

**ASSESSMENT OF MARINE TOURISM GUIDES
INTERPRETATION SERVICES ON TOURIST SATISFACTION IN
MAFIA ISLAND MARINE PARK, TANZANIA**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF TOURISM
PLANNING AND MANAGEMENT OF THE OPEN UNIVERSITY OF
TANZANIA**

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CERTIFICATION

I, the undersigned, certify that, I have read and hereby recommend for acceptance by the Open University of Tanzania, a dissertation titled "Assessment of tourist satisfaction by tour guides interpretation services of marine resources in Mafia Island, Tanzania" in partial fulfilment of the requirements for the degree of Master of Tourism Planning and Management of the Open University of Tanzania.

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DECLARATION

I, Vanessa Sinare, do hereby declare that this dissertation is my own original work and that it has not been submitted for a similar degree in any other University.

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Signature

í í í í í í í í í í í í í í í í

Date

DEDICATION

This dissertation is dedicated to my Pastor and congregation members of Zion Section H, my beloved husband Emmanuel, daughter Abigail and my deceased mother Halima Sinare who passed away on 04th January 2019, Mafia Island Tour guides and local community for being supportive throughout this project.

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ABSTRACT

As the number of international tourists arrivals has been increasing steadily in Mafia Island, the effectiveness of various tour guide services need to be evaluated in relation to the tourists' satisfaction. Thus, the main objective of this research was to assess tourist satisfaction by local tour guides interpretation services of marine resources. Three specific objectives were formed to enhance the realization of the main objective, which included assessing tour guides professional competencies on interpretation services, assessing factors influencing tourists' satisfaction as well as identifying challenges impeding tour guides interpretations services. The data collection tools used included questionnaires administered to 200 local and international tourists, 30 tour guides and interviews, which involved 20 hotel managers/tour operators. Respondents were selected by using simple random sampling methods whereby, hotel managers/tour operators, tour guides were selected purposely. Data gathered through questionnaires were analysed using descriptive statistical and regression analysis. The major findings of this study indicated that tourists were satisfied by marine interpretation services offered by tour guides moreover revealed that tour guides had professional competences required to interpret the marine resources found in the destination. Factors influenced tourist satisfaction on tour guides interpretation services included tour guide local knowledge, tour guide interpretation skills, tour guide attitude and tour guide communication skills while challenges impeded tour guide services were absence of training institutions, bad weather difficult customers, language barrier and shortage of marine guiding equipment. Key words: tour guides competences, interpretations, Marine resources, tourist satisfactions.

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LIST OF ABBREVIATIONS / ACRONYMS

(ILC)	International Labour Conference
EFTGA	European Federation of Tour Guides Associations
ESPJ	Education and Skills for Productive Jobs
GDP	Gross Domestic Products
IATM	International Association of Tour Managers
ISTEP	Improvements for Skills Training for Employment
NGO	Non-Government Organisations
PAD	Professional Aquatic Divers
SERVQUAL	Service Quality
SPSS	Statistical Package for Social Sciences
TVT	Technical and Vocational Training
URT	United Republic of Tanzania
WTO	World Tourism Organization
WTTC	World Travel and Tourism Corporations
WWF	World Wildlife Funds

CHAPTER ONE

INTRODUCTION

1.1 Background to the Problem

Travel and Tourism industry has become the tremendous largest contributor to the world economy worldwide as it generates prosperity and improves livelihood for many communities across the global (WTTC, 2017). This sector contributes about 10.4% globe domestic gross product (GDP) which is estimated to be US\$8.3 trillions globally. Similarly creates about 313 millions employments that are projected to be one in ten around the world, moreover tourism accounted for 6.5 % of total exports, which was US\$1.5 trillions (WTTC, 2017). There are having been further projections of the significance growth of 11.6% GDP and employment generations of 11.6% by the year 2028 worldwide (WTTC, 2017).

In the Sub-Saharan countries, tourism has become the backbone of many developing countries and major contributor of foreign exchange, employment opportunities, and improvement of communities livelihood. By the year 2020 is expected significant growth of about 3.8 millions direct and indirect jobs and projected more growth of 7.3% by the year 2027 (WTTC, 2017).

Tanzania's Tourism industry persists to grow year by year after the dismal performance that followed the global financial crisis in 2009. The number of tourist arrivals increased by 24.1% from 867,994 recorded in 2011 to 1,077,058 in 2012. The arrivals increased by 4% from 1, 095,884 in 2013 to 1,140,156 in 2014. Tourism

earnings increased by 26% to USD 1,712.7 millions in 2012. In addition, the industry had already employed over 500,000 people in 2014 (URT, 2014).

It has become the leading economic sector and has surpassed agriculture and mining sectors. Currently it contributes to about 17.5% of the GDP to the economy and it is the most rapid growing sector and one of the key sectors in generation of foreign exchange (WTTC 2017). The International Visitors' Exit Survey showed that Tanzania's tourism earnings have increased from USD 1,902.0 millions in 2015 to USD 2,131.6 millions in 2016 that is an increase of about 12.1%. The surge was mainly driven by an increase in the number of arrivals, from the 1,284,279 being 12.9% higher compared to 2015. Report shows that 59.9% of tourists who visit Tanzania come for leisure and holidays, which include marine, beach and safari tourism (WTTC, 2016).

Mafia Island has been attracting various tourists worldwide, due to its marine biodiversity, marine Park and has been regarded as one of richest marine biodiversity in the Indian Ocean (Benjamin and Bryceson, 2012). The marine resources found in this tourism destination are exceptional and can easily be accessible and seen during marine tours; moreover, Mafia Island is amongst the fewest places in the world where whale sharks (*Rhincodontypus*), which are solitary and migratory species, reside all year round.

The New York Times newspaper of January 27, 2012 documented the profound views and comments from tourists worldwide who visited the Island and indicated that many

tourists were attracted to the serene atmosphere of this destination, underwater marine resources, conservation Marine Park that offer some of magnificent diving and snorkelling sites (Spiegel, 2012). Among other marine resources that were attracting visitors included unspoiled white sand beaches, coral reefs, over 450 fish species, mangrove, dugongs, sea turtle hatching, diving and snorkelling sites, sun-banking and sailing and fishing activities. The presences of rich marine biodiversity have positioned Mafia Island to be an exotic destination and an alternative destination for marine tourism adventure ahead of Zanzibar Island which has become an overcrowded destination.

Furthermore, the Pole Pole website reviewing comments from visitors/ tourists to this destination indicated that most of tourists were attracted with marine resources and activities conducted. Although, the level of tourist satisfaction on tour guides interpretation services on marine resources remains undocumented. (http://www.polepole.com/userfiles/press/1/polepole_aboutmafia.pdf) .

The unpublished surveys conducted by both Mafia Land and Natural department of local Government and Marine Park conservation unit indicated that there has been a significant increased number of tourists in the last four years consecutively. The increased numbers were noted as follows, 2019, April: 5000 tourists visited, 2018: 4882 tourists visited and 2017: 4200 tourists visited. Tourists who specifically visited the marine reserve park conservation unit according to marine park office manager were as follows; 2018/2019 - 367 Tanzanians (domestic tourists), 5534 non Tanzanians (international tourists), 2017/2018- 252 Tanzanians (domestic tourists),

5160 non Tanzanians (international tourists) and 2016/2017- 233 Tanzanian (domestic tourists), 4584 non Tanzanian (international tourists).

Tourist satisfaction in tourism and travel industries plays a significant role and has been recognized as the most important factor influencing tourists to visit specific destinations making them more competitive while enhancing sustainability of tourism activities in such destinations worldwide. The fundamental role of tourism stakeholders had been to access both adequacy and effectiveness of tourism products in terms of facilities and other services that all together provide memorable destinations experiences for tourists. Tourist satisfaction is perceived as an important element for a superior advantage, distinctive image and market destination successfully as influences the choice of the destination, consumption of product and services, decision to return, maintaining long-term relationships and improve destination reputations (Kala, 2015).

Understanding tourist satisfactions is of utmost importance for the tourism industry, especially when considering its effect on the future economy (Petrice, 2003). Satisfied tourists tend to communicate their positive experiences to others (word of mouth) and they tend to buy the product repeatedly. Advancement of information technology and e- marketing has led to the stiff competitions in all destinations globally and has drawn attention to tourist satisfaction as the fundamental means for the destinations to remain competitive. Tourists' satisfaction with a destination is subjected to many aspects, such as their expectations before, during trip and the

interactions of tour guide services that interpret the significance of the attractions and the activities that they have come to see and so forth.

Most of researchers argued that tourist satisfaction could be the result of relationship between expectations about the destination based on their previous information and image of the destination, pre-travel expectations and their assessment of the outcome of their experiences post-travel at the visited destinations also was a psychological feeling generated both cognitively and emotional aspect of tourism activities as well as an accumulated evaluations of various components and features of the destination visited. Tourist satisfaction inform stakeholders how well the destination matches the tourists' needs and wants and thereby enabling the destination's strength, weakness and critical success factor to be identified from the tourist perspective as this might help them to improve quality of product and services that interest tourists and to increase the competitiveness of any given destination by formulation of sound operational strategies. In addition, tourist satisfaction was recognized as one of the key the consumer will make regarding to tourism services and forms major role in the survival and future of any tourism products and services. Satisfied tourists were believed to affect the long-term viability of the organisation through repeated purchase and positive word of mouth communications.

The study of Fuchs and Weimar (2003) indicated that tourist satisfaction was recognized as one of the most important sources of the destination competitive advantage. Tourists' satisfactions in the field of tourism played major role for the success of the tourist destinations worldwide and even in the growing destination

similar to Mafia Island. Cohen (1985), describes a tour guide as information giver, source of knowledge, mentor, surrogate parent, pathfinder, leaders, mediators, cultural brokers and entertainers. Among the vital role of the tour guide indicated in most studies was interpretation of the attraction attribute as these connect the tourist with the object that they have come to see and therefore promote satisfaction. As Mafia island popularity grows, tour guides interpretation skills become a subject of interest. Just as indicated by Moscardo (1998), interpretations can contribute to the quality of visitor's experiences. Marine resources found in this destination are unique and already capturing interest of tourists globally, however no studies that have been conducted to evaluate tourist satisfaction with the interpretation services provided by tour guides.

Philemon (2015) on his study indicated that the standard of tour guiding services in Tanzania have constantly been receiving criticisms from all tour operators due to poor product knowledge, lack of communication skills and poor attitude but this was in guiding services of wildlife, of which it was different context. The roles of tour guides to the tourism services were significant and have power to influence the visitor's memorable experiences and encourage the future purchasing decision. Knowing tourists satisfactions with interpretation by tour guides services is a subject that demands attention and cannot be ignored any further as tourism industry in Mafia Island continues to grow significantly justifying the need for this study.

1.2 Statement of the Problem

The national development vision of 2025 has set a benchmark for increasing number of tourist arrivals from the current 1.2 million to 2million by the year 2020

something that demands the presence of well-trained professional personnel who would provide high quality services that will enhance tourist satisfaction. Despite some great efforts vested by the government in marketing and promoting various tourism destinations as well as diversification of tourism from wildlife to marine tourism as stipulated by the Tanzania Coastal Management Partnership (2001), minimal efforts have been undertaken by the central government and the ministry of tourism and natural resources in improving professional competences and the quality of marine interpretation services offered by tour guides in the Mafia Island.

It is worth noting that tour guides are the front-line players who welcome and interact with tourists on behalf of other tourism stakeholders at a destination and that their services are directly consumed by tourists, therefore, their performances should be outstanding so as to enhance memorable tourist experiences and create positive image about the destination and customer satisfaction at large (Kuo *et al.* 2016). However, the guiding services are normally experiencing numerous problems something that lead to compromising the standards of tour guiding services. Such challenges include poor knowledge, lack of communication skills and poor attitude causing tourists' dissatisfactions (Philemon 2015). There have been some initiatives undertaken by tourism private sectors (hotels and tour organisations) in setting training centres that would address professional competences' inadequacy so as to improve the quality of marine interpretation services; however such initiatives have been benefiting only tour guides with work contracts while the majority are left behind. The consequences of the above challenges have subsequently resulted into tourist dissatisfaction over time. Just like wildlife tour guiding services, marine

guiding services also require someone with competences and skills and deeper knowledge of marine species, their locations, organisation and executing of marine activities as well as their interpretations to enhance great experience to the tourists which would result to satisfaction. This situation disturbs creation of employment opportunities among local guides and destination to remain competitive (Fuchs and Weimar 2003).

Other scholars like Nguyen (2015) carried out the study on the impacts of tour guide performance on foreign tourist satisfaction and destination loyalty in Vietnam. The results indicated that tour guide performance plays an important role on foreign tourists' satisfaction and tourists' destination loyalty in a package tour. While Mak *et al.*, (2011) had similar result on the study about critical issues affecting the service quality and professionalism of the tour guides in Hong Kong and Macau.

Therefore, this study was conducted to assess the tourist satisfaction by tour guides' interpretation services in the Mafia Island whereby the findings would contribute to the improvement of tour guides' performance as their professional competences, guiding services and enable the tour guide operators and hotel managers to develop mechanism for customers' satisfaction.

1.3 Objectives of the Study

1.3.1 General Objective of the Study

The main aim of this study was to assess tourist satisfaction by tour guides' interpretation services of marine resources in Mafia Island

1.3.2 Specific Objectives

- i. To examine tour guides' professional competencies on interpretations of tourism marine resources in Mafia Island
- ii. To assess factors which influence tourists' satisfaction on tour guides' interpretation of tourism marine resources in Mafia Island
- iii. To identify challenges that impede tour guides' interpretation of tourism marine resources.

1.3.3 Research Questions

- i. What are the tour guides' professional competencies on interpretations of tourism marine resources in Mafia Island?
- ii. What are the factors that influence tourists' satisfaction on tour guides' interpretation of tourism marine resources in Mafia Island?
- iii. What are the challenges that impede tour guides' interpretation of tourism marine resources?

1.4 Significance of the Study

The study intended to benefit policy makers such as Ministry of Natural Resources and Tourism in devising policies, laws, rules and regulation for marine biodiversity protection and its sustainability also infrastructures accessibility improvements through investing in water transportation to Mafia Island. To develop national standards specification/guidelines for marine tour guide professional competencies required in this field. The tour operators/hotels organization would be provided with vital and proven details on the kind of marine interpretation services that tourists would like to receive so that their expectations are met.

Also, the study findings provides useful information for both local/foreigner investors who wishes to invest on hotel business in the Island, the Tourism Collages, NACTE and TCU in devising the curricular and produce marine tour guides graduates with adequate skills/competenceø required to interpret marine biodiversity and organize well underwater safari trips to enhance tourist satisfaction, tour guide course should be offered at an affordable fees to enable local community to access certified courses in Mafia Island.

Moreover, the study provides genuine information that help to develop, protect marine resources and call for attention of government authorities to develop coastal tourism as a new alternative to wildlife tourism.

Lastly, the study serves as a reference tool for other researchers who wish to undertake researches on the same field.

1.5 Limitation of the study

A limitation of study is an aspect of the study that the researcher knows that it may adversely affect the results or generalizability of the results of the study, but over which the researcher has no direct control over (Orodho, 2008). During the course of this study the researcher encountered the following impediments: hotel managers and owners were less cooperative in allowing hotel guests to take part in responding to questionnaires and interviews through which they would evaluate the performances of their tour guides. Mafia Island lacked tour guides professional association, which could provide the concrete numbers for tour guides who provide guiding services.

The accessibility remained a barrier to most of researchers, islanders, the chartered flights were very expensive, and local boats were unsafe and unreliable.

1.6 Delimitation of the Study

A researcher to collect comments from the tourists (<http://www.tripadvisor.com>) via Trip Advisory Popularity Index.

The researcher used the information obtained from hotel managers who were ready to contribute after clearly understanding that the main aim of that information was purely for academic purposes.

The researcher took part on snorkelling trips and other marine tours to gather quality information of this study.

The researcher-sought permission from Mafia island Airport Authorities in order to access information from tourists on their departure lounge.

The researcher collected tourist/tour guides opinions randomly on the streets during tours around the city

1.7 Organisation of the study

This dissertation is organized in five chapters. Chapter one introduces the study by giving background to the research problem, statement of the research problem, research objectives and research questions, and then followed by the significance of the study and limitation of the study. Moreover it presents the literature review related to the study presented in chapter two by providing the conceptualization of

the key terms, theoretical framework, empirical review, conceptual framework and research gap. Chapter three presents the research methodology adopted in achieving the objective of this study. It includes the introduction, study area, research design, targeted population, sample size and frame, sampling techniques, data collection instruments, data analysis, interpretations and presentation, validity and reliability research instruments and finally ethical considerations. The chapter four contains the research findings results and discussions. Finally chapter five outlined the summary of findings, the conclusions of the study and study recommendations and recommendation for further research area.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents reviews of previous studies related to tourist satisfaction with tour guides interpretation of tourism marine resources. Specifically it presents definition of key terms, theoretical literature review and empirical literature review. It further presents conceptual framework and research gap.

2.2 Conceptualization definition of key terms

2.2.1 Tourism

Tourism involves activities in which persons are travelling to and staying away from places of their usual environment for not more than one year and not less than 24 hours for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (WTO 2001). Tourism can be conducted in different forms such as game viewing, bird watching, canoeing, walking safaris, camping and mountain climbing (WTO 2001).

Wall and Matheson (2006) defined tourism as the study of people away from their usual habitat. Tourism is based upon the economic and social processes and changes that are occurring in the environment of the societies where a tourist come from. Its development in destinations focuses on the use of natural and cultural resources, which generate impacts.

2.2.2 Tour guide

According to the international Association of Tour Managers (IATM, 1962) and the European Federation of Tour Guides Associations (EFTGA, 2014), A tour guide is a person who guides a group or individual visitors from abroad or from home country around monuments, sites and museum of a city or region; to interpret in an inspiring and entertaining manner, in the language of the visitors choice, cultural, natural heritage and environment (EFTGA, 2014).According to Lomine *et al*, (2007) Tour guide is an individual who shepherd tourists and provide them with information about the place they visit especially its natural resources and cultural resources.

According to National Occupational standard for the Canadian Tourism industry (2011), tour guide is an individual in the front-line position who leads participants (individual or groups) on tours, ensures that itineraries are followed, provides commentary in an informative and entertaining manner, and creates positive experiences for tour participants.

2.2.3 Tourist satisfaction

Tourist satisfaction has been a subject of interest to many researchers in tourism field and it has been viewed from different dimensions. The main goal of these studies was to develop instruments or measures of satisfaction with tourist product elements, thereafter making suggestions for the industry on what to focus on regarding product development. Wang (2016) defines satisfaction as consumers overall cognitive or affective response to product use and consumers judgment of whether a product/service provides a pleasurable level of consumption fulfilment.

The underlying dimension and psychological processes of satisfaction may differ because of degree of complexity of consumption experiences (Oliver, 1997). A trip to a tourist destination, especially an international destination is a complex experience. Tourist may be satisfied with some aspects and dissatisfied with other aspects of their trips. Tourist satisfaction at a destination level is therefore conceptually different from satisfaction at transactional level because a visitor's overall experience is a sum of numerous individual experiences that occur during the visitor's stay at the destination. These experiences may include interactions with a diverse range of natural and cultural destination attributes and are affected by the destination's attitude towards tourist and tourists' perception of service quality and pricing. Satisfaction with a destination is therefore described as 'cumulative satisfaction' and an abstract construct that describes customer's total consumption experiences with a product or services (Wang, 2016).

According to Sukiman *et al.* (2013), satisfaction is the degree to which a tourist assessment of attributes of a particular destination exceeds his expectations for those attributes. It is generally recognized after purchase of the tourism product and services in relation to like and dislikes of services/product after experiencing them. Moreover, Swan and Combs (1976) explained satisfaction as post-purchase attitude while Westbrook (1980) introduced the notion that customer's satisfaction involves cognitive and affective aspects in pre-purchase, purchase and post-purchase phase of buying goods/services and/ or receiving services. Kotler (1999) described customer satisfaction as the customer's perception that compares their purchase expectations with post-purchase perception. However, Oliver (1981) claimed that customer's

satisfaction is the evaluation a customer make to a certain exchange, which reflects the relation of the customer's expectations and their real perception to products and services they receive. Expectation is the short-term prediction. Customer satisfaction is a reflection of service quality and it comes when the two are equal or the later exceeds the former (Command & Taylor 1992). Customer's satisfaction is influenced by quality of product and services and emotions. Customer's satisfaction is the customer's evaluation of services after purchase as opposed to their expectations (Oliver, 1997; Zeithami and Bitner, 2000). On other hand Fornell et al. (1994) mentioned that customer satisfaction is the overall experience customer have when purchasing and consuming product and services. It is a cumulative perception and it will influence product quality, service quality and customer re-purchase decision. Customer satisfaction and service quality are directly related. Improving services quality yield to improving customer satisfaction.

There are number of factors that determine customer's satisfaction in the tourism industry as indicated in the cited studies including customer's expectations, previous experiences, perceptions, service quality, pre-travel, travel and post travel experiences, and so forth.

2.2.4 Interpretation

According to Jafari (2000) Interpretation is an activity that seeks to explain to people the significance of an object, a culture or a place. Rabotic (2009) defines Interpretation as a means of tourism management aimed at explaining visitors and tourists the importance of various natural and cultural attractions at a destination to

spur comprehension, positive impression, and admiration such as to raise consciousness on responsible behaviour in function of local heritages preservation.

Interpretation of Marine resources is the process of identifying marine resources and giving relevant information of these resources to the visitors of a particular destination. In addition, the process of interpretation involves making the recipient aware of the meanings and relationships between them and the natural environment to stimulate interest and passion of the visitors.

2.2.5 Tourism Marine Resources

Tourism Marine resources are materials and attributes found in the ocean that are considered to have value. That value can be intrinsic or monetary. They include a huge number of things including biological diversity, fish and seafood supplies, oil and gas, minerals, sand and gravel, renewable energy resources as well as tourism potential and unique ecosystems like coral reefs.

These resources can have great monetary value, and even when they do not, the uniqueness and opportunity for education and human enrichment cannot be quantified. The way we manage and use these resources is therefore of great importance.

2.2.6 Marine Resources and services available in Tanzania and Mafia

Tanzania is famous for the pleasant appearance of its coastal and marine environments, high marine biodiversity and rich marine and coastal resources. The coastal and marine environments include, among others, major estuaries, mangrove forests, coral reefs, sandy beaches, cliffs, sea grass beds and muddy tidal flats.

Sandy-muddy flats or rocky reef platforms are found in the intertidal zone, while the sub littoral zone consists of extensive sea grass beds and coral reefs. Rivers including Pangani, Wami, Ruvu, Rufiji, Matandu, Mbemkuru, Lukuledi and Ruvuma all flow to the Indian Ocean and influence the coastal environment through creation of productive salty water environments in estuaries, maintenance of deltas, tidal flats and shorelines also nourishment of mangroves and sea grass beds, (Francis and Bryceson, 2015).

These coastal ecosystems interact with each other and together sustain a marvellous diversity of marine life, which is an important source of nourishment for coastal communities. For instance, a wide range of important and valued species are found, including an estimated 150 species of coral in 13 families, 8,000 species of invertebrates, 1,000 species of fish, 5 species of marine turtles, and many seabirds, Francis and Bryceson (2015). The Mafia island have valuable resources of water, fisheries, estuaries, mangroves, coral reefs, sea grass beds, and recreational coastal areas in the mainland offer significant unexploited potential for tourism development, (Coastal Profile for Tanzania Mainland, 2014).

2.3 Theoretical literature Review

2.3.1 The Grönroos service quality model

According to the Grönroos service quality model (1997), the quality of the service as perceived by the customers is a result of a comparison between expectations of the customers and their real-life experiences. If the experiences exceed the expectation, the perceived quality is positive and vice versa.

Grönroos (1997) developed the service quality model in order to understand how customers perceive and assess service quality, and to find out in what way service quality can be influenced. The Grönroos's model is based on an assumption that perceived service quality is the outcome of the consumer's comparison between his/her expectations and perception (the outcome of the evaluation process). Apart from that, this model also studies that the overall evaluation and perception of service quality is on three dimensions: technical quality, functional quality and image. The image dimension answers two questions: what a customer gets from the company service and how a customer gets this service. Therefore, Grönroos's model tries to study what customers in a service setting are looking for and how they evaluate it. As a result, the service provider will be able to control, affect and manage the customer's evaluation in the desired direction (Grönroos, 1997).

According to Grönroos (1997) when several organizations can provide a similar technical quality, managing the interaction processes becomes imperative from quality perception perspectives. Managers must understand that specific resource, skills and processes that make up technical quality. As conceptualized by them, technical quality depends on good equipment and good information system, aesthetically pleasant physical facilities and technical competent service personnel. Functional quality, on the other hand, depends on the interpersonal skills and caring mindset of service staff and a customer-oriented culture in the service organizations.

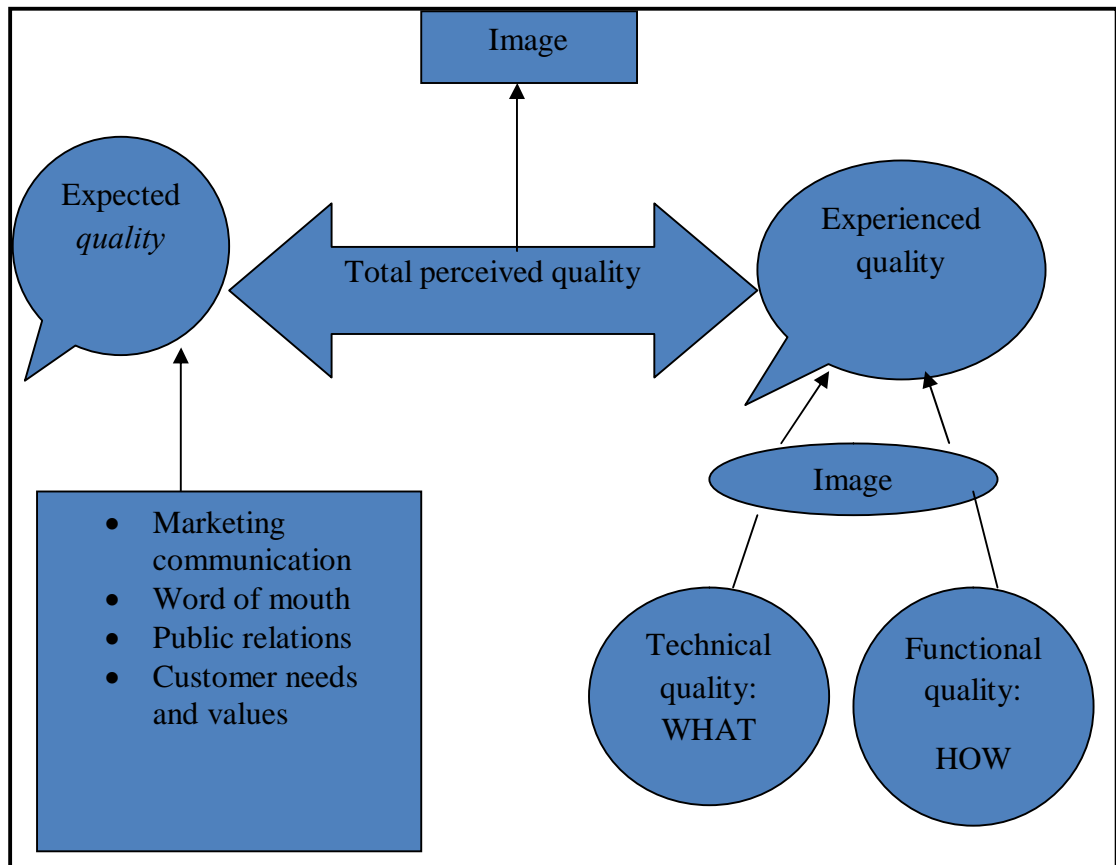


Figure 2.1: Gronroos (1997) Service Quality Model

Source: Grönroos(1997)

Figure 2.1 describes that, the expected quality is a function of factors, namely, marketing communication, word of mouth, company/local image, price, customer needs and values. Image as used in this context refers to the customers' mental setting about the hotel and expected services. Marketing communication includes advertising, direct mail, sales promotion, websites, internet communication and sales campaigns. These are directly under the control of the company unlike the image and word of mouth factors, which are indirectly controlled by the company. Image of the company plays a central role in customer perception of service quality. Thus, it is imperative for the image to be properly managed. External impact on these factors

could possibly occur, but they are a function of the previous performance of the firm, supported by advertising for instance. Lastly, the needs of the customers as well as the values that determine the choice of customers also affect their expectations. Thus, the level of total perceived quality is not simply determined by the level of technical and functional quality dimensions, but rather by the gap between the expected and experienced quality.

According to the SERVQUAL model, good service can be measured by identifying the gaps between customers' expectations of the service to be rendered and their perceptions of the actual performance of service, that gap in this study was filled by collecting the empirical evidences about the hotel services from their guests and hotel staffs also the identified challenges facing them during service delivery. It is logical that customers to any service come with expectations. An ability to meet and exceed customer expectations may assure a firm of a repeat business and its growth. A good service is achieved when the experienced quality meets customers' expectations.

Grönroos service quality model has been applied in several studies. For example, it has been used in assessing the determinants of service quality as well as satisfiers and dissatisfies whereby the predominantly satisfying determinants would be attentiveness, responsiveness, care and friendliness while dissatisfies would be integrity, reliability, responsiveness, availability and functionality (Johston, 1995). The model is related to this study because tourist satisfaction depend on the relationship between the quality services they expected to receive and what their

perception on what they have received. Therefore the model will be relevant in assessing the quality of interpretation services provided by tour guides on marine resources to identify if they are meeting customers' expectations.

2.3.2 Equity Theory of Motivation

According to Adams (1963), The Equity Theory of Motivation deals with the way people compare the value of themselves to others in similar work situations based on their inputs and outputs. Inputs are what you bring to the situation, like your skills, time and education. Outputs are everything you get in return, like your salary, bonuses, raises and promotions. The theory assumes that people's motivation in an organization is based on the desire to be treated equally and fairly. When the output/input ratio is viewed as equivalent then equity is perceived as attained, there is not much motivation to change the situation.

When inputs are less like the amount of work or time spent in working but the output of pay is higher there is a perceived inequity in the situation. Inequities occur when the output/input ratio is not equivalent to the comparison person. Inequities motivate the employee to try to achieve equality. When an employee feels, there is inequality they can do many things to reduce their inequity. They can increase or decrease their inputs or outputs, leave, distort their own or the others input or outcomes, or just change the comparison person.

Equity theory is anchored on the following three assumptions, the first assumption state that "employees expect a fair return for what they contribute to their jobs, a concept referred to as the "equity norm". The Second assumption claims that

employees determine what their equitable return should be after comparing their inputs and outcomes with those of their coworkers. This concept is referred to as "social comparison" and the third assumption states that "employees who perceive themselves as being in an inequitable situation will seek to reduce the inequity either by distorting inputs and/or outcomes in their own minds ("cognitive distortion"), by directly altering inputs and/or outputs, or by leaving the organization." (Carrell and Dittrich, 1978).

Scholars have questioned the simplicity of the model, arguing that a number of demographic and psychological variables affect people's perceptions of fairness and interactions with others. Furthermore, much of the research supporting the basic propositions of equity theory has been conducted in laboratory settings, and thus has questionable applicability to real-world situations (Huseman, Hatfield and Miles, 1987). Critics have also argued that people might perceive equity/inequity not only in terms of the specific inputs and in terms of outcomes of a relationship, but also in terms of the overarching system that determines those inputs and outputs. Thus, in a business setting, one might feel that his or her compensation is equitable to other employees', but one might view the entire compensation system as unfair (Carrell and Dittrich, 1978).

2.3.3 Herzberg's Motivation-Hygiene Theory

Herzberg's Motivation-Hygiene Theory (Frederick Herzberg, *Work and the Nature of Man* (Crosby Lockwood Staples, 1974) states two different facets of motivation, the first being "hygiene" factors or job context. The second factor is "satisfiers" or job

content, i.e. the intrinsic qualities of the job. Hygiene factors include: Company policies, Working conditions, Salary Status, Security and Satisfiers which include: Achievement The work itself, Responsibility, Recognition , Advancement, Personal growth Herzberg argues that hygiene factors can act only as "dissatisfies" like if they are not fulfilled, they will dissatisfy. However, the elimination of dissatisfaction is not enough to motivate: only the "satisfiers" can motivate. Therefore, not only must dissatisfaction be prevented, but employees must also be allowed to realize their personal needs and aspirations. The theory is relevant to this study because as the tour guides will be motivated, their performance in provision of quality services to the tourists will be improved.

In achieving the objectives of this study, the Herzberg's Motivation-Hygiene Theory and Grönroos (1997) service Quality model was applied in this study because of relevance it's to the study as it shows different ways which will be used to motivate tour guides in order to improve their interpretation skill and knowledge on marine resource. Moreover, with Grönroos Service Quality model was used in assessing the quality of interpretation services provided by tour guides on marine resources to identify if they are meeting customers' expectations.

Subsequently, selected model and theory was applied as base for forming relevant questionnaires and interview questions used in data collection process, also to confirm the results of the findings of the study.

2.4 Empirical Review

2.4.1 Tour guide's professional competencies

Communication and commentary skills are important skills which tour guides are supposed to have to offer interpretation services effectively in order to enrich tourists' experience, Reisinger and Steiner (2006). Improving tour guides' professional skills and work performance as well as tour guide certification systems have been practiced in many countries, It is also important to develop professional tour guides who will be specialized in this area as proposed by Black and Ham (2005) and both Black and Weiler, (2005).

Capacity building for tour guiding education and training are important for destinations and for maintaining competitive advantage, White and Williams (2000). Pond (1993) observes that training, evaluation and regulation of tour guides produces great rewards not only for travellers and guides but also for sites, cities and whole societies as well. Furthermore, Weiler and Ham (2002) recommend that for training to meet the needs of a country or region and contribute to sustainable development, the impetus for training must originate in the host country.

According to Curtin (2010) Tour guides' professional competencies are a mixed-up concept with various sorts of tourism related knowledge, skills and attitude. From acquisition of certificates to cultivation of professional competencies, tour guides must experience long-term learning and training. Such kind of specialty of tourism may result in and influence tour guides' better and more efficient job performance and outcomes, Chowdhary and Prakash (2008).

2.4.2 Factors which influencing tourists' satisfaction on tour guides

Tour guides are important frontline employees in the tourism industry who plays multiple roles in enhancing tourist experiences. Many researchers, including Huang (2010) and Wang et al.(2000)have linked the performances of tour guides and customer satisfaction. Ap and Wong (2001), Cohen (1985), Holloway (1981), Pond (1993), Prakash et al, (2011) also Zhang and Chow(2004) stress on the profound contribution made by tour guides in enhancing tourists' overall experience and impression of destinations. Ap and Wong (2001) stated in their study that "tour guides can create or break a tour as they are capable of transforming a tour into a memorable experience."

Tour guides play a dynamic role in bringing satisfaction to tourists visiting a country or region/state. The opportunity of direct interaction with the tourists makes them more responsible for projecting the correct image of the country/region, giving factually correct information about the destination, ensuring the safety and well-being of the tourists as well as pleasant and satisfying stay for them during their visits (Goi, 2005).

The relationships between tour guides performance and its consequences for tourist satisfaction and behavioral intention have been examined by tourism researchers Geva and Goldman (1991) also Mossberg (1995). Prior research on tour guide performance has been conducted in different destinations and regulatory environments and generally confirmed tour guide performance as one important antecedent to tourist satisfaction (e.g. Huang 2010; Wang, Hsieh, and Huan 2000).

A plethora of studies have provided empirical evidences on the importance of interpretations in tourism and some have examined the relations between guide performances and tourist satisfactions (Ballantyne and Uzzell 1999; Ham and Weiler 2007; Huang, Hsu, and Chan 2010; Mossberg 1995).

2.4.3 Challenges impeding tour guides interpretation service quality

Several emotional, cognitive and environment factors account for the challenges impeding tour guides as they are providing interpretation services to tourists. Such challenges normally affect tourists experience and subsequently perceptions of the experience. Pearce's study highlights the strains inherent in training as a challenge for tour guide in delivering quality services, (Pearce, 1984). According to Dzigai *et al.* (2012), lack of job security, low remuneration, a limited and expensive training curricular and low career development opportunities, are challenges which facing tour guides in Zimbabwe.

Kabii (2017) indicated that, tour guides in Kenya faced challenges such as lack of standardized formal training and certification which causes inconsistency in service provision and most of tour guides are unable to obtain formal training. Tour guides encounter challenges both from within and from their operating context. Guides may have personal limitations of skills and competences. Externally, they must also subscribe to rules and regulations of their areas of operations, their employers and their clients, (Dahles, 2002; Dritsas, 2006). The challenges faced by tour guides in India have been grouped in at least five broad categories including general tourism environment, tour guides working conditions, their relationships with local

authorities, and their relationship with trade intermediaries and problems in handling tourists/ customers, Chowdhary and Prakash (2010).

2.5 Conceptual frame work

Smyth (2004) explains conceptual frame as the structured set of broad ideas and theories that help researchers to properly identify the problem they are looking for, and frame their questions and find suitable literature. It helps the researcher to clarify the research questions and objectives. Therefore, the conceptual framework has been devised to illustrate the relationship between the variables of this study.

Figure 2.1 presents the concept of tourists' satisfaction on the interpretation services provided by tour guides in Mafia Island. In the Figure 2.1, Independent variable is Tour guides professional competences on interpretation of marine resources, which encompasses tour guides' communication skills, interpretation skills, good attitude and local knowledge influencing tourist satisfaction. Tourism marine resources and marine activities conducted in Mafia Island are the intervening variables. Tourism activities conducted in Mafia Island include scuba diving, snorkelling, whale and dolphin safari Marine Park whose interpretation by the tour guides would determine the level of tourist satisfaction. The outcomes of met tourist expectations are dependent variables, which depend on both independent and intervening variables mentioned. The outcomes of meeting the tourist expectations include enhancing tourist satisfaction, having reliable customers, positive feedback and free promotion of a destination through word of mouth.

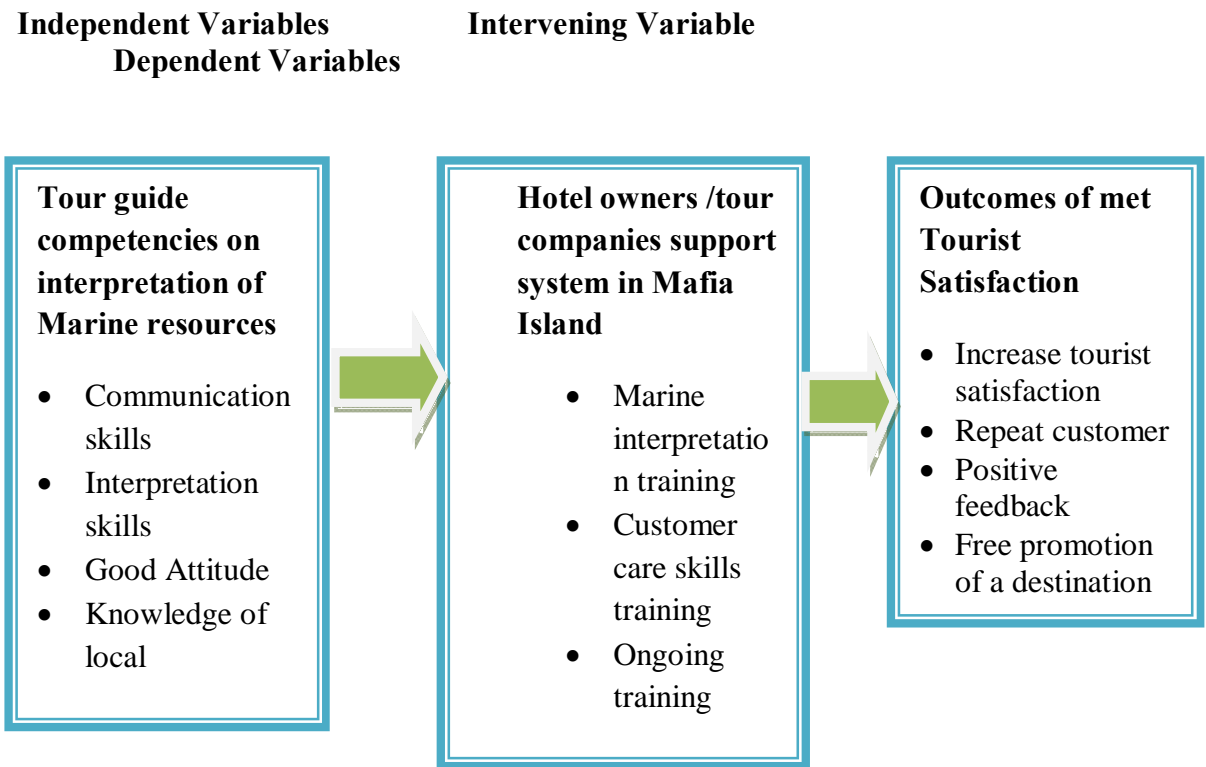


Figure 2.2: Conceptual framework to show tourists satisfaction by tour guides interpretation services in Mafia Island

Source: Developed from Literature Review (2019)

The above conceptual framework showed the relationship between the independent, intervening and dependent variables in reflecting the assumption factors relating to this problem. The tour guides professional skills of interpretation on marine resources have an impact on tourist satisfaction in the Mafia Island.

2.5.1 Independent Variable

This refers to the variable that influences a dependent variable. In relation to this study, tour guide competence and performance on interpretation of Marine resources is the independent variable the performance of the tour guides affected the dependent variable (tourist satisfaction) by 81.1%. The variables, which highly influenced the

dependent variable (tourist satisfaction), were noted as communication skills that had a significance of $.5 < 0.000$, tour guide interpretation skills of the marine resources which had a significance of $.5 < 0.010$ and local knowledge that had significance of $.5 < 0.021$ and lastly tour guide attitude which had a significance of $.5 < 0.003$.

2.5.2 Intervening variables

These explain the relationship between independent and dependent variables. They are mediating variables. Support system of hotel owners/tour operator in Mafia Island is an intervening variable between the independent variable and dependant variable. Support system of hotel owners/tour operator support tour guide professional training on marine resources guiding in order to enhances performances tour guides. Skilled marine tour guides interpret well marine resources which enhances tourist experiences and satisfaction.

2.5.3 Dependent variables

The dependent variables are presumed effects or outcome results. These are the variables normally affected and influenced by the independent variables, in the study the tourist satisfaction is the dependent variable, as it would be influenced by the independent variable, which is tour guides professional competence to interpret the intervening variable tourism marine resources found in this destination. The independent variables such as communication skills (with a significance of $.5 < 0.000$), tour guide interpretation skills (having a significance of $.5 < 0.010$), and tour guide attitude (with a significance of $.5 < 0.003$) and tour guide local knowledge (having a significance of $.5 < 0.021$) had positive relationship with the dependent

variable implying that the tourists were satisfied by the interpretation services. Other variables were greater than 0.05 which including tour guide punctuality attained with a significance $p > 0.990$ and tour guide appearances having a significance of $p > 0.248$. These two variables indicated a negative relationship with the dependent variable thus minimally affected tourist satisfaction.

2.6 Research Gap

Many studies on tourist satisfaction without guide interpretation services have been conducted worldwide. Leguma (2013) conducted the study on visitors' satisfaction with guided package tours in the northern tourist circuit of Tanzania. The findings discovered that every components of the guided package tour are extremely important and they are very satisfied with the performance of the tour providers. Attractions, tour guides and transportation are very important and very satisfying components of the guided package tour in the northern tourist circuit. Nguyen (2015) carried out the study on the impacts of tour guide performance on foreign tourist satisfaction and destination loyalty in Vietnam. The results of this study indicated that tour guide performance plays an important role on foreign tourists' satisfaction and tourists' destination loyalty in a package tour. Tour guide performance encompasses five dimensions appearance, professional competence skill, solving problems skill, organizational skill, and entertainment skill. Tour guide performance is not only positively and significantly connected to the satisfaction of tourists, but also one of the factors that shape the destination loyalty of customers. Banyai (2012) conducted study on visitors' satisfaction at Parks Canada sites, the findings of this study discovered that visitors' levels of satisfaction with the activities provided at

both sites were on average satisfied especially with the recreational, family and the learning activities provided. Therefore, issues concerning tourists' satisfaction on the tour guide interpretation services of marine resources have minimally been addressed in the fore mentioned studies. Thus, this study was conducted to fill this research gap on tourists' satisfaction on the tour guide interpretation services of marine resources context in Mafia Island.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The chapter presents the methodologies deployed in executing this study. The chapter gives detailed explanations on the study area, research design, target population and sampling procedures. Moreover, data collection methods and data analysis, presentation and interpretation procedures, validity and reliability of the research instruments and research ethics are presented as well.

3.2 The Study Area

The Island is located at Latitude $-7^{\circ} 50' 59.99''$ S, Longitude $39^{\circ} 46' 59.99''$ E in Tanzania mainland. Mafia Island and its chain of small islets lie approximately 120 km south of Dar es Salaam and 20 km offshore from the eastern extent of the Rufiji, one of the largest delta systems in Africa. To the east of Mafia Island is the Indian Ocean. Mafia is one of the six districts of the Pwani Region. The island can be reached from Dar es Salaam, Zanzibar, Selous game reserve and Arusha by flights. The flight takes only 45 minutes from Dar es Salaam and 1 hour from Zanzibar or the Selous.

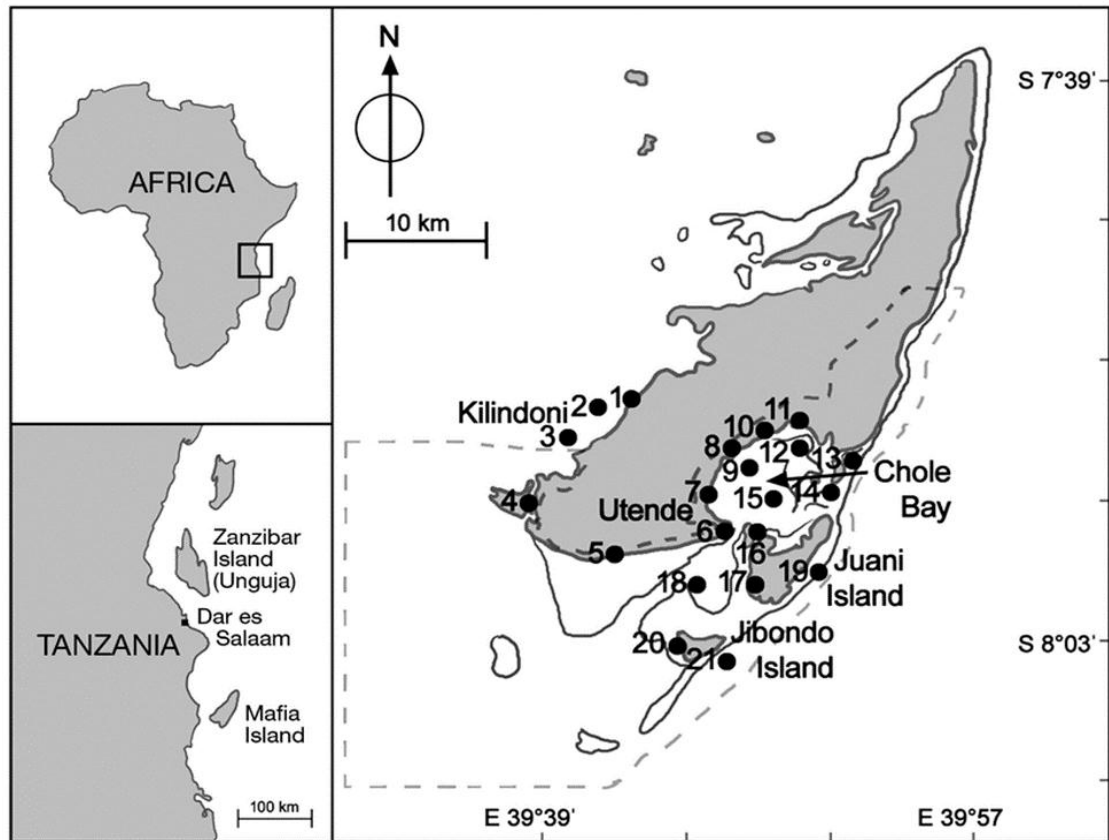


Figure 3.1: Mafia Island Map Indicating the Research Study Area

Source Google Map, 2019

The selected locations were Utende and Kilindoni coastal areas as these were the areas having many ongoing tourism activities as well as well-established hotels therefore ideal for achieving the objectives of the study.

The Mafia Island was selected to achieve the objectives of this study due to the presence of abundant peculiar marine biodiversity/marine resources and Marine Park. The area hosts an outstanding mosaic of tropical marine habitats including coral reefs, sea grass beds, mangroves and inter-tidal flats. In addition, a remnant block of threatened lowland coastal forest survives along the eastern seaboard of the island, roughly half of it within the marine park boundary. Two species of sea turtle

use Mafia's beaches as nesting grounds and the area has been recognized internationally as a critical site for biodiversity. Several sites of historic ruins lie within the marine park area, some dating back to the 13th Century.

The Tanzania census of 2002, indicated that population of the Mafia District was 40,801 and the core economical activities were fishing, subsistence agriculture and tourism activities. The Island tourism industry is growing fast and attracts marine adventurous such as scuba divers, game anglers and people wanting relaxation.

3.3 Research design

Research design is a plan and structure of an investigation that is visualized by the researcher, to obtain answers to the research questions (Cooper and Schindler, 2003). In addition, research design is regarded as an arrangement of condition for collection and analysis of data in a manner that aims at combining relevance with the research purpose (Orodho, 2003).

The objective of this research was to assess the tourist satisfaction with tour guide interpretation services of marine resources in the Mafia Island particularly Utende and Kilindoni coastal municipalities where tourism activities were conducted. The study followed a cross-sectional research design because as it was faster and allowed a large number of samples at minimum costs and efforts. In addition, a researcher could easily obtain opinions from the key identified participants of the study, which were tourists, tour guides, tour operators and hotel managers/owners.

3.4 Target Population

Population can be defined as all items in any field of inquiry constituent (Kothari, 2004). The study targeted key participants from the populations that would have provided useful information for the study; this included local and international tourists, local and international tour guides, hotel managers/owners, local municipal administrators, marine park wardens and tourism information officers.

3.5 Sample Size

Sample size refers to the number of items selected from the population to constitute a sample (Kothari, 2009). Gay and Diehl (1992) suggested that for descriptive and case study research sample should be 10% of population. However, if population is small the 20% may be required. The researcher adapted the formula used by Gray and Diehl (1992). According to Peacock *et al.* (2000), sample size has been explained as the number of observations in a sample and provided a simple formula for its calculation as seen below;

$$\text{No} = \frac{P}{1 + P(E^2)}$$

Where;

No= sample size

P = target population

E = accuracy of the sample proportions which is 5% (0.05)

Then,

$$\text{No} = 670 / 1 + 670(0.05^2) = 250$$

Therefore, this study selected 250 respondents from local and international tourists, tour guides, tour operator and hotel managers/owners as indicated in table 3.1 below;

Table 3.1: Sampling Frame

S/n	Category of respondents	Sample size
1	Local and international tourists	200
2	Tour guides	30
3	Tour operator/ Hotel managers/owners	20
	Total	250

Source: Field Survey, 2019

3.6 Sampling Techniques

Sampling procedure is the systematic procedure of selecting the manageable sample size that will be investigated to answer the research questions (Cooper and Schindler, 2003). In this study two sampling techniques were used which were purposive and convenient sampling techniques to achieve the objective of the study.

3.6.1 Simple Random Sampling Technique

The simple randomly sampling is probability sampling which was used in selecting respondents from the tour companies and hotels whereby thirty (30) tour guides and (20) tour operators/hotels was selected. A simple random selection method was used because it provided an equal chance for all tour guides and tour operators/hotels to be included in the sample (Robson, 2011; Vaske, 2008; Kothari, 2004).

3.6.2 Purposive Sampling Techniques

Gibson and Brown (2009) states that, purposive sampling describes the process of selecting research participants because of their relevance to the research. The aim was to select research participants who possessed detailed information and opinions about tourist satisfaction on tour guides interpretation tourism marine resources in Mafia Island. This technique was used to select cases that enabled the researcher to achieve the objective of the study. The researcher selected individuals that are knowledgeable or experienced with a phenomenon of interest. The researcher selected two hundred (200) local and international tourists who were undertaking marine activities, thirty (30) experienced tour guides who provided guiding services to tourists, ten (10) tour operators and ten (10) hotel managers/ owners. Furthermore, the selected categories of participants had sufficient experiences, resourceful information which helped achievement of the objectives of the study.

3.6.3 Convenient Sampling Techniques

This technique was used to simplify the collection of information from the participants who were easily accessible and in close proximity to the researcher. The researcher approached the tourists, who were willing to take part in the study, just from the airport lounges, beaches, hotel lobbies, in the marine parks and walking on street. The total two hundred (200) samples from both local and international tourists were collected by using this technique.

3.7 Sources of Data

3.7.1 Primary Data

According to Kothari (2009), Primary data are information collected afresh and for

the first time and thus happen to be original in character. In this study, the researcher collected primary data through questionnaires, key informants interview, and direct observation.

3.7.2 Secondary Data

According to Kothari (2009), secondary data is defined as the data available in the document or literature. Secondary data obtained from documents such as books, papers, journals, unpublished literature and internet was used in this study. The documentary review provided secondary data and context for the study's findings, the data were used because they helped the researcher to study previous researches and explore their relationship with this study.

3.8 Data Collection Instruments

Data collection instrument refers to a systematic, focused and orderly way of collecting data for solving research problems (Ghauri, 2002). In order to collect data relevant and required for this study, data collection methods including questionnaires, interviews, documentary literature review and observations were used.

3.8.1 Questionnaires

Rule and John (2011) defined questionnaire as a printed set of field questions to which participants respond on their own (self-administered) or on the presence of the researcher. Questionnaires were used to collect information from local and international tourists. The researcher administered two types of questionnaires by convincing respondents to complete filling them on time and targeted the time when

tourists were free from tour activities and at the airport departure lounge before boarding their flights. On the other hand, tour guides were requested to complete the questionnaire after working and busy hours. Tourists' questionnaires were designed to evaluate levels of satisfaction with tour guides' interpretation services in Mafia, the attributes included were communication skills, interpretation skills, and attitudes of tour guides, punctuality of the tour guides, good personal appearances (smartness) and knowledge on local environment.

The questionnaires were designed with a scale that ranges from one (1) to five (5) to evaluate the level of tourist satisfaction of service provided by tour guides. One (1) meant the lowest level of satisfaction with the services provided while five (5) indicated the highest level of satisfaction with tour guide services.

Questionnaires for tour guides were designed to assess their knowledge on marine resources found in Mafia Island, challenges encountered on provision of guiding services, how challenges could be mitigated and motivation for choosing guiding career.

3.8.2 Interviews

The interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses (Kothari, 2004). According to Magigi (2015), an interview is a conversation between two or more people where questions are asked by the interviewer to elicit facts from an interviewee. The researcher used structured interviews method to achieve the objective of study. In this study structured interviews were conducted to collect information from ten (10) tour

operators and ten (10) hotel managers/ owners purposefully selected as they had detailed information about that would partly help in examining tourist satisfaction with tour guides interpretation services on marine resources in Mafia Island.

3.8.3 Observation

According to Kothari (2004) observation is a method of collecting information by way of own speculations without interviewing the respondents. This was a participatory observation; whereby the researcher was involved into snorkelling trips organised by Kinasi lodge. The researcher observed the performance of tour guides closely, from the point of briefing about the snorkelling trip that was ahead and how tourists were handled and provided with essential snorkelling equipment.

The observation checklist was used to record the performance of tour guides basing upon the criterion set which were communication skills, interpretation ability, customer care skills, local knowledge, punctuality, appearance and attitude. The findings indicated that, the tour guides had excellent communication skills, were able to interpret every species encountered, the customer's marine species of interest were well noted by tour guides and ensure that they were taken to appropriate snorkelling sites.

It was noted that, tour guides had adequate knowledge of the snorkelling sites, which made tourists to enjoy their trips. Tour guides were punctual; keeping time on the trips according to tourist is desired. Also it was noted that they had good attitude and were smart towards providing quality services to the tourist. On the actual exercise of the snorkelling activities, the role of tour guides as pathfinders, mentors and

entertainers were demonstrated as indicated in the study of Cohen (1985) and Dekadt (1979), as they were swimming alongside and leading tourists to the marine sites and pointed species, which were encountered. Upon the completion of the trips, the researcher made conversations with few tourists without their knowledge that had been observed in the same trips and obtained positive comments on the performances of the tour guides.

Furthermore, through observations of tourists' facial expressions and interaction with tour guides during the trips indicated the performances of tour guides enhanced tourist experiences and enjoyed their trips. The findings indicated that the tour guides had professional competencies to interpret marine resources in Mafia Island which enhanced the enjoyment of the tourists. These concur with the findings of Ap and Wong (2001) and Weiler and Ham (2000) which indicated the interpretation skills of tour guides enhances the quality of tourist experiences.

3.8.4 Documentary Literature Review

Information from literature was used to supplement information collected through interview, questionnaires and observation as primary sources for data collection. The researcher employed documentary sources of data to have a thorough understanding of the past, present and predict the future trends of the tourist satisfaction on tour guides interpretation tourism marine resources. These data were collected from various sources like scholarly journals, thesis, books, documents and reports from Ministry of Natural Resources and Tourism.

3.9 Data analysis, interpretation and presentation

Data analysis implies organizing, providing structure and eliciting meaning. According to Rwegoshora (2006), data analysis involves the ordering of data into constituent parts to get answers to the research questions. Quantitative data from the structured questionnaires were entered into the Statistical Package for Social Sciences (SPSS) version 22.0 for analysis. This enabled the analysis for descriptive statistics including mean, frequencies and percentages. Findings were presented and summarized in tables and figures. Content analysis was used for the qualitative data collected through interviews and observations. The qualitative data was used to triangulate findings from the quantitative data. Qualitative data was presented in narrative format.

3.10 Validity and Reliability of the Research Instruments

According to Saunders (2007), Reliability refers to the extent to which data collection technique or techniques would yield consistent findings or results. In other words, similar observations would be made or reached by other researchers or where there is transparency in how sense was made from the raw data. To ensure reliability the researcher selected respondents by using suitable methods while avoiding biasness, also the researcher ensured that data collection methods were pertinent to the topic under investigation.

According to Saunder *et al.* (2009), Validity is concerned with whether the findings were really about what they appear to be. To ensure validity of the data, triangulation of methods was used in sampling and effective data collection. Triangulation was

used in crosscheck information collected through interview, questionnaire, observation and focus group discussion. Triangulation helped to demonstrate validity and open up new outlook about the topic under investigation. The researcher acquired copyrights for publishing documents relating to the data collected to validate the information collected in the field.

3.11 Ethical Considerations

Conducting a research in tourist destination such as Mafia Island was found to be very tiresome and expensive. In the destination where the importance of research was still not known and embraced, the researcher encountered obstacles to convince the importance of this research including improving the performance of the tour guides and realising factors that contributed to tourists' satisfaction. Some hotel managers were not quite positive to pass questionnaires to their guests although research clearance and introduction letter from the Open University of Tanzania was provided. However, it was research ethical to find an alternative means for gathering necessary information from the respondents, thus, the researcher sought permission from Mafia Airports Authorities to collect information from tourists at the departure lounge and Marine Park management verbally. In addition, the researcher was permitted to collect information from hotels that are under marine park zones after submitting the research clearance from the University.

Respondents were clearly informed that the purpose of the study was purely academic and were assured that the information they provided remained confidential and being used for research purpose only similarly all information gathered from

the respondents were treated with confidentiality without the identity of the respondents being disclosed, furthermore, no information was modified hence the information gathered was presented as collected.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter presents findings obtained from the respondent using questionnaires, interviews and observation methods. The chapter starts with demographic characteristics of the respondents basing on gender, age, and education level, occupation status of the respondents and nationality of the respondents. It proceeds with a presentation of tourist satisfaction on interpretation of tourism marine resources services by tour guides. Finally, the chapter ends with discussion of findings.

4.2 Demographic Characteristic of Respondents

4.2.1 Gender of the Respondents

This demographic aspect was aimed at identifying the male-female ratio among the respondents both tourists and tour guides something that would be useful in assessing the participation of the respondents, gender wise, in marine tourism in the Mafia Island. The data obtained has been presented in the Table 4.1

Table 4.1: Gender of the Respondents

Gender	Tourists		Tour guides	
	Frequency	Percent	Frequency	Percent
Male	105	52.2	27	90
Female	95	47.8	3	10
Total	200	100	30	100

Source: Field survey, 2019

The gender demographics of the respondents indicated that more male tourists (52.2%) took part in the study than female tourists (47.8%). However, the general implication of the data above is that both male and female tourists are taking part in tourist activities in the Mafia Island.

On the other hand, of the total number of tour guides who took part in the study, 90% were males while 10% were females. The data imply that more men are engaging themselves in providing marine tour guiding services than do women. This has partly been influenced by the nature of the marine tour guiding activities, which are normally tough and consumes energy, hence likely to be less preferable to women. On other hand, the data provides a hint that, the established ventures providing tour-guiding services have set standards that can easily be met by men than women in undertaking the marine tour guiding activities. Besides that, culturally most males in the Mafia Island are engaging themselves in marine activities including fishing therefore they likely to have been more familiar with the marine environments something that helps them to guide tourists more than women.

4.2.2 Age of Respondents

This aspect aimed at identifying the age groups of respondents both tourists and tour guides something that would facilitate the assessment of the nature of participation of respondents of different age groups in marine tourism in the Mafia Island as far as age is concerned. The data obtained has been presented as follows;

Table 4.2: Age of the Respondents

Tourists			Tour Guides		
Age Groups	Frequency	Percent	Age Groups	Frequency	Percent
18-25	48	23.9	18-22	4	13.3
26-35	47	23.4	23-27	11	36.7
36-45	32	15.9	28-32	5	16.7
46-55	43	21.4	33-37	5	16.7
Above 55	30	15.4	38-42	2	6.7
Total	200	100	43-47	1	3.3
			48-52	1	3.3
			53-57	1	3.3
			Total	30	100

Sources: Field Survey, 2019

About 23.9% of the tourists are between the age of 18-25 years and 23.4% fell in the age range of 26-35 years. It was noted that tourists in the two fore mentioned age ranges are normally engaging themselves in marine activities such as snorkeling and scuba diving as they require energetic participants. On the other hand, the tourists who were 46-55 years old accounted 21.4% of the total, followed by those in the 36 - 45 age group accounting for 15.9% who are relatively participating in tourism activities. Lastly, about 15.4% of the tourists were 55 years old or above, most of these respondents are near to retirements and less likely to be attracted by energetic activities such as snorkeling, scuba diving and other marine adventures.

As for the tour guides are concerned, the age group 23-27 had the largest number of respondents that is 36.7%, followed by the 28-37 age range having respondents which equal 16.7%, 18-22 age group respondents obtained 13.3%, respondents aged between 38-42 constituted 6.7% of all the respondents and the least age groups were the 43-57, 48-52 and 53-57 each having a single respondent which is equivalent to

3.3%. These results reflect well the nature of the marine guiding activities, such as snorkeling and scuba diving, which demands more energy in nature and requires people who are young and energetic.

4.2.3 Employment Status of the Respondents

This aspect was meant to identify the employment statuses of the tourists in particular. This was very important because travels and tourism are partly influenced by jobs and occupations, which are ultimately vital in determining ones financial status and ability to visit various places for tourism purposes. The data obtained has been presented in a Table 4.3.

Table 4.3: Employment of the Respondents

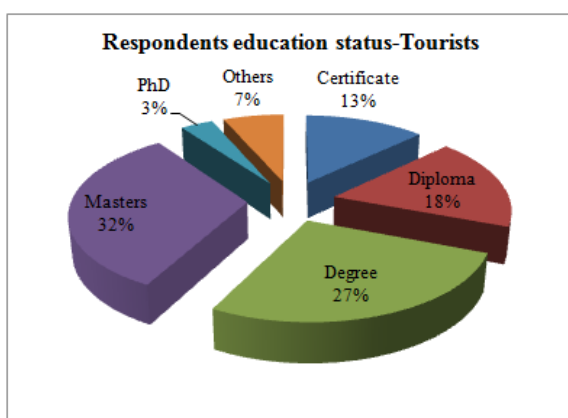
Employment Status	Frequency	Percent
Employed	112	55.7
Self employed	33	16.4
Retired	11	5.5
Students	37	18.4
Others	7	4
Total	200	100

Source: Field Survey, 2019

From the table above, 55.7 % of the total numbers of respondents were employed appealing that they had a reasonable income to finance pleasure trips. Meanwhile students accounted for 18.4% of the total number of respondents something that might conclude that they had fewer responsibilities thus could be free to travel for leisure. The self-employed respondents accounted for 16.4%, which might have been more flexible on making decision to undertake leisure trips at any time as had their own ventures.

4.2.4 Education Level of the Respondents

The education levels of respondents both tourists and tour guides were put into consideration. This could help in analysing and identifying if the level of participation of respondents (both tourists and tour guides) in tourism activities, particularly in Mafia Island, has something to do with the participants' level of education, tour guides being service providers while tourists service beneficiaries. . Figure 4.1 and 4.2 below indicate the education status for both tourists and tour guides.



Source: field survey, 2019

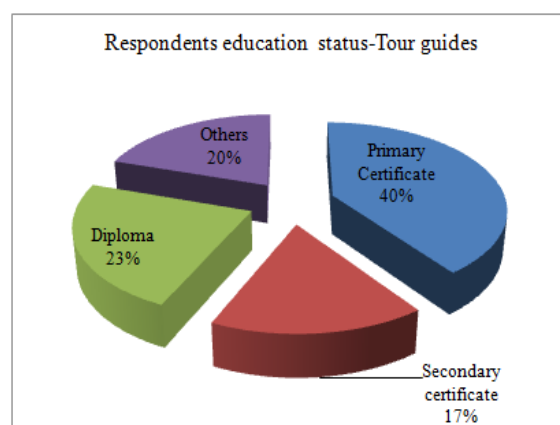


Figure 4.1: Education of the Tourists

Figure 4.2 Education of the Tour guides

The educational status findings for tourists indicated that, about 32% of had higher level of education, masters or degree in particular, followed by 27%, which was constituted by respondents with bachelor degrees, something that was vital in enhancing reliability of their responses in assessing the quality of tour guiding services offered to them while on trips and adventures. Moreover, respondents with Diploma accounted for 18%, while respondents with Certificate level of education obtained 12%, 3 % of all the respondents had PhD qualification while only 7% had

other education qualifications. Concisely, the education background of the respondents was good enough for them to provide reliable and relevant responses to the study.

As for the tour guides education status, about 40% of all respondents, had Primary education, 23% of the respondents had Diploma and 20% of respondents had none of the three levels but other qualifications including on-the-job training that is, apprenticeship (learning from the experienced experts), Ap and Wong (2004) indicated as relevant model of training that impact knowledge and skills effortlessly, About 17% of all the tour guides had secondary level of education.

The preliminary study undertaken by the researcher revealed that the respondents who had primary education, that is 40%, would normally be given some trainings by their employers on tour guiding to enable them acquire some basic tour guiding skills since Mafia Island does not have formally established tour guiding training institutes. During, data collection process, the researcher visited two private dive training centers namely Big Blu and PAD, located at Utende in which marine guiding courses are conducted by foreign instructors financed by hotel owners thus, through this formal education signified that, the tour guides were capable to provide relevant information for the study. In connection with education status of the respondents, it has been noted that education is factors that influence an individual's perception of involvement in any activity and development of human skills, knowledge and liberating people (URT, 1995) and a means factor in evaluation of their skills and knowledge for judging the effects tour guide professional

competences on quality interpretation of marine resources. According to Pond(1993), argued qualification and education standards for guiding vary substantially throughout the world and that some guides are educated to university degree standard, especially in Europe, while others have no qualification whatsoever likewise, Loverentjev (2015) argued that when it comes to tour guides educational demands are diverse and may vary according to specific group or region thus the findings of this research concur with literature, however , a typical tour guide in Mafia Island has primary education but obtained guiding qualification through work-based learning.

4.2.5 Nationality of the respondents

The study involved both foreigners (international tourists) and domestic tourists and also foreigner tour guides as well as domestic tourists to achieve the objectives of the study. The table 4.4 indicates nationality of the respondents.

Table 4.4: Nationality of the Respondents

Nationality	Tourists		Tour guide	
	Frequency	Percent	Frequency	Percent
Foreigners	187	93.0	2	6.7
Citizen	13	7.0	30	93.3
Total	200	100.0	30	100.0

Source: Field survey, 2019

Majority of the respondents (tourists) that is 93% were foreigners while the remaining 7% comprised respondents who were domestic tourists. This implied that most of them would likely to have had experiences from different destinations that would enable them to assess well the performance of tour guides in Tanzania in

comparison to other destinations. Similarly, the results depicted that, due to the advancements of information technology and e marketing contributed to the awareness about destination to the foreigners more than domestic tourists (Petrice 2003).

Regarding the nationality of tour guides, 93.3% were Tanzanians (natives) while only 6.7% foreigners. This concurs with the proposition laid down by Jafari (2000) that:

“Interpretation of marine resources requires guides who are familiar with marine environment and the associated under water resources site such as snorkelling sites, coral reef sites, good diving sites, fish species (biodiversity) of which, the local tour guides would be more familiar and therefore be able to provide quality interpretation to meet the expectations of the visitors/tourists”

In addition, such findings linked with the study of Goi (2005), which argued that, tour guides had dynamic role for projecting the correct image of the country/region and mostly provided correct information about the destination something which local tour guides would do better than the foreigner tour guides provide. Smith and Brent (2001) verified that tour guide as a cultural broker, mediator between hosts and guests (tourists) thus arguably these concur with the findings since local/ tour guides in the Mafia are cultural broker and host of this destination, something that attracted the employers selection over the foreigner tour guides. Summarized opinions from interviews with hotel managers and tour operators indicated that, the organisation preferred local tour guides over foreigners due to their vast local knowledge and familiarity to marine sites, something that was enhancing tourists' experiences and due to restrictiveness of migration laws prohibited recruitment of foreigners to such

kind of job that can be done by citizen. Likewise, hotel owners and managers that using local guide indicated effective costs management.

4.2.6 Purpose for visiting the Mafia Island

Visitors normally visit a particular destination for a specific purpose. Such purposes are the ones determining the activities and undertakings by the visitors. This study therefore, aimed at examining various reasons behind the visits to the Mafia Island in particular. Around 85.1% of all the tourists revealed that they visited Mafia Island for pleasure/holiday. Respondents who visited the Island for business purposes constituted 6% of the total. While research purposes accounted 5% of the total and the least group had 2.5% with respondents, who visited for other purposes and 1.5% were those who visited their relatives.

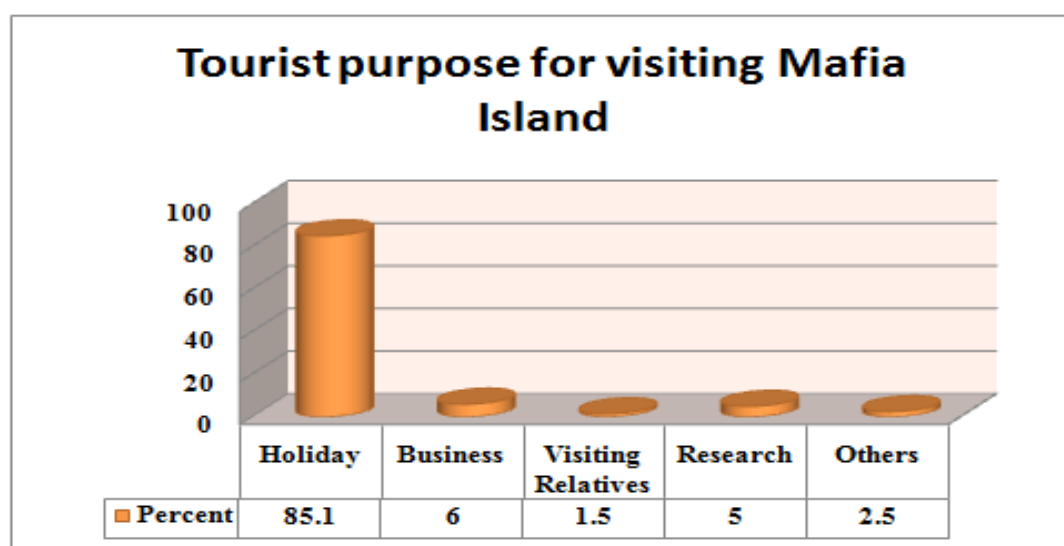


Figure 4.3: Purpose for Visiting Mafia Island

Source: Field Survey, 2019

The findings of this study imply that, majority of the tourists are visiting primarily for pleasure and holidays something that reflects the uniqueness of this destination in

attracting tourists. This concurs with the study of Benjamin and Bryceson (2012) and Spiegel (2012) who indicated that the rich marine biodiversity and serene atmosphere of Mafia Island provided tourists with total relaxation experiences than other destinations. On the other hand, the study of Dann (1981) and Crompton (1979) laid the assumption based upon the unique attraction and the activities found in the destinations as the factors influencing the tourists' choices of a particular destination thus, this linked well with the pleasure/holiday purpose for visiting which obtained highest scores.

Similarly, Van Vuuren and Slabbert (2011) indicated that scenery, climate and serenity of environment are the factors influencing tourists' preference of one destination to the other. While Fombrun *et al.*, (1999), argued for the reputation of the destination as what attracts the tourists' visitations to the destination; Kotler and Hearhoff (2007) argued for price as the determinant factor that influences tourists' choice of the destination. This idea is supported by Gorge (2008), who argued that the consumer's perception based on price as one of the most important elements for selecting a particular tourism destination.

On the other hand, Dann (1981) suggested that the pull and push factors were expressed as factors that influenced tourists to visit a certain tourist destination. The push factors are those that stimulated a person's desire to travel. They could be financial ability, relaxation from routinely life and ego while pull factors were explained as the attractions endowed in the particular destination such as, sunshine, serene atmosphere, marine resources, cultural and heritage sites. This concurs with the

findings of the study since majority were influenced with marine resources, snorkelling, diving activities and tranquil atmosphere as indicated in the literature.

Summarized data collected from the interviews with respondents from hotels and tour operators revealed similar findings that marine biodiversity uniqueness is of the utmost significance for visitation. However, other factors noted were the quality of services provided by hotel organization making tourists to enjoy their holiday experiences. Provision of service quality was also noted by Grönroos service quality model (1997) as quality of service does influence tourist's decision making when making destination choices.

Similarly, visits for business purposes were mainly influenced by tourist's activities found in the destination, which had influenced investors to seize the available opportunities, while visits for research purposes signified that the abundance of marine diversity attracted scientists to the destination. During data collection, it was noted that the scientific institutions such as frontiers and world wildlife funds were scientific organisations that conducted various researches and produced various publications of marine biodiversity found in the destination.

Generally, as it has been noted throughout literatures, there are various factors that influence tourists to choose one destination over the other, however, basing on this study, the purpose of visits linked strongly with the uniqueness of this destination.

4.2.7 Source of information about Mafia Island

Various sources of information were put into consideration for identifying the extent to which visitors use them as they are seeking information about the destination. The

sources of information involved include internet, travel agency, word of mouth (friends) and guide books. The data collected are shown in the Figure 4.4 depicted source of information of the respondents

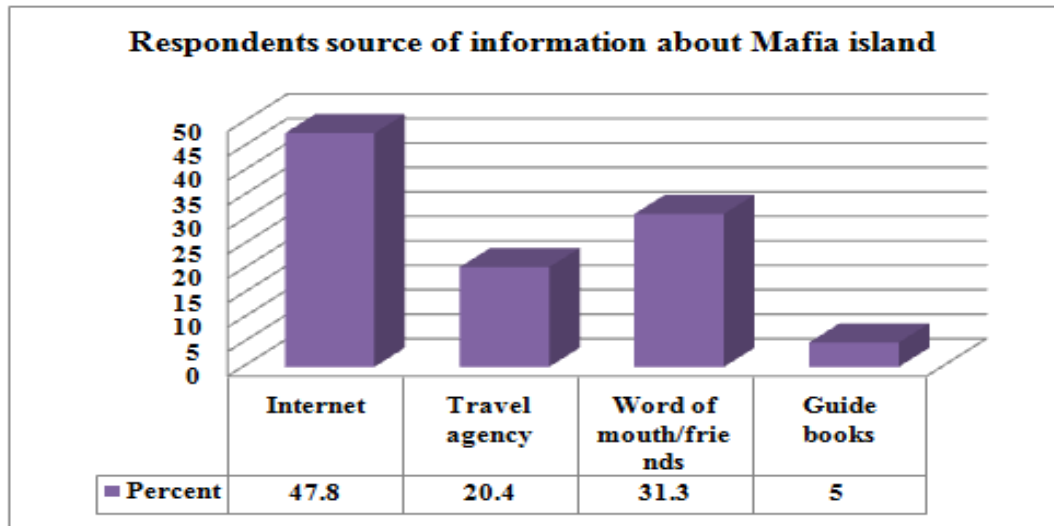


Figure 6.4: Source of Information about Mafia Island

Source: Field Survey, 2019

About 47.8% of all respondents, got information about Mafia Island through the internet, while 31.3% got the information through word of mouth. Accounting for the contribution of internet in information sharing across the globe, most of the tourists would have read comments and posts from trip advisors who had been to the destination before thus influenced to visit, Polepole websites owned by Polepole hotel in Mafia Island created a platform for tourists who had visited Mafia Island to post their comments and also used as by tourists to access all information of marine activities in this destinations.

On their study Lam *et al.*, (2013) indicated that, internet was one of powerful media in integrating marketing application that allows tourism service providers to

communicate directly to the end users namely potential tourists, also via websites the potential tourists could purchase tourism and travel products on-line without additional costs, hence, this has made most of tourists rely upon internet as convenient mode for searching and purchasing tourism and travel products.

On the Other hand the word of mouth also plays a significant role in sharing of information pertaining to the destination as it has been rated second. Travel agency as source of information had 20.4%, something that indicates that more has to be done by people involved in order to be able to get a reasonable number of tourists.

It can be concluded that, the present revolution in information technology, wire less internet the social media network such as whatupps, facebook, instagram, linkedIn, Blogs, Youtube video, googleplus, pinterest et al are quite interactive and convinient reliable platform of source of information search that used by tourists worldwide as provides the latest updates in the tourism destination thus, this is solid reason most of the repondents of the study prefarances.

4.2.8 Frequency of Visits to Mafia Island

The frequency of visitations to the destination, that is the Mafia Island, was also taken into an account. The frequency for visiting a destination normally reflects the degree of influence of a particular destination. The number of first time visitors could indicate that the destination has started emerging. The data obtained has been depicted in the figure 4.5 below.

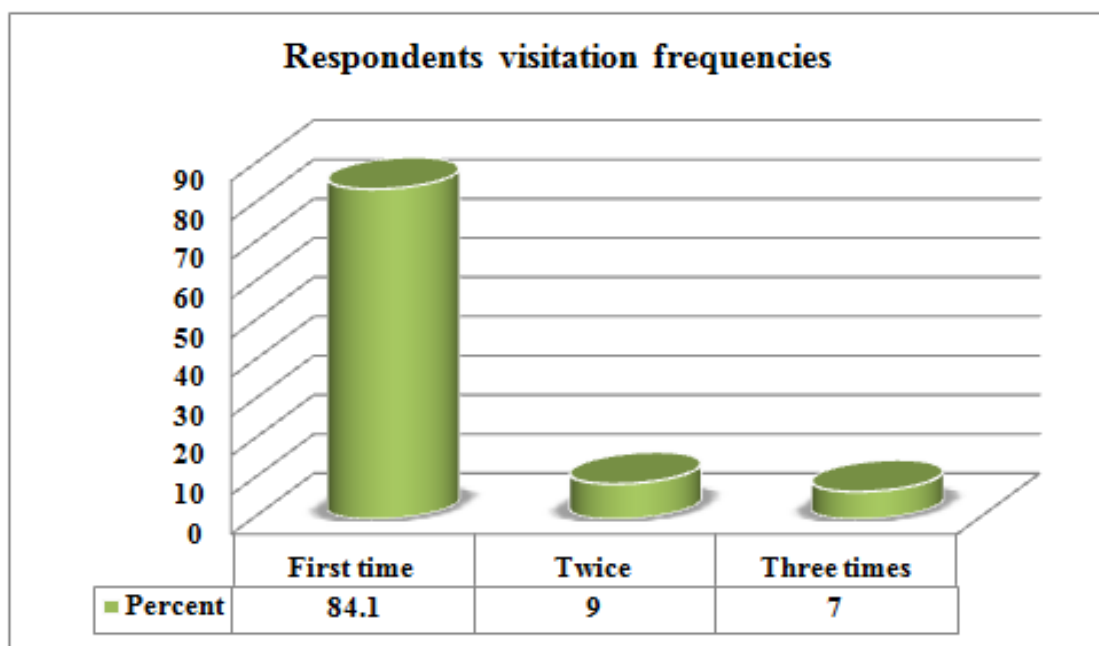


Figure 4.5: Frequency of Visiting the Mafia Island

Source: Field Survey 2019

About 84.1% of the total numbers of tourists were visiting Mafia Island for the first time, something that indicated that the destination has been attracting a good number of tourists as of late due to the abundance of marine resources and biodiversity. Also, its tranquillity and recreational ambience would have led the tourists to pick this destination as first visit. 9% of the respondents claimed that they had visited the Island at almost twice while 7% of the respondents reported that they have visited it almost three times as presented on the figure 4.5.

Factors underlying high rates of first time visits to a particular tourism destination have been outlined in numerous literatures. Milman and Pizam (1995) argued that the kind of benefits sought, such as desire for variety, relaxation and well planned trip form base for first time visits while Gitelson and Crompton (1984), pointed out that, the younger age are prone to become the first time visitors and willing to pay more

to visit a location or an attraction. Such views concur with the findings of the study which indicated that, most of the respondents found in the destination were young with their age ranging between 18-35 years thus they were energetic and capable of taking quests and marine adventures, as well as the middle ages between 46-55 years who would have been attracted by relaxation benefits the destination could offer. Other factors such as the destination image, popularity, price and attraction attributes were suggested by Van Vuuren and Slabbert (2011), Fombrun et al., (1999) and Kotler and Hearhoff (2007)

4.3 Tour guide's Professional Competences on Interpretations of Tourism

Marine Resources in Mafia Island

To achieve this specific objective one, four aspects were brought into consideration including tour guides knowledge of the tourism marine resources found in Mafia Island, tour guides' work experience as well as their responses and perception on the significance of attitude, appearance and equipment in enhancing professional competences that is vital in provision of high quality tour guiding services.

The findings of this study revealed that the tour guides had professional competencies on interpretations of tourism marine resources in Mafia Island although majority (40%) had primary level of education; the professional competences were obtained on the job training by their employers. This kind of capacity building was indicated by Pond (1993) as key to producing great reward to the tourists, on other hand, Ap and Wong (2004), suggested apprenticeship training model as suitable for tour guides. While Chowdhary and Prakash (2008), suggested tour guide training contents to include practical guiding skills,

interpersonal/behavioral skills, managerial skills, knowledge of tourism products and tourism context.

It was also noted that the hotel industry in the Island had only two training centers namely Big Blu and PAD under management of Kinasi Lodge hotel, located at Utende district conducting training for tour guides who work for these hotels and used foreigner instructors with extensive work experiences.

Notably findings from the hotel managers, owners and tour operators said that *“training to tour guides was ongoing to enhance their performance”*. This also concur with the work of Chowdhary and Prakash (2008) in which it had been indicated that tour guides training should be long-term learning to enhance efficiency in job performance and outputs.

Similarly, in the work by Whiney (1996), quoting Roggen, Bucket *et al.* (1992) it was pointed out that a well-trained guide might provide a competitive edge for a tour company, and increase the level of tourist satisfaction. This connects well with the finding of this study, which portrays the tourists' higher level of tourists' satisfaction (61.2%) which is a result of ongoing training to tour guides facilitated by employers in the island among other things. Moreover such performances of tour guide in Mafia Island also concurs with the study of Hackman & Oldham (1975) which stipulate that people with sufficient knowledge and skills would perform well and feel positive about their job performance.

In addition, White and William (2000), recommended that tour guides education and training was important for destination to maintain competitive advantage while Pond

(1993) argued tour guide training yields great rewards for travellers, sites, cities whole societies so this concur well with training efforts provided by hotel organisations.

When tour guides were asked to list the marine resources that were available, most of the respondents pointed out whale sharks as the popular attraction something that partly reflected how competent they were in identifying the marine resources in the destination area, which concur with what Benjamin and Bryceson (2012) noted as uniqueness of the Mafia Island. This is also supported by interviews conducted to the hotels managers and tour operators who said that:-

“Professional competences that were expected from a tour guides are good communication skills, interpretation skills, formal guiding education, conversant with more foreign languages and customer care skills”. Reisiger & Steiner (2006) supported this also.

“Ongoing training to tour guides and provision of quality equipment was enable them perform their duties well and tour guides were paid well compared to other staff due to the nature of their job.” Such factors were supported by Herzberg Motivation: Hygiene Theory of Herzberg and Staples (1974).

On other hand, observation findings indicated that, the tour guides had excellent communication skills, were able to interpret every species encountered, the customer's marine species of interest were well noted by tour guides and ensure that they were taken to appropriate snorkelling sites. In addition, it was noted that, tour guides had adequate knowledge of the snorkelling sites, which made tourists to enjoy their trips. Tour guides were punctual; keeping time on the trips according to tourist

is desired. Also it was noted that they had good attitude and were smart towards providing quality services to the tourist.

4.3.1 Tour Guides' work experiences

The tour guides' experience was also assessed during the study. Experience of an individual in a particular area may reflect how competent they are in providing a particular service in the course of enhancing customers' satisfaction, thus the tour guides' experience had to be put into an account. Figure 4.6 indicates the respondents work experiences

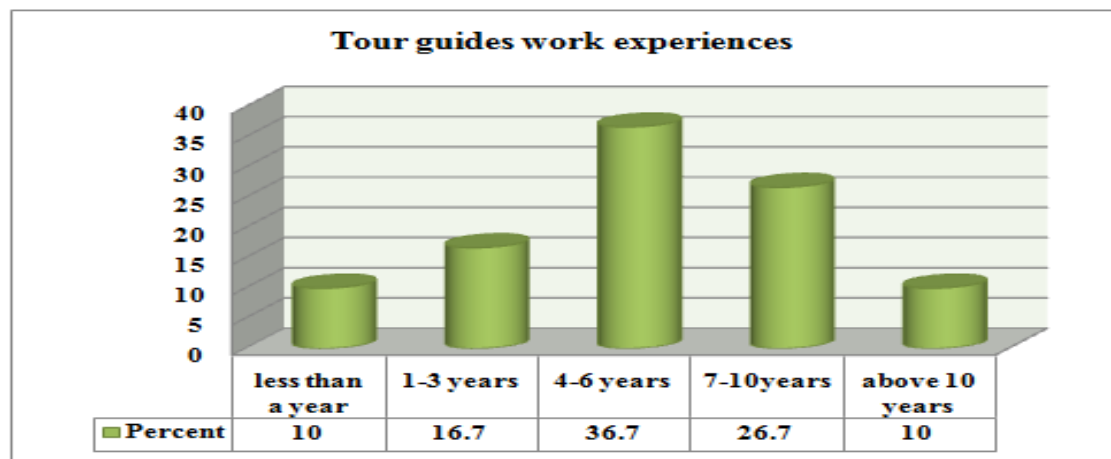


Figure 4.6 Tour Guides Work Experiences

Source: Field survey, 2019

The data indicates that majority of the respondents, 36.7%, had the work experience ranging from 4 to 6 years, followed by those who had worked for 7-10 years, an equivalent to 26.7% of the total, then those who worked for 1-3 years constituted 16.7% of all the respondents while those worked for either less than a year or more than ten years constituted 10% each. This observation concurs well with the higher level of tourist satisfaction obtained score of 61.2%. In addition, it indicates that the

tour guides who provide marine resources interpretation services in Mafia Island are highly experienced in interpreting marine resources found in the destination by so doing meeting the expectations of tourists/visitors. Tour guides long work-experiences ranged between 4-6 and 7-10 years respectively, complements skills acquired on doing the job repeatedly and indicated as vital in enhancement of performances, this ideas of Reisinger &Steiner (2006).

4.3.2. Motivation to embark on tour guide career

The quality of service provision is partly determined by the factors that motivate an individual to venture into a particular career. Considering that, this study aimed at assessing the tourists' satisfaction with the services provided by the tour guides then it was important to assess the motivational factors for choosing tour guide career in the first place. The motivational factors involved included good pay, interests on working with tourists, good working environment, interests on marine resources, tour guide being a good career and ease availability of tour guide related jobs. The data obtained have been presented in Figure 4.7

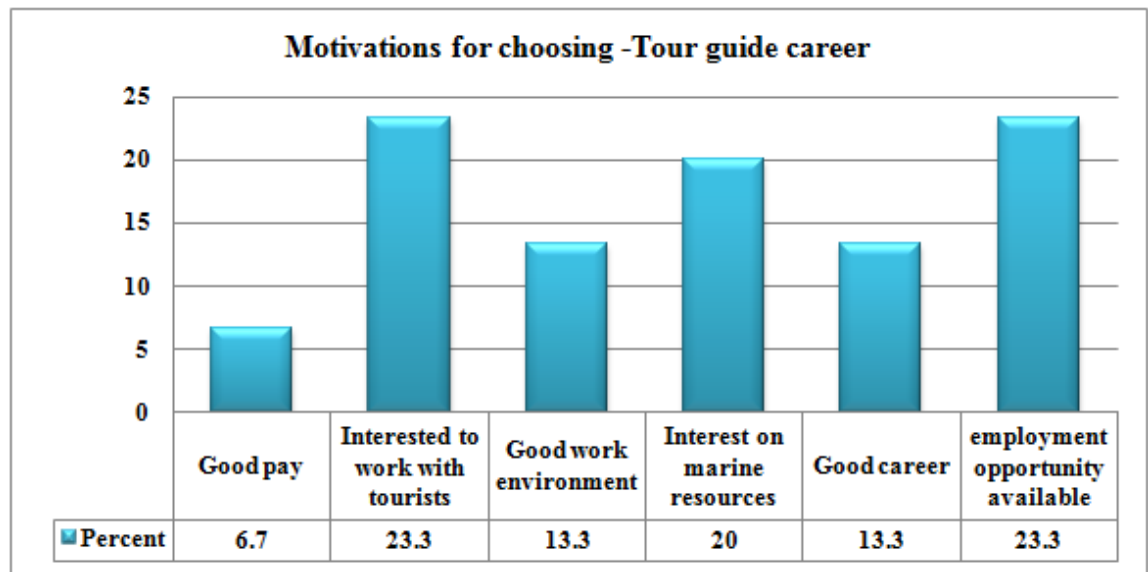


Figure 4.7: Motivation for choosing Guiding Career

Source: Field Survey, 2019

About 23.3% of the total respondents revealed that they were motivated by their interest to work with the tourists. The same figures apply to those influenced by the availability of tour guiding employments. 20% of the respondents, were motivated by their interest on the aquatic/marine resources, 13.3%, of the respondents, were indicated that tour-guiding being a good career motivated them. These were also motivated by attractive environment they are normally working in during tour guiding services.

Motivation has been recognized, as an important inner drive that enhances the performance of the employees within the organization. From the findings, notably, the motivation for choosing tour guide career that achieved highest scores was interest to work with tourists. Such findings concur with affiliation needs proposed by Maslow, McClelland and Herzberg (1974) indicated people with a strong need for affiliations are highly motivated to maintain strong, warm relationships on other

hand the hygiene factors such as achievement, salary status, responsibility, advancement and personal growth linked with findings from the interviews indicated guides were paid well compared to other staff due to the nature of their job. Frederick Herzberg (1974) in the Herzberg Motivations Theory and Adams (1963) in the Equity Theory of Motivation also noted these factors.

With regard to employment available as the motivation factors concur with (WTTC, 2017), that indicated tourism generates employments to various community worldwide and even so in Tanzania (URT, 2014). Similarly, interest on the marine resources might suggest due to the exposure and surrounded with ocean, engagements in fishing and other would have cemented their interest on marine resources. Other mentioned factors such as good working environment, good career and good pay concur with Grönroos (1997) service Quality model

4.3.3. Tour Guides responses on equipment and facilities on contribution to service quality

This aspect aimed at having tour guides' views on whether the equipment and facilities for marine activities were of great significance or not in provision of services with quality. The following are the responses;

Table 4.5: Significance of Facilities for Marine Activities

Responses	Frequency	Percent
Yes	30	100
No	0	0

Source: field survey, 2019

All the respondents, that is 100%, indicated that, equipment and facilities for marine activities were significant to enhance provision of high quality marine guiding services hence affirming the Gronroos service model of quality (1997) that indicated good equipment and facilities were prerequisite to quality service provision.

4.3.4. Tour Guides Personal appearances and attitude to Service Quality

This aspect aimed at having tour guides' views on whether their appearance and attitudes are of great significance or not in provision of services with quality. The following are the responses

Table 4.6: Respondents on Personal Appearance

Responses	Frequency	Percent
Yes	30	100
No	0	0

All respondents (100%) indicated that personal appearances and attitude have positive impact on service quality. These two important attributes resonates with the studies conducted by Philemon (2015) in Tanzania and Nguyen (2015) in Vietnam.

4.3.5 Tour Guides Knowledge of Tourism Marine Resources found in Mafia Island

Tour guide career depends on ones knowledge of the tourism attractions in concern. Eventually for tourists to be satisfied with the tour guide services, tour guides must possess a vast knowledge of their local tourism attractions therefore this study aimed at assessing the level of tour guides knowledge of the marine resources found in the Mafia Island. The following are the finding is depicted on the figure 4.8 below.

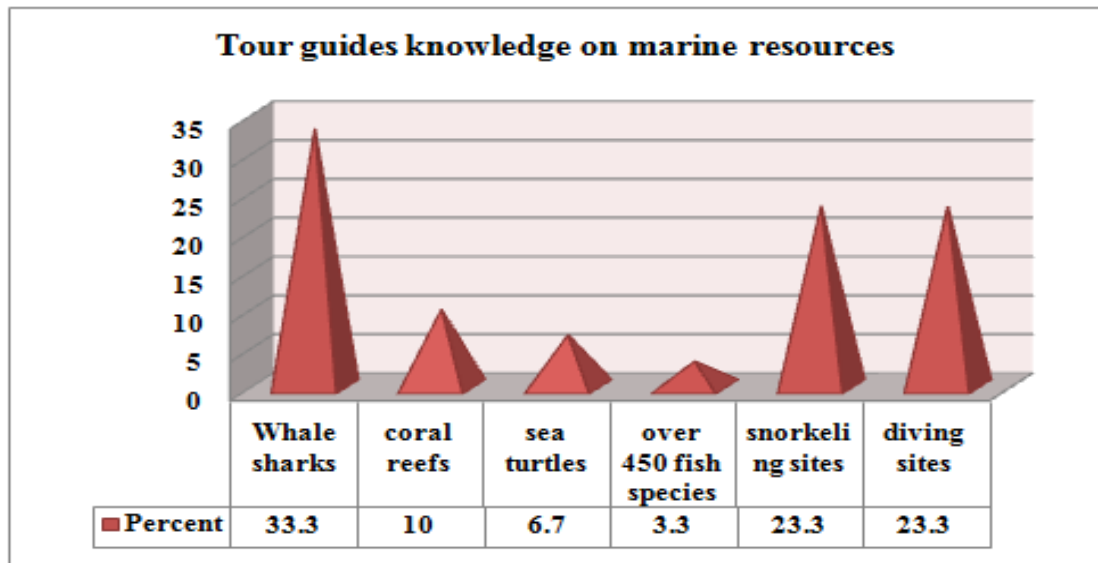


Figure 4.8: Tour Guides' Knowledge Level of Tourism Marine Resources

Source: Field survey, 2019

Ten respondents, 33.3% of total number of respondents, indicated that they were familiar with the whale shark as one of the marine attractions in the Mafia Island. The presence and significance of the whale sharks in the Mafia Island had also been concurred by Benjamin and Bryceson (2012) who explained them as unique marine species found in this destination, furthermore, Also it has been indicated in the reports of WWF (2018) that Mafia Island was second in position after Mexico for having a large population of whale-sharks ranging 100-180.

Familiarity of Snorkeling sites and diving sites obtained (23.3%) each, this indicated that these are the areas where tour guides interact often during their tour guiding activities therefore the sites were likely to be known by majority of them. Furthermore, Spiegel (2012) indicated on the New York Times that Mafia Island was becoming popular in snorkeling and diving sites. Findings concur with the T Test results indicated tour guide local knowledge obtained sig .5<0.021, this confirm the

familiarity of the tour guide local knowledge. Chowdhary and Prakash (2008) argued the importance for tour guides to be familiar with tourism products.

4.4 Factors which influenced tourists' satisfaction on tourguides interpretation of tourism marine resources in Mafia Island

To achieve the specific objective two, the statistical tool, regression analysis, was used to determine the relationship between independent variable which are the tour guide interpretations services, and dependent variable that is tourist satisfaction (output). In this line, linear regression and one sample T test were applied to independent variable that is tour guides' interpretation competences which are the predictor variables and results indicated that independent variables affected the dependent variable whereby, it was indicated that tour guide professional interpretation skills alone affected tourist satisfaction by 81.3% while other factors such as tour guides' attitude, resources and facilities used would have affected the tourist satisfaction by 18.7%. The table 4.7 a-b below indicated the findings.

Table 4.7a-b: Factors Influencing Tourists Satisfaction on Tour Guides

Interpretation of Tourism Marine Resource in Mafia Island Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 ^a	.661	.651	.332

a. Predictors: (Constant), Tour guide local knowledge, Tour guide interpretation skills, Tour guide punctuality, Tour guide appearance, Tour guide attitude, Tour guide communication skills

Coefficients ^a				
Model	Coefficients	Standardized	T	Sig.

				Coefficients		
		B	Std. Error	Beta		
1	(Constant)	0.279	0.14		1.999	0.047
	Tour guide communication skills	0.282	0.051	0.497	5.581	0
	Tour guide interpretation skills	0.132	0.051	0.209	2.584	0.01
	Tour guide attitude	0.177	0.058	0.268	3.057	0.003
	Tour guide punctuality	0.001	0.052	0.001	0.012	0.99
	Tour guide appearance	0.061	0.052	0.094	1.16	0.248
	Tour guide local knowledge	-0.124	0.053	-0.195	-2.326	0.021
b. Dependent Variable: Level of satisfaction						

Source: Field Survey, 2019

This study discovered that factors that influence tourists' satisfaction with tour guides' interpretation services of the tourism marine resources in Mafia Island are tour guide local knowledge, tour guide interpretation skills, tour guide punctuality, tour guide appearance, tour guide attitude, and tour guide communication skills. The indicator of regression $r = +0.8$ which is closer to $+1$ indicated that there were positive correlation between independent variables which were the local knowledge, tour guide interpretation skills, tour guide punctuality, tour guide appearance, tour guide attitude, and tour guide communication skills and a dependent variable that is, tourist satisfaction.

Also it was discovered that the tour guide local knowledge was the primary ingredient for enhancing tourists' satisfaction whereby having knowledge of the marine resources found in the destination and being able to interpret these resources

by the use of effective communication skills which would more likely increase a chance for achieving tourists satisfaction.

Several authors supported these findings, including Reisinger and Steiner, (2006) who revealed that communication and commentary skills influenced tourists' satisfaction while Ham (1992) and Moscardo (1998) indicated that interpretations enhanced visitors' satisfaction and the viability of tourism operations. Furthermore, more researchers indicated similar results that effective tour guiding interpretation services contributed to tourists' satisfaction (Huang et al. 2010). The study conducted by Cetinkaya (2015), titled 'the role of tour guide on tourist satisfactions in Istanbul' also concur the fact that effective tour guide interpretation was among of the factors that affected tourists' satisfactions.

In addition, the results from table 4.7 b the indicated Coefficients results whereby, the Significance(sig) variables that obtained less than 0.005 significances(sig) indicated positive relationship. The table 4.7.b above indicated that, communication skills obtain significance of $.5 < 0.000$, tour guide interpretation skills got $.5 < 0.010$ and tour guide attitude had $.5 < 0.003$ and tour guide local knowledge had $.5 < 0.021$ all of which had positive relationship and therefore resulted into the satisfaction output. Other variables were greater than $.5 > 0.0005$ which were tour guide punctuality which attained significance of $.5 > 0.990$ and tour guide appearances having a significance of $.5 > 0.248$ these two variables indicated negative relationship thus could not affect satisfaction.

These variables, which obtained $.5 < 0.005$ significance, indicated a positive relationship between performance of the tour guides and tourist satisfaction. The issue of communication skills has been supported by Reisinger and Steneir (2006) as important skills for tour guides performance and interpretation also Philemon (2015) argued about the importance of communication skills to tour guides, similarly Ap & Wong (2001), the significance of interpretation skills has also been supported by the work of Ap & Wong, 2001) and Moscardo (1998) who argue that such skills play a vital role in enhancing tourists experiences.

On the other hand, tour guide local knowledge and attitude had impact to dependent variable (tourist satisfaction). Such findings concur with the work of Cohen (1985), Cohen and Maurice (2002) and Yu *et al.* (2001). The other variable obtained significance greater than five ($\text{sig.} > .5$) implying that there were no relationship between tour guide punctuality also appearance and customer satisfaction.

4.4.1 Level of Tourist Satisfaction on Tour Guides Interpretations of Tourism

Marine resources

This aspect aimed at examining the level of tourist satisfaction with the tour guide marine resources interpretation services whereby a scale having three different levels of satisfaction namely poor, medium and high levels, was used. The figure 4.9 indicates level of satisfaction.

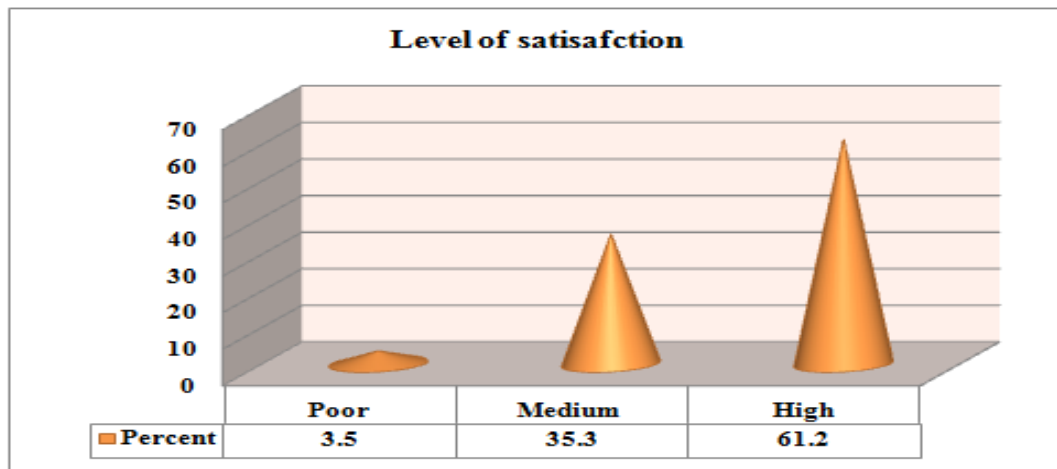


Figure 4.9: Level of Tourist Satisfaction

Source: Field survey, 2019

About 61.2%, tourists revealed that they had the highest level of satisfactions on interpretation services of marine resources by tour guides something that makes their visits worth it. Furthermore, 35.3% of the respondents had medium level of satisfaction with interpretation services and the minority accounting 3.5% had lower level of satisfaction, therefore linking well with frequency of first time visitation that scored the highest frequency as concluded that most of respondents (tourists) selected this destination due this factor.

From the findings, were tourists had the higher level satisfaction with tour guides interpretive skills linked well with the professional competences acquired from training was reflected in their performances. This also concurs with study of White and William (2000) and Pond (1993). Findings linked well with regression results were indicated tour guide professional interpretations skills affected tourist satisfaction by 81.3%. In additional, the results of T. test indicated the factors such communication skills, interpretation skills, local knowledge and attitude were factors

that caused tourist satisfaction of which had obtained significances which was less than five ($.5 <$).

The qualitative findings responses were undertaken through face-to-face interviews, which included hotel owners, managers and tour companies who normally interact with both tour guides and tourists in Mafia Island. Data collected from the interviewed respondents indicated that, tourists were satisfied with marine interpretation service offered by tour guides in Mafia Island.

This is also supported by interview conducted to the one of the hotels managers and tour operators who said that:

“Tourist’s satisfaction was important to the organisations and the sustainability of destination, furthermore the tourist were satisfied with the marine resources”

“The tourists’ expectations before the marine tours by the tour guides were noted through discussions by managers and also post tour feedback was obtained in order to evaluate the level of satisfaction”

Thus, this linked well with the expectation/disconfirmation by Oliver (1997) which indicated satisfaction/dissatisfaction was a result of consumer’s pre-purchase expectations and post purchase reality. Similarly, hotel managers added that,

“Comment forms are placed in the guestrooms to collect tourist’s views on the undertakings of tour guiding services among other things.”

Observation findings indicated that, tourists were satisfied with interpretation services conducted by tour guides. Through observations of tourists’ facial expressions and interaction with tour guides during the trips indicated the performances of tour guides enhanced tourist experiences and enjoyed their trips,

also affirmed that the tour guides had professional competencies to interpret marine resources in Mafia Island which enhanced the enjoyment of the tourists.

The respondents' motivational factors for selecting tour guide career was to be able to work with tourists whereby, 23% of the respondents reported that they became tour guides because of their interests in serving and working alongside tourists, such results lay a conclusion that tour guides were well motivated in what they were doing something that accounts for the tourists' satisfaction. This motivation factor was also observed by Maslow's (1943) needs hierarchy which is mentioned as a social desire for affiliations and acceptance and for this case indicated tour guides been motivated in working closely to tourists in the course of rendering interpretations services. In addition, this concurred with the McClelland (1961) affiliation study, which stipulates that people with strong need for affiliations are highly motivated to maintain strong and warm relationships.

4.5. Challenges Impeding Tour Guides Interpretation of Tourism Marine Resources

The specific objective three examined challenges impeded guiding services. In the course of providing tour guiding services tour guides normally face various challenges therefore, this study was conducted partly to examine such challenges in order to come up with the possible ways of addressing them. The findings have been presented in the figure 4.10 below

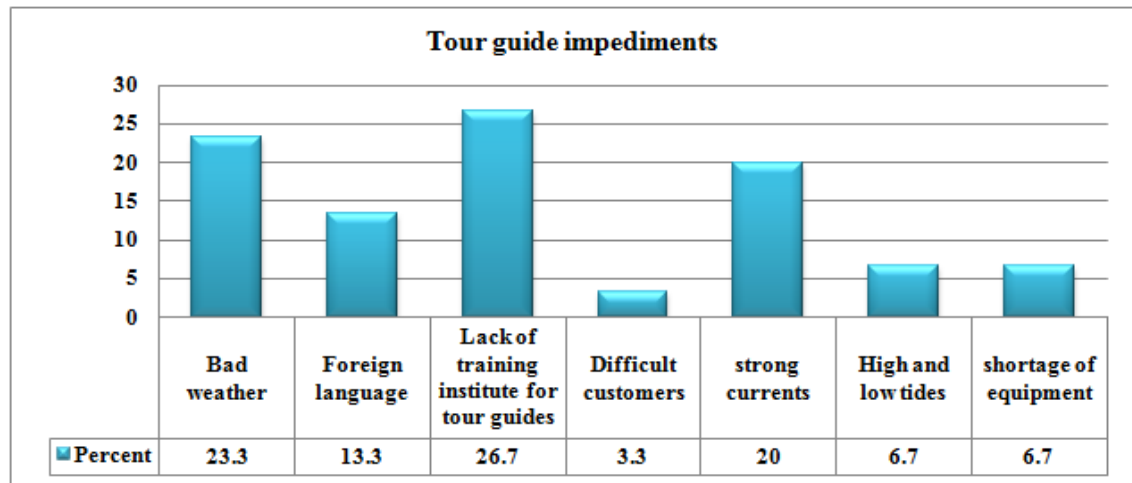


Figure 4.10: Challenges that Impeded Tour Guides Interpretation Services

Source: Field survey, 2019

On responses about challenges that were encountered during guiding activities, 26.7% of the respondents indicated lack of tourism training institute in the Mafia Islands, 23.3%, indicated bad weather and about 20% indicated strong currents while the challenges of low/high tides and shortage equipment were pointed out by two respondents (6.7%) each.

Education and training has been indicated in empirical reviews and other researchers that it enhances competences on the subject area. Curtin (2010) indicated that professional competencies were a mixed up various sorts of tourism related knowledge, skills and attitude that cultivate professional competencies. Also, White & William (2000) observed that capacity building for tour guides via education and training were important for a particular destination and for maintaining competitive advantage.

Cooper, Fletcher, and Gilbert (1998), pointed out that:-

“The challenges facing tourism industry would be mitigated by well educated, well trained, bright, energetic, multilingual and entrepreneurial workforce who understand the nature of tourism and have a professional training.”

This resonated with the findings of Dzigai *et al.* (2012), which indicated that lack of career development was one of the challenges that faced tour guides in Zimbabwe. Furthermore, Pearce (1984) pointed out that lack of training was a challenge for tour guides in delivering quality services also, the similar case was voiced by Ag and Wong (2001), lack of training opportunities among tour guides in Hong Kong resulted both professionalism and service variability. Moreover, Kabii (2017) indicated that, tour guides in Kenya faced challenges such as lack of standardized formal training and certification which causes inconsistency in service provision and also most of tour guides are unable to obtain formal training.

In addition, multiple foreign languages was noted as challenges hindering the tour guides interpretation performances and were also indicated in the interviews of the hotel managers/ Tour Company operators commented that:-

“Tour guide proficiency in multiple of foreign languages was important in enhancing effective communication and interaction with different tourists as most of the tourists was coming from different continents and countries”.

Other researchers also indicated this fact that proficiency in multiple foreign languages was important for successful communication in tourism (Boffinovi & Sindik, 2013). On other hand, the noted foreign language challenge had been identified and outlined by Philemon (2015) who argued that the proficiency in

multiple foreign languages was a base for successful communication in tourism. The same applies to tour guides in Mafia Island. The tourism and hospitality report of 2015, indicated skills gap and human resource needs, professional tour guides in particular is connected with the absence of well-established tourism training institutes as indicated in the findings (Anderson, 2015). This is a challenge that should be addressed considering the fact that the national development vision of 2025 targets include developing a well-educated and learning society including increasing the number of trained tourism personnel.

Although, there have been many initiatives for skills development in education sector and employment, youth and people with disability sector, such as the Education and Skills for Productive Jobs (ESPJ) program funded by the world bank, Improving Skills Training for employments (ISTEP) program supported by Canadian development Agency, Skills for Employment program supported by Swiss State Secretariat for economic affairs and many other, this study revealed that those initiatives have not benefited youth in Mafia island.

Findings indicated there were weather challenges that impeded tour-guiding services, such as bad weather, strong currents and low and high tides are the natural factors that cannot be controlled. Prakash *et al.* (2011) argued that tour guides as most maligned people in the world of travel, were blamed for the problems of travel, such as bad weather, traffic jams and so forth as are expected to solve all problems of the tourists. With reflection of the noted natural challenge, the tour guide in Mafia may

constant review the weather update via Google weather update to successful plan marine activities that could enhance tourist's experience.

The challenge of difficult customers is something rooted naturally through cultures, behaviours and bad moods. Grönroos (1997) Service Quality model outlined that the quality of service perceived by customers is a result of comparison between expectations and their real life experiences, when experiences exceeded expectation, the perceived quality is positive, however, when perceived service quality is negative this might generate dissatisfaction. On the challenge of equipment shortage Grönroos (1997), argued, technical quality depended upon good equipment in order to deliver quality service to customers.

Interviewed respondent's responses on the challenges facing tour guides in delivering quality services indicated that lack of tourism training institute hindered the provision of high quality tour guide services and forces the organisation to invest on formal tour guide training. Moreover, it indicated that, training was an extra burden to organisation that had to be accommodated although was required to pay all other government taxes including skills development levy of 6%.

Generally, the prevalence of such challenges jeopardize the future development of tourism industry in the Island if they will not be addressed accordingly through measures like introducing well established tour guide training institutes among other things. Similarly, the national development vision of 2025 has set benchmark for increased number of tourism arrival from current 1.2 million to 2million by the year

2020 something that demands the presence of well-trained professional personnel who would provide high quality services as far as marine tourism in Mafia Island is concerned.

4.5.1 Mitigation of the Challenges facing Tour guides

Following the prevalence of such challenges as indicated by the tour guides, the study went further to inquire for the possible solutions. The following were the interventions as proposed by the tour guides;

Table 4.8: Mitigation of the Challenges

Proposed Interventions	Frequency	Percent
Weather apps	4	13.3
Ongoing guiding training	6	20
Tourism training institute in mafia	8	26.7
Promoting marine tourism	6	20
Improve the accessibility to mafia Island	6	20
Total	30	100

Source: field survey, 2019

About 26.7% of all respondents, indicated the need for tourism training institute, on other hand, a need for marine promotion, improvements of accessibility to Mafia island and ongoing tour guide training had respondents obtained (20%) each, while improving weather apps was recommended by 13% of the respondents.

From the findings, mitigation of the challenges by the respondents, suggested tourism training institute something that linked with the work of Reisinger & Steiner (2006), White and William (2000) and Pond (1993) Ap and Wong (2004), likewise

constant weather apps will enable tour guides to provides quality interpretations service, the organizations to provide ongoing guiding training, central government to consider investments of tourism training, promotion of marine tourism and improvement of accessibility.

Most of respondents interviewed, indicated that mitigation of the challenges that limit performances of tour guides could be solved by the government through investing in tour guide training institutes in the Island. Others suggested that the government should undertake various strategies and tour organisations to prioritize the tourism industry in the island as have become the major economic activity. Furthermore, conduction of more marketing and promotion of this destination as exclusive destination for marine adventurous was also proposed.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter summarizes the main findings of the study and draws conclusions based on the main findings of the study as per specific objectives. Also, the chapter provides recommendations for actions to be taken and recommendations for further research.

5.2 Summary of the findings

The main objective of this study was to assess tourists' satisfaction on interpretation services provided by local tour guides in Mafia Island. The main objective was anchored on three specific objectives, which were to assess tour guides' professional competencies on interpretations of the marine resources, to examine factors influencing tourists' satisfaction with tour guides' interpretation of tourism marine resources in Mafia Island and to identify challenges that impede tour guide interpretation of the tourism marine resources.

The study revealed that tour guides had satisfactory professional competencies of doing interpretations of the tourism marine resources in Mafia Island, which led to higher rate of tourists' satisfaction. Meanwhile, it was noted that tour guiding professional training were the private initiatives undertaken by private sectors (owners of hotels and tour companies) with the objectives of enhancing the provision of quality services to tourists, which would eventually lead to tourist satisfactions.

These training efforts also linked with what previous studies revealed. This study also revealed that tour guides in Mafia Island had important competences ingredients of good communication skills, interpretation skills, tour guide attitude, tour guide punctuality and tour guide local knowledge that positively contributed to tourists' higher levels of satisfaction indicated in the study.

Also this study found that factors which influence tourists' satisfaction on tour guides interpretation of tourism marine resources in Mafia Island are tour guide local knowledge, tour guide interpretation skills, tour guide attitude, and tour guide communication skills, in addition, it was noted that motivation factors which encourage tour guides to choose tour guiding career was to be able to work and interact with tourists. Finally, the challenges that impede tour guides interpretation of tourism marine resources had been identified including lack of training institute for tour guides, Bad weather, foreign language, difficult customers, high and low tides and shortage of equipment. On other hand, interviews conducted revealed that government put less efforts in improving skills in the Mafia Island despite of the presence numerous skills development initiatives supported by different international organizations in the country.

5.3 Conclusions

The General objective of this study was to assess tourists' satisfaction with tour guide interpretation services on tourism marine in Mafia Island. When evaluated against the three specific objectives on which the investigation was based, the study has managed to capture all the key information that was being sought. From the

findings, it has been clearly revealed that tour guides in Mafia Island have professional competences for interpreting marine resources that significantly equivalent to the international standards despite most of the tour guides having primary education, however, they had obtained formal/professional marine guiding education provided by the PAD, (Professional Aquatic Divers) owned by the private sector (hotel owners) and undertook international examinations from which they would be certified thereafter qualifying in providing marine guiding services. International instructors with adequate international exposure and experience in this field using well-equipped centres with all necessary learning resources to enhance a sense of professionalism provide marine guiding training.

Subsequently, tour guides demonstrated substantial ability in recognizing the most popular marine resources found in this destination including diving sites, snorkelling and whale sharks something that reflected the professional competences and skills they possess as obtained from the training centres as well as during ongoing tour guiding services on marine resources. Notably, most of the tour guides had extensive field experience ranging from 4-6 years something that could have deepened their tour guiding professional competences on the marine resources.

Concisely, the tourists' higher level of satisfaction (61.2%) from the findings reflectively indicates that the level of performance by the tour guides determines the level of tourists' satisfactions with services at a particular destination something that is supported by several scholars as well. On the other hand, the private sectors (hotels in particular) have contributed to the development of the tour guides

profession/career through continuous efforts of investing on tour guide training centres.

In the course of assessing the factors influencing tourists' satisfaction with the marine resources tour guides' interpretation services, the T-test was put into an account. The factors assessed included tour guide punctuality, tour guide appearances, tour guides' attitude, and tour guide local knowledge and communication skills. The Test indicated that there was a positive significant relationship between tourists' satisfaction and several factors namely tour guide local knowledge, communication skills, tour guides attitude and interpretations skills whereby, the statistical significance obtained was less than 0.05 indicating that the mentioned factors significantly influenced tourists' satisfaction. The remaining factors including tour guides' punctuality and tour guides' appearances obtained a statistical significance greater than $.05 < 0.05$ something that indicated a negative relationship therefore, they had no or minimal influence on tourists' satisfaction. On other hand, the statistical regression r indicated factors including Tour guide local knowledge, Tour guide interpretation skills, Tour guide punctuality, Tour guide appearance, Tour guide attitude, and Tour guide communication skills were identified as having a positive correlation with tourist satisfaction after having obtained a statistical r of 0.8, which was close to one (1).

In executing guiding services in the Mafia Island tour guides encounters numerous obstacles. Amongst the major obstacle that were noted from the findings was the absence of government owned tourism training institute for career development for those who are practising and also those who aspire to enter into this profession. The

training initiatives by private sectors benefited only those who had work-contracts while majority of youths are denied the opportunity to engage themselves in tourism activities as they are lacking necessary skills. In addition, bad weather, strong currents and high and low tides were the natural environment challenges that could not be controlled thus constant weather updates would be important to tour guides. Other challenges noted were the foreign language barrier, difficult customers and shortage of equipment is something to be addressed by the organizations that are providing the tour guiding services.

However, the proposed mitigation of the challenges by the study respondents were making use of customized weather apps to enable tour guides to provide quality interpretations service, the organizations to provide ongoing guiding training, central government to consider investments of tourism training, promotion of marine tourism and improvement of accessibility.

In summary, the study has achieved its objectives, which were firstly, to examine tour guides' professional competencies on interpretations of tourism marine resources in Mafia Island of which results revealed that the tour guides had professional competences required. Secondly, to assess factors which influenced tourists' satisfaction on tour guides interpretation of tourism marine resources in Mafia Island in which the findings indicated tour guides' communication skills, interpretation skills, local knowledge and attitude were the factors that contributed to tourists' satisfaction and lastly to identify challenges that impede tour guides interpretation of tourism marine resources which was identified as lack of tourism

training college, strong currents, high and low tides, foreign languages barriers, difficult customers and shortage of equipment.

5.4 Recommendations

Basing on the findings and results presented, the following are the recommendations of the study:

Though majority of the tour guides would possess professional competencies that enabled them to offer tour guiding services effectively yet there is a need for undertaking initial initiatives that will ensure sustainability of delivery of tour guiding services with quality, therefore it is recommended that the government should launch various platforms that will bring together tour operators, tour guides, government authorities, tourism stakeholders including tourists as well as prospective tour guides so as to share experience on how to foster the growth of marine tourism in the Mafia Island.

As for the tourists' satisfaction, it was noted that factors such as tour guides' attitude and tour guide local knowledge and communication skills were significant in meeting tourists' satisfaction; therefore it is recommended that these aspects should highly be considered in implementing various trainings to tour guides. These aspects should be incorporated in tour guides' training manuals so as to enrich tour guides with relevant skills that will enable them to meet and exceed tourists' expectations during providing tour guiding services.

Furthermore, it is recommended that the central government should invest on technical and vocational training and monitor the quality of training provided by

technical and vocational training (TVT) by both public and private colleges in order to ensure that they provide quality training which will enable the graduates in tour guiding to deliver high quality interpretation services acclaimed not only locally but also internationally. Meanwhile tour operators/hotel owners should invest on training their employees in order to improve their skills, technical knowledge, customer care skills, handling difficult customers techniques and tour guiding skills and to invest on multilingual courses to enable tour guides to become conversant with different foreign languages and acquisition of adequate snorkelling and diving equipment in order to improve the performances of tour guides.

5.5 Recommendation for further studies

Further researches should be conducted on tourists' satisfaction with the interpretation services of the marine resources in Mafia Island, in order to identify and overcome challenges facing tour guide in interpretation of tourist marine resources.

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- https://www.academia.edu/467794/Critical_Issues_Affecting_the_Service_Quality_and_Professionalism_of_the_Tour_Guides_in_Hong_Kong_and_Macau_2011_Tourism_Management<http://www.tanzaniatourisonline.net/TTGA.php>

.phpAPPENDICES

APPENDIX 1: QUESTIONNAIRE TO BE FILLED BY TOURIST

Introduction

My name is Ms. Vanessa Sinare, I am student of MA in Tourism Planning and Management from Open University of Tanzania. Currently, I am conducting a research study on Tourists satisfaction by tour guide interpretations of Marine resources Mafia Island in Partial fulfillment of MA in Tourism Planning and Management

Your genuine response is highly valuable for the study and there are no identified risks from participation in the survey. The survey is anonymous. Participation is completely voluntarily.

The information that you provide in this questionnaire will be kept confidential and be used only for academic purpose.

General Information

Please tick () in the Boxes applicable to you.

1. The respondent gender

Male ☐ Female ☐

2. Please indicate your age group

18-25 ☐

26-35 ☐

36-45 ☐

46-55 ☐

Above 55 ☐

3. What is your employment status?

Employed ☐

Self employed ☐

Retired ☐

Students ☐

Others specify.....

4. Indicate your level of Education

Certificate ☐

Diploma ☐

Degree ☐

Master ☐

PhD holder ☐

Others specify.....

5. Please your Occupation

Student ☐

Retired ☐

Self-employed ☐

Employed ☐

Other Specify.....

6. Nationality

Foreigner ☐

Citizen ☐

7. Purpose of visit in Mafia Island

Pleasures ☐

Business ☐

Visiting relatives ☐

Research ☐

Others Specify.....

8. How did you know Mafia Island

Internet ☐

Travel Agency ☐

Word of mouth/friends ☐

9. How many times you have visited Mafia Island

First time ☐

Twice ☐

Three times ☐

10. Please rate the level of satisfaction from the tour guide interpretation

Poor ☐

Good ☐

Excellent ☐

11. Please rate the services provided by tour guides in Mafia Island by tick in appropriate box, Scale: 1 = strongly disagree, 2= disagree, 3= Neutral (neither disagree nor disagree), 4= Agree, 5= strongly agree.

The table below shows variables, which will be used to rate level of tourist satisfactions with the interpretation services in Mafia

Evaluation of level of tourist satisfaction with tour guides interpretation services in Mafia	1	2	3	4	5
Communication skills					
Interpretation skills					
Good attitude of a tour guide					
Punctuality of the tour guides					
Good person appearance (Smartness)					
Knowledge on local environment					

APPENDIX 2: QUESTIONNAIRE TO BE FILLED BY TOUR GUIDE

Less than one year

1-3years

4-6 years

7 -10 years

above 10 years

5. Nationality: Tanzanian () Foreigner ()

If

non-Tanzanian,

kindly specify í í í í í í í í í í í í í í í í

6. What motivated you to be a tour guide?

i. í

ii. í

iii. í
PART II Questions related to objectives of the study

7. Mention tourism marine resources found in Mafia Island?

i.

ii.

iii.

iv.

v.
8 Do you think equipment and physical facilities provided by the tour company
contribute on service quality delivered?

Yes

No

Please give the reasons for your answer

í í

í í

í í

í
9. Do you think that tour guides personal appearance and attitude has contribution on
service quality delivered?

Yes

No

APPENDIX 3: INTERVIEW GUIDE FOR TOUR OPERATORS

Introduction

My name is Ms. Vanessa Sinare, I am student of MA in Tourism Planning and Management from Open University of Tanzania. Currently, I am conducting a research study on Tourists satisfaction by tour guide interpretations of Marine resources Mafia Island in Partial fulfillment of MA in Tourism Planning and Management

Your genuine response is highly valuable for the study and there are no identified risks from participation in the survey. The survey is anonymous. Participation is completely voluntarily.

The information that you provide in this questionnaire will be kept confidential and be used only for academic purpose.

1. What are tourism Marine resources Mafia Island?
2. What professional competencies are you expecting from tour guides?
3. What are professional codes of conduct to be possessed by a tour guide?
4. How do you measure the tourist satisfaction on the services delivered by tour guides?
5. How do you ensure that tour guides provide quality services to the tourists?
6. What are the critical interpretation challenges you normally face from the tour guides?
7. What are mitigations on the challenges facing the tour guides?

APPENDIX 4: INTERVIEW GUIDE FOR HOTEL MANAGERS/OWNERS

Introduction

My name is Ms. Vanessa Sinare, I am student of MA in Tourism Planning and Management from Open University of Tanzania. Currently, I am conducting a research study on Tourists satisfaction by tour guide interpretations of Marine resources Mafia Island in Partial fulfillment of MA in Tourism Planning and Management

Your genuine response is highly valuable for the study and there are no identified risks from participation in the survey. The survey is anonymous. Participation is completely voluntarily.

The information that you provide in this questionnaire will be kept confidential and be used only for academic purpose.

1. What are tourism Marine resources Mafia Island?
2. What professional competencies are you expecting from tour guides?
3. How do you measure the tourist satisfaction on the services delivered by tour guides?
4. How do you ensure that tour guides provide quality services to the tourists?
5. What are the challenges facing tour guides in deliver quality services to the tourist?
6. What are mitigations on the challenges facing the tour guides?
7. What are strategies taken by tour operator and government to encourage tour guides to improve their performance and competencies?

APPENDIX 5: OBSERVATION CHECKLIST

The following is the list of observable items/ services that will enables to identify tourist satisfactions on the interpretation services on tourism marine resources provided by tour guides

No.	SERVICES/KNOWLEDGE /ATTITUDE	EXCELENT	GOOD	NORMAL	POOR
1.	Communication skills				
2.	Interpretation ability				
3.	Customer care skills				
4.	Field area/ Knowledge of the local environment				
5.	Punctuality				
6	Appearance/Smartness				
7.	Attitude				

APPENDIX 6: RESEARCH CLEARANCE FORMS

THE OPEN UNIVERSITY OF TANZANIA

DIRECTORATE OF POSTGRADUATE STUDIES

P.O. Box 23409
Dar es Salaam, Tanzania
<http://www.openuniversity.ac.tz>



Tel: 255-22-2668992/2668445
ext.2101
Fax: 255-22-2668759
E-mail: dpgs@out.ac.tz

Our Ref: PG201702747

27th June 2019

To Whom It May Concern,

RE: RESEARCH CLEARANCE

The Open University of Tanzania was established by an Act of Parliament No. 17 of 1992, which became operational on the 1st March 1993 by public notice No. 55 in the official Gazette. The Act was however replaced by the Open University of Tanzania Charter of 2005, which became operational on 1st January 2007. In line with the Charter, the Open University mission is to generate and apply knowledge through research.

To facilitate and to simplify research process therefore, the act empowers the Vice Chancellor of the Open University of Tanzania to issue research clearance, on behalf of the Government of Tanzania and Tanzania Commission for Science and Technology, to both its staff and students who are doing research in Tanzania. With this brief background, the purpose of this letter is to introduce to you **Ms.SINARE, Vanessa Reg No: PG201702747** pursuing **Masters in Tourism Planning and Management (MTPM)**. We here by grant this clearance to conduct a research titled **"Assessment of Tourist Satisfaction on Tour Guides Interpretation Services of Marine Resources in Mafia Island"** She will collect her data at Marine Park, Hotels Travel Agency and Tour Guides in Mafia Island from 08th July 2019 to 20th July 2019.

In case you need any further information, kindly do not hesitate to contact the Deputy Vice Chancellor (Academic) of the Open University of Tanzania, P.O. Box 23409, Dar es Salaam. Tel: 022-2-2668820. We lastly thank you in advance for your assumed cooperation and facilitation of this research academic activity.

Yours Sincerely,


Prof. Hossea Rwegoshora
For: VICE CHANCELLOR
THE OPEN UNIVERSITY OF TANZANIA

THE UNITED REPUBLIC OF TANZANIA

MINISTRY OF WORKS, TRANSPORT AND COMMUNICATION

TANZANIA AIRPORTS AUTHORITY

Tell: (+255) 23 2011309

MANAGER,

Fax: (+255) 23 2110185

E-mail: mafia@airports.go.tz

In reply please quote:

REF. NO: AB.4/215/01/2019



OFFICE OF THE AIRPORT

P. O. BOX 21,

MAFIA.

Date: 22/07/2019

Ms. Sinare,
Vanessa.

RE: RESEARCH CLEARENCE

Reference is made to your letter **Ref. PG201702747** dated 27/06/2019.

Your request to conduct /administer questionnaires to tourists at Mafia Airport is here by granted and you will be required to conduct this exercise for 5 working days from Monday 22nd up to 26th Friday, July, 2019.

Please report to senior security officer at checking Gate for further assistant.

Regards

Valentine M. Kadeha

Airport Manager Mafia.