa play a role of motivation of conservation values					
Tour guides in Addis Ababa play a role of mediation between hotels and visitors					
Tour guides in Addis Ababa promote Ethiopian culture (like dressing style, greeting.)					
Tour guides in Addis Ababa initiate visitors to extend length of stay					
Tour guides in Addis Ababa play a role of An educator (information giver)					

Do you have any additional point regarding the role of tour guides in Addis Ababa city\_\_\_\_\_

\_\_\_\_\_

23. What is your recommendation for the improvement of the tour guiding service in Addis Ababa?\_\_\_\_\_

\_\_\_\_\_

*Thank you for your co-operation and patience in completing this questionnaire.*

## **Semi-structured Interview for tourism officials and destination managers**

### **Part I: Background Information**

Institution \_\_\_\_\_

Position \_\_\_\_\_

Educational status \_\_\_\_\_

Years of experience \_\_\_\_\_

### **Part II: Interview Questions**

1. How does your organization understand the role of tour guides in the development of Addis Ababa?
2. What do you think are the major problems in the tour guiding practice of Addis Ababa city?
3. What do you think are the major causes of problem in the tour guiding practice of Addis Ababa city?
4. What challenge do you think tour guides in Addis Ababa are facing while practicing their role?
5. What mechanisms could be applied to improve the tour guiding practice of the city?
6. Do you have an organizational code of ethics which regulate the practice of tour guides?
7. Do you think your organization is enforcing the tour guiding rules effectively?
8. What are the obstacles for not implementing the rules effectively?
9. Is there any tour guides professional association and why there is no organized movement?
10. What measures are taken to make the licensing procedures favorable for tour guides?
11. Did your organization arrange tour guiding training?

## Annex 2 Background information data

Table 19: Background information of visitors

variables	Categories of respondents	Frequency	Percent
Gender	Male	54	62.1
	Female	33	37.9
	<b>Total</b>	<b>87</b>	<b>100.0</b>
Age	below 18	1	1.1
	18-29	16	18.4
	30-44	41	47.1
	45-59	27	31.0
	60 and above	2	2.3
	<b>Total</b>	<b>87</b>	<b>100.0</b>
Marital status	single	30	34.5
	married	53	60.9
	divorced	4	4.6
	<b>Total</b>	<b>87</b>	<b>100.0</b>
Country of origin	Germany	22	25.3
	USA	16	18.4
	Great Britain	15	17.2
	France	9	10.3
	Canada	5	5.7
	Spain	7	8.0
	Other countries nationals	13	14.9
	<b>Total</b>	<b>87</b>	<b>100.0</b>
Highest educational qualification	high school	3	3.4
	vocational or college diploma	7	8.0
	first degree	59	67.8
	second degree and above	18	20.7
	<b>Total</b>	<b>87</b>	<b>100.0</b>
Have you ever been in Addis Ababa before?	yes	8	9.2
	no	79	90.8
	<b>Total</b>	<b>87</b>	<b>100.0</b>
Did you come to Addis Ababa in group?	yes	76	87.4
	no	11	12.6
	<b>Total</b>	<b>87</b>	<b>100.0</b>
Purpose of visit	business	19	21.8
	leisure	37	42.5
	education	12	13.8
	religious	10	11.5
	visiting friends or relatives	9	10.3
	<b>Total</b>	<b>87</b>	<b>100.0</b>

Table 20: Background information of tour guides

Variables	Categories of respondents	Frequency	Percent
Gender	Male	67	93.1
	Female	5	6.9
	Total	72	100.0
Age	18-29	49	68.1
	30-44	19	26.4
	45-59	4	5.6
	Total	72	100.0
Marital status	Single	51	70.8
	Married	21	29.2
	Total	72	100.0
Highest educational qualification	High school	7	9.7
	Vocational or college diploma	42	58.3
	First degree	19	26.4
	Second degree and above	4	5.6
	Total	72	100.0
Form of employment	Employee of tour operator or travel agency	19	26.4
	Employee of attraction sites	9	12.5
	Independent guide	44	61.1
	Total	72	100.0
Average monthly income	1,001.00 - 2,000.00	25	45.5
	2,001.00 - 3,000.00	13	23.6
	3,001.00 - 4,000.00	6	10.9
	4,001.00 - 5,000.00	4	7.3
	5,001.00 - 6,000.00	3	5.5
	6,001.00+	4	7.3
	Total	55	100.0
	Missing	17	
Experience of tour guides	less than a year	6	8.3
	>=1 year to <3 years	20	27.8
	>=3 year to <5 years	28	38.9
	>=5 year to <7 years	10	13.9
	>=7 year to <10 years	5	6.9
	>=10 year to <15 years	2	2.8
	>=15 year to <20 years	1	1.4
	Total	72	100.0

## Declaration

I, herewith declare, this thesis entitled “A Study on the Principles and Practices of Tour Guiding in Addis Ababa” is my original work and I am the sole author of it which has not already been presented for a PhD/degree /diploma/ or any other fellowship in any university/ institution or for publication. Furthermore, I declare that I only used those resources that are referenced in the work. All concepts taken from printed, verbal, or online sources are quoted according to the rules of good scientific conduct and are indicated in the text and in detailed references. Furthermore, it is free for use, as far as proper citation and acknowledgment is made.

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*Ashenafi Tafesse Meskele*

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*Date*

This thesis has been submitted for the partial fulfillment of Master’s of Art Degree in Tourism and Development with my approval as a university main advisor.

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*Dr. Mulugeta Feseha*

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*Date*

*Addis Ababa University*

*Center for Environment, Water, and Development*

*Tourism and Development Program*