

Praxis and challenges of Tour guides in Quirino province, Philippines

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Abstract

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Purpose of the study: This study aims to determine the different tour guide practices and challenges in the Province of Quirino.

Methodology: This study uses the quantitative approach. Data collection techniques were interviews and questionnaires that were measured using a Likert scale. The questionnaire was distributed to 22 respondents who were tour guides of the different tourist destinations in the province. The data were analysed using SPSS with the Frequency Counts/ Percentage, Mean and F-test (ANOVA) as statistical tools.

Main Findings: The results of this study indicated most of the respondents are male. The tour guiding practices and the challenges in the province of Quirino is “Strongly Agree” when grouped by sex, age and ethnic affiliation. There is no significant difference on the tour guiding practices among the tour guides in the province of Quirino when grouped by sex and ethnic affiliation.

Implications: The ability of tour guides to provide exceptional service to tourists is crucial not just to the business's profitability, but also to the destination's reputation. As per recommended there should be an established system of on-gong training and assessment to maintain high standards in performance of tour guides. The provincial tourism should continue to improve their services especially more trainings and seminars will be given to the accredited tour guides in the province of Quirino. For a profession that was shifting to maintain its relevance in a world of apps and self-guided tours, this is another change that requires adaptation.

Originality: The study is original and novel, it explored the practices and challenges encountered by tour guides in our province.

INTRODUCTION

The tourism business has been increasing at a rapid pace, establishing itself as one of the most important social and economic sectors, and as a result, one that contributes to economic development and, in turn, to countries' gross domestic product (GDP) (Costa, B., et.al., 2020).

Most tourism researchers are concerned about economic growth and agree that tourism is important to local economic development. Moreover, tourist activity has played a significant part in global economic activity, and the tourism industry is a key industry that many countries are working to expand (Hsieh, H.-J., & Kung, S.-F 2013). As a result, tourism and hospitality research in the Philippines is underdeveloped, necessitating further examination into the generation of tourism information about the country (Aquino, R. S. 2019).

From the 1970s to the present, the Philippines has embraced tourism as a growth choice, and it is now a cornerstone of the country's economy. International arrivals are growing at double-digit rates, while domestic tourism continues to surpass international visitors. Given the challenges of existing political and administrative frameworks in the national and local governments, tourism planning in the broader environmental planning spectrum in the country requires re-evaluating linkages, working relationships, and power relations between the various stakeholders in land use-tourism planning processes (Maguigad, V. M. 2013).

Trends imply that the Philippines' tourist sector's overall performance has declined over the last decade, raising several critical questions about the sector's overall international competitiveness. Because of the sector's importance to the national economy, it has launched a number of efforts over the years, including continual product and service innovation to stay competitive (Roxas, B., & Chadee, D. 2013).

The tourism industry is recognized by the government as an important contributor to the generation of foreign exchange earnings, investments, revenue, employment, and to the growth of the country's output. Based on the study of Pilapil-Añasco & Lizada (2014), tourism industry in the Philippines has been identified as one of the powerful engines for a strong and sustained economic growth.

The role of the tour guide is becoming more widely known by both the tourism industry and researchers (Ap & Wong, 2001; Weiler & Yu, 2007; Weiler, & Ham, 2002; Huang, & Weiler, 2010). As locations vie for tourists in a highly competitive climate, service professionalism, like tour guiding has become increasingly vital. The position and responsibilities may not be glamorous, as the profession lacks a well-defined professional path in many countries, and their revenues are based on a range of sources. They have the ability to turn a tourist's visit from a tour into an experience by

using their knowledge and interpretation of a destination's attractions and culture, as well as their communication and service abilities (Ap, J., & Wong, K. K. F. 2001).

Quirino province is one of the most obscure of the 81 provinces in the Philippines and Quirino is a landlocked province in Northern Luzon surrounded by Isabela, Aurora and Nueva Vizcaya. The province is dubbed as the “Forest Heartland of Cagayan” an off-the-beaten-track destination geared towards eco-adventurers.

Tourism in the province of Quirino is a growing sector contributing to socio-economic development opportunities while environmental and natural resource conservation and protection is vigorously pursued. The province is a silent and a landlocked haven of ecotourism destinations identified by the Regional Development Council for sustainable ecotourism development given such bounty of nature-based riches. Quirino was blessed with scenic spots that include unique caves formations, awe-dropping landscapes, distinct rock towers, pristine rivers, breath-taking waterfalls, mountains and valleys, forests, plantations, minerals, corridor hills, lush forests, native products, rich cultural heritage and arts. Besides the natural landmarks, the province conducted annual motocross competition and wakeboarding activity.

Tour guides are frontline employees in the tourism industry who play significant role in drawing tourists to a destination. Tour guiding service is the principal component of tour services offered by tourism companies. Whether tour guides can deliver quality service to tourists is not only necessary to the business success, but also critical to the image of the destination.

This study aimed to determine the different tour guide practices and challenges in the Province of Quirino. Specifically, it focuses on the following objectives: to determine the demographic profile of the participants, sex, age and ethnic affiliation; to identify the different practices that they apply as tour guides; to evaluate the significant different of their practices when they are group by their profile and to determine the challenges that they encounter along tour guiding.

It is on this premise that this study titled Praxis and Challenges of Tour Guides in Quirino Province is being proposed to have an in-depth knowledge of tour guiding experiences among the tour guides in Quirino most specifically in Governors Rapid located at Maddela, Aglipay Caves in Aglipay and Siitan River and Bimmapor in Nagtipunan.

Statement of the Problem

The researchers will conduct this study in order to have an in-depth understanding on the Tour guide Practices in the Province of Quirino. This study will help improve various services of tour guides in the province and to attract more tourist to visit other destinations.

Specifically, will answer the following questions:

1. What is the demographic profile of the participants?
2. What are the different practices that they apply as tour guides?
3. Are there significant differences of their practices when they are group by their profile?
4. What are the challenges that they encounter along tour guiding?

Objectives of the Study

This study aimed to determine the different Tour guide practices in the Province of Quirino. Specifically, this research will focus on the following objectives:

1. Determine the demographic profile of the participants
 - 1.1 Sex;
 - 1.2 Age; and
 - 1.3 Ethnic affiliation.
2. Identify the different practices that they apply as tour guides.
3. Evaluate the significant different of their practices when they are group by their profile; and
4. Determine the challenges that they encounter along tour guiding.

Null Hypothesis

Levin et al., (2008), in quantitative communication research, null hypothesis significance testing (NHST) is the most common method of statistical inference. At 0.05 level of significance, the following hypothesis was tested:

1. There is no significant difference on the tour guiding practices and challenges faced by the tour guides in Quirino when they are grouped by their profile.

Conceptual Framework

The province of Quirino is being endowed with natural beauty, culture, tradition, history and hospitable people. These features attract tourists to discover and experience what the province can offer. It is no doubt that the province has a lot of

potential to become a top tourism destination in the region. The eagerness of its government to develop the province is anchored in their vision as quoted “A progressive province of God-loving and empowered citizens leaving peacefully in an economically stable, ecologically sustainable and investment-friendly environment enjoying the benefits of adequate infrastructure and an advance information and communications technology pursuit of its continuing development under good governance.” Moreover, this study aimed to determine the different tour guide practices in the province in managing every tourism destination. It will determine the best practices as well as identifying their strengths and weaknesses.

In this particular research, the Input-Process-Output (IPO) model was used to know the relationships among the variables under the study. The inputs are the Tour guides in Maddela, Aglipay and Nagtipunan. The input was to assess the Tour guide practices and challenges of tour guides in maintaining their practices. The outputs include the intervening variables such as sex, age and ethnic affiliation (Figure 1).

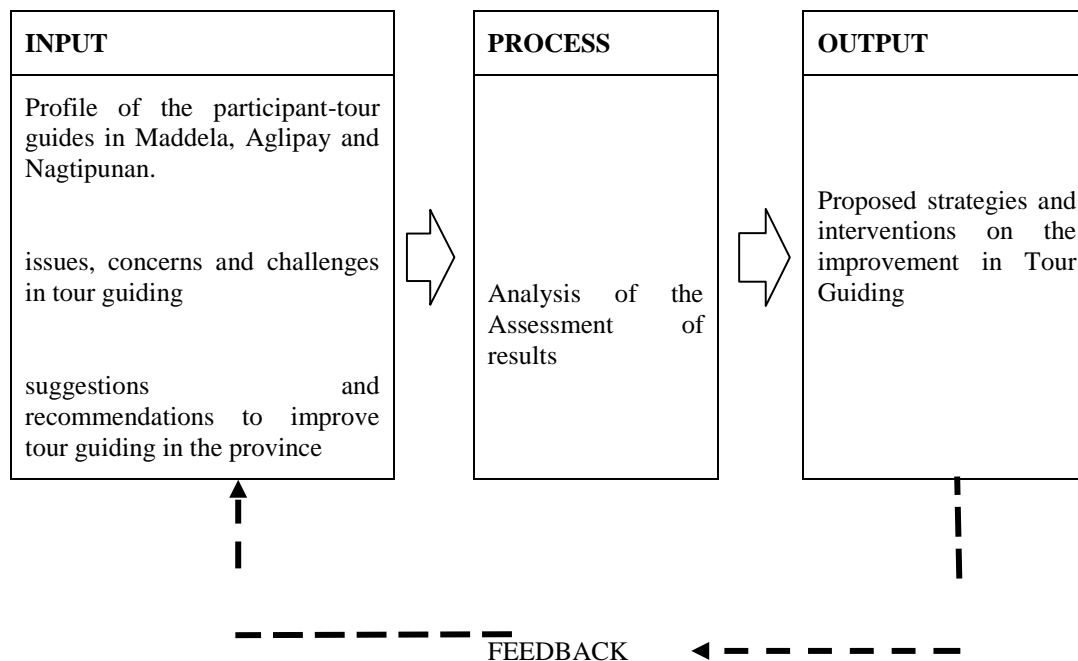


Figure 1: Conceptual Framework

Paradigm of the Study

The output of the study lead to proposed strategies and interventions on the improvement in tour guiding which can be used as a basis for improving Tourism Services of Quirino Province.

LITERATURE REVIEW

Tourism is an important sector for the development of the economy of the country. It contributes directly and indirectly to Gross Domestic Product, employment generation and source of foreign currency (Shidende, D. M. 2019). Tourism has undergone continued growth and diversification over the past six decades, becoming one of the world's largest and fastest growing economic sectors. (UNWTO, 2014).

According to The Department of Tourism the Philippines breached its international arrivals target of 8.2 million with 8.26 million foreign visitor arrivals recorded in the year 2018-2019 (Philippine Tourism Statistics). As a result of the growth in international tourism activities, tourism revenues in many countries have increased significantly and destinations are in a demanding, competitive market (Sahin, S., 2012).

On the other hand, destinations need to offer qualified service and renew themselves continuously. In this context, tour guides as key representatives of destinations play a significant role on tourist satisfaction and re-visit intention (Cetinkaya, M. Y., & Öter, Z. 2016). One of the unique ingredients for the growth of tourism in any nation is tour guiding. The professionalism of tour guides directly impacts the satisfaction of visitors and hence the development of the industry. (Shidende, D. M. 2019).

Tour guides are cultural ambassadors of a country; their ability to communicate can build or ruin the interactions of visitors with guided tours and destination memories. (Al Jahwari, et al 2016). In this context, it is highlighted that they play an important role in increasing the sustainability value of a destination (Francis et al., 2019). It is emphasized by various names in the literature that the tour guides can inform and educate the tourists during their "interpretative" interaction by using the direct control approach.

It is important to understand that tour guides play an important role in a tourist experience at a destination. As a frontline service provider, they leave a lasting impression. Since tourism has multiple stake holders, each have different

expectations from tour guide. Accordingly at different places and times, different roles have been envisaged for tour guides (Prakash, M. et.al 2010).

As tour guides have direct contacts with the visitors and the visited area, they have a variety of roles to play in response to the expectations of various tourism stakeholders, including the tourists, the destination resources, the local communities, the employers, the governmental authorities, and the guides themselves (Francis et al., 2019.)

If tour guides are trained, well-educated, local culture experts and uphold ethical values, it is recognized that they play an important role in preserving local culture, disseminating valuable knowledge and reversing the negative impacts of tourism industry (Pirnar, I., et.al., 2018). The opportunity of direct interaction with the tourists makes them all the 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.

Most businesses emphasize the on-site learning of visitors; however, some businesses make efforts to support even long-term environmental education. Some study also confirms that tour guides and accommodation have an important role in environmental education (Huang, S., 2016). There might be room for improvements of how tourist guides may contribute to visitors' understanding of sustainability issues, both in the place visited and in general (Pereira, E., 2017).

Potential threats and challenges to the future of the industry are explored, particularly threats from unqualified guides and from the introduction of information technology (Melja, D. 2017). Other studies have detected challenges which includes the poor payment, the role conflict between the tour leader and the tour-guide, the foreign labor, feeling not appreciated from the government, renewing the license, creation of other tour-guiding jobs (Magdy, H., 2016)

The formation of the Tour Guide must take into account the changes and modifications demanded by new business and educational scenarios in the contemporary world (Saraiva, A. et.al., 2019).

METHODOLOGY

Research Design

This study used the quantitative approach to answer the research questions. Quantitative research is a methodology that 'seeks to quantify the data' and 'applies some form of statistical analysis' A questionnaire survey was employed in the collection of data. The study was conducted at Maddela, Aglipay and Nagtipunan Quirino particularly at Aglipay Caves, Governors Rapid, Bimmapor and Diamond Caves January- February 2020.

Sample and Sampling Procedure

The sample population who completed the questionnaire was 22, and according to Roscoe in Sekaran (2006), the sample size for quantitative research should be 30-500 people. In this study, descriptive method was used to analyze the data. The twenty-two (22) tour-guide respondents were taken into consideration. The selection of respondents is the third stage. The sample is made up of individuals who will be given a questionnaire that will represent the entire population (Clifford et al., 2016).

Research Instrument

The study used a structured questionnaire to gather the needed data and information. The instrument has two parts. The first part is a checklist design to gather information about the personal background of the respondents which include the sex, age, and ethnic affiliation. The second part of the instrument are the different tour guiding practices and challenges in the province of Quirino.

We utilized the Likert scale to assess the tour guides with the following point scale with verbal interpretation.

3.26-4.00 (SA) Strongly Agree

2.51-3.25 (A) Agree

1.76-2.50 (D) Disagree

1.00-1.75 (SD) Strongly Disagree

Data Gathering Procedure

Upon approval of the proposal, the researchers went to the DOT to get the list of the tour guide, then they seek permission from the Municipal Mayor to float the questionnaire which was personally administered by the researchers to ensure 100% retrieval.

RESULTS AND DISCUSSION

This chapter presents the results and discussion of the study titled: "Praxis and Challenges of Tour Guides in Quirino Province".

Table 1 presents the profile of the respondents. It can be noted from the above table that there are 20 or 90.0 percent male respondents while there are 2 or 9.1 percent female counterparts. In addition, there are 3 or 13.6 percent 18-25 years old, 8

or 36.4 percent 26-33 years old and 11 or 50 percent 34 years old and above. On the other hand, there are 5 or 22.7 percent Ifugao/Igorot, 10 or 45.5 percent Ilocano, 3 or 13.6 percent Bugkalot and 4 or 18.2 percent Tagalog counterparts.

Hence, the table indicates that there are more male respondents, dominated by 34 years old and above and mostly are Ilocano.

Table 1: Profile of the Respondents

Profile	Specific	Frequency	Percentage
Sex	Male	20	90.9
	Female	2	9.1
Age	18-25 years old	3	13.6
	26-33 years old	8	36.4
	34 and Above	11	50.0
Ethnic Affiliation	Ifugao/Igorot	5	22.7
	Ilocano	10	45.5
	Bugkalot	3	13.6
	Tagalog	4	18.2

N=22

Table 2: Mean on the Praxis of tour guides in Quirino Province

A. TOUR GUIDING PRACTICES		Means	VI
No.	Statements		
1	Advance planning and reservation of tour	3.59	SA
2	Makes the necessary arrangement and preparation before the tour	3.91	SA
3	The tourist is greeted with joy and enthusiasm	3.73	SA
4	Explain safety rules and guidelines about the tour	4.00	SA
5	Bringing necessary equipment and tools (first aide kit)	3.86	SA
6	Guides the tourists during the tour	4.00	SA
7	It makes the tour lively, safe and enriching	4.00	SA
8	Responds to tourists' complaints	3.05	A
Grand Mean		3.77	SA

Table 2 presents the mean on the praxis of tour guides in Quirino Province. It can be noted from the above table that most of the statements posted a mean description of "Strongly Agree" except for statement number 8 "Responds to tourists' complaints" which yielded a mean description of "Agree". Meanwhile, the computed grand mean is 3.77 which is described as "Strongly Agree".

Hence, the table indicates that the tour guides in the province of Quirino Strongly Agrees to most of the situations or tour guide practices mentioned above.

Table 3: Mean on the Challenges that Tour Guide has to Face in the Province of Quirino

B. THE CHALLENGES THAT TOUR GUIDE HAS TO FACE		Means	VI
No.	Statements		
1	Repeatedly tell tourist not to do anything forbidden in the area	3.27	SA
2	Evaluating everything without negative results on tourists	3.86	SA
3	Tell the children not to do things that are not allowed in the area (swimming in the deep part of the river or climbing steep places).	3.95	SA
4	Following the rule such as not throwing trash everywhere.	4.00	SA
Grand Mean		3.77	SA

Table 3 elucidates the mean on the challenges that tour guide has to face in the province of Quirino. It can be gleaned from the above table that all of the statements posted a mean description of "Strongly Agree". Meanwhile, the computed grand mean is 3.77 which posted a mean description of "Strongly Agree".

Thus, the tour guides strongly agree to most of the statements reflected above.

Table 4: Mean and T-test on the Praxis of tour guides in Quirino Province when grouped by Sex

A. TOUR GUIDING PRACTICES		Sex				T-test		Desc.
No.	Indicators	Male	VI	Female	VI	t-comp	p-value	
1	Advance planning and reservation of tour	3.55	SA	4.00		-	.32	Accept Ho
					SA	1.029		
2	Makes the necessary arrangement and preparation before the tour	3.90	SA	4.00		-.449	.66	Accept Ho
					SA			

3	The tourist is greeted with joy and enthusiasm	3.70	SA	4.00		-.883	.39	Accept Ho
					SA			
4	Explain safety rules and guidelines about the tour	4.00	SA	4.00		.003	1.00	Accept Ho
					SA			
5	Bringing necessary equipment and tools (first aid kit)	3.85	SA	4.00		-.566	.58	Accept Ho
					SA			
6	Guides the tourists during the tour	4.00	SA	4.00		.003	1.00	Accept Ho
					SA			
7	It makes the tour lively, safe and enriching	4.00	SA	4.00		.003	1.00	Accept Ho
					SA			
8	Responds to tourists' complaints	3.05	A	3.00		.176	.86	Accept Ho
					A			
Grand Mean		3.76	SA	3.88	SA			

Table 4 presents the mean and t-test on the praxis of tour guides in Quirino Province when grouped by sex. It is evident on the above table that most of the items posted a mean description of "Strongly Agree" except for statement number 8 "Responds to tourists' complaints" Which yielded a mean description of "Agree". Meanwhile, the computed grand means for both counterparts are 3.76 and 3.88 respectively which are both qualitatively interpreted as "Strongly Agree".

On the other hand, the computed p-value in most of statements are higher than the .05 level of significance which means that it is not significant. Moreover, the result further indicates that there is no significant difference on the tour guiding practices of the tour guides in Quirino Province when grouped by sex. Thus, the null hypothesis is accepted.

Hence, the result indicates that sex does not affect the tour guiding practices of the tour guides in Quirino Province.

Table 5: Mean and T-test on the Challenges that Tour Guide has to Face in the Province of Quirino when grouped by Sex

B. THE CHALLENGES THAT TOUR GUIDE HAS TO FACE		Sex				T-test		
No.	Indicators	Male	VI	Female	VI	t-comp	p-value	Desc.
1	Repeatedly tell tourist not to do anything forbidden in the area	3.25	A	3.50		-.525	.61	Accept Ho
					SA			
2	Evaluating everything without negative results on tourists	3.95	SA	3.00		5.878	.00	Reject Ho
					A			
3	Tell the children not to do things that are not allowed in the area (swimming in the deep part of the river or climbing steep places).	3.95	SA	4.00		-.309	.76	
					SA			Accept Ho
4	Following the rule such as not throwing trash everywhere.	4.00	SA	4.00		.003	1.00	Accept Ho
					SA			
Grand Mean		3.79	SA	3.63	SA			

Table 5 displays the mean and t-test on the challenges that tour guide has to face in the Province of Quirino when grouped by sex. It can be noted from the above table that most of the items in both counterparts posted a mean description of "Strongly Agree" while it is noted that statement number 1 "Repeatedly tell tourist not to do anything forbidden in the area" Yielded a description of "Agree" for Male respondents as well as in statement number 2 "Evaluating everything without negative results on tourists" For female counterparts. Meanwhile the computed grand mean for male and female are 3.79 and 3.63 respectively which are both described as "Strongly Agree".

On the other hand, the computer p-value in statement number 2 "Evaluating everything without negative results on tourists" is lower than the .05 level of significance which means that the result is significant. Hence, the rejected statement indicates that there is no significant difference on the challenges that tour guide has to face in the Province of Quirino when grouped by sex. Thus, the null hypothesis is rejected.

Hence, the result indicates that sex affects the challenges that tour guide has to face in the Province of Quirino specifically on particular number 2.

Table 6: Mean and ANOVA on the Praxis of tour guides in Quirino Province when grouped by Age

A. TOUR GUIDING PRACTICES		Age				ANOVA				
No.	Indicators	18-25 y/o	VI	26-33 y/o	VI	34 & A y/o	VI	F-comp	p-value	Desc.
1	Advance planning and reservation of tour	4.00	SA	3.50		3.55	SA	.834	.45	Accept Ho
					SA					

2	Makes the necessary arrangement and preparation before the tour	3.33	SA	4.00	SA	4.00	SA	16.409	.00	Reject Ho
3	The tourist is greeted with joy and enthusiasm	4.00	SA	3.50	SA	3.82	SA	1.900	.18	Accept Ho
4	Explain safety rules and guidelines about the tour	4.00	SA	4.00	SA	4.00	SA	.003	1.00	Accept Ho
5	Bringing necessary equipment and tools (first aid kit).	3.33	SA	3.88	SA	4.00	SA	6.466	.01	Reject Ho
6	Guides the tourists during the tour	4.00	SA	4.00	SA	4.00	SA	.003	1.00	Accept Ho
7	It makes the tour lively, safe and enriching	4.00	SA	4.00	SA	4.00	SA	.003	1.00	Accept Ho
8	Responds to tourists' complaints	3.00	A	3.13	S	3.00	A	.263	.77	Accept Ho
Grand Mean		3.71	SA	3.75	SA	3.80	SA			

Table 6 presents the mean and ANOVA or Analysis of Variance on praxis of tour guides in the Province of Quirino when grouped by age. It can be noted from the above table that most of the items elicits a “Strongly Agree” mean description in most of the statements except for statement number 8 “Responds to tourists’ complaints”. Meanwhile, the computed grand means across ages are 3.71, 3.75 and 3.80 respectively which are all interpreted as “Strongly Agree”.

On the other hand, the computed p-value in statement number 2 “Makes the necessary arrangement and preparation before the tour” and 5 “Bringing necessary equipment and tools (first aid kit).” is lower than the .05 level of significance which means that the result is significant. Hence, the rejected result indicates that there is no significant difference on the tour guiding practices of tour guides in the Province of Quirino when grouped by age. Thus, the null hypothesis is rejected.

Hence, the result indicates that age affects the tour guiding practices of tour guides in the Province of Quirino specifically along indicator number 2 and 5.

Table 7: Mean and ANOVA on the Challenges that Tour Guide has to Face in the Province of Quirino when grouped by Age

B. THE CHALLENGES THAT TOUR GUIDE HAS TO FACE		Age		ANOVA						
No.	Indicators	18-25 y/o	VI	26-33 y/o	VI	34 & A y/o	VI	F-comp	p-value	Desc.
1	Repeatedly tell tourist not to do anything forbidden in the area.	3.00	A	3.25	S	3.36	SA	.376	.69	Accept Ho
2	Evaluating everything without negative results on tourists	4.00	SA	3.88	SA	3.82	SA	.301	.74	Accept Ho
3	Tell the children not to do things that are not allowed in the area (swimming in the deep part of the river or climbing steep places).	4.00	SA	4.00	SA	3.91	SA	.475	.63	Accept Ho
4	Following the rule such as not throwing trash everywhere.	4.00	SA	4.00	SA	4.00	SA	.003	1.00	Accept Ho
Grand Mean		3.75	SA	3.78	SA	3.77	SA			

Table 7 presents the mean and ANOVA on the challenges that tour guide has to face in the province of Quirino when grouped by age. It can be noted from the above table that most of the items posted a mean description of “Strongly Agree” except for statement number 1 “Repeatedly tell tourist not to do anything forbidden in the area.” which is described as “Agree”. Meanwhile, the computed grand mean across ages is 3.75, 3.78 and 3.77 which are all described as “Strongly Agree”.

On the other hand, the computed p-value in most of the statements is higher than the .05 level of significance which means that the result is not significant. Furthermore, the result indicates that there is no significant difference on the challenges that tour guide has to face in the province of Quirino when grouped by age. Thus, the null hypothesis is accepted.

The result indicates that age does not affect the challenges that tour guide has to face in the province of Quirino.

Table 8 presents the mean and ANOVA or Analysis of Variance on the praxis of tour guides in the province of Quirino when grouped by ethnic affiliation. It can be noted from the above table that most of the items elicits a mean description of “Strongly Agree”. Meanwhile, the computed grand means across ethnicity are 3.73, 3.81, 3.83 and 3.66 respectively which are all interpreted as “Strongly Agree”.

Table 8: Mean and ANOVA on the Praxis of tour guides in Quirino Province when grouped by Ethnic Affiliation

No.	A. TOUR GUIDING PRACTICES	Ethnic Affiliation								ANOVA		Desc.
		Ifugao/Igorot	VI	Ilocano	VI	Bugkalot	VI	Tagalog	VI	F-comp	p-value	
1	Advance planning and reservation of tour	3.80	SA	3.60		4.00	SA	3.00	A	2.444	.10	Accept Ho
2	Makes the necessary arrangement and preparation before the tour	3.60	SA	4.00		4.00	SA	4.00	SA	3.091	.05	Accept Ho
3	The tourist is greeted with joy and enthusiasm	3.80	SA	3.80		4.00	SA	3.25	A	2.312	.11	Accept Ho
4	Explain safety rules and guidelines about the tour	4.00	SA	4.00		4.00	SA	4.00	SA	.003	1.00	Accept Ho
5	Bringing necessary equipment and tools (first aid kit)	3.60	SA	4.00		3.67	SA	4.00	SA	2.328	.11	Accept Ho
6	Guides the tourists during the tour	4.00	SA	4.00		4.00	SA	4.00	SA	.003	1.00	Accept Ho
7	It makes the tour lively, safe and enriching	4.00	SA	4.00		4.00	SA	4.00	SA	.003	1.00	Accept Ho
8	Responds to tourists' complaints	3.00	A	3.10		3.00	S	3.00	A	.113	.95	Accept Ho
Grand Mean		3.73	SA	3.81	SA	3.83	SA	3.66	SA			

On the other hand, the computed p-value in all of the statements is higher than the .05 level of significance which means that the result is not significant. The result further indicates that there is no significant difference on the tour guiding practices of the tour guides in the province of Quirino when grouped by ethnic affiliation. Thus, the null hypotheses are accepted.

The result implies that ethnic affiliation does not affect the tour guiding practices of the tour guides in the province of Quirino.

Table 9 presents the mean and ANOVA on the challenges that tour guide has to face in the province of Quirino when grouped by ethnic affiliation. It can be deduced from the aforementioned table that most of the items posted a mean description of "Strongly Agree". Meanwhile, the computed grand mean across ethnicity is 3.70, 3.78, 3.67 and 3.94 which are all interpreted as "Strongly Agree".

On the other hand, the computed p-value is item number 1 "Repeatedly tell tourist not to do anything forbidden in the area" Is lower than the .05 level of significance which means that the result is not significant. The rejected result implies that there is no significant difference on the challenges that tour guide has to face in the province of Quirino when grouped by ethnic affiliation. Thus, the null hypothesis is rejected.

Hence, the result connotes that ethnic affiliation affects the challenges that tour guide has to face in the province of Quirino specifically along statement number 1.

Table 9: Mean and ANOVA on the Challenges that Tour Guide has to face in the Province of Quirino when grouped by Ethnic Affiliation

No.	B. THE CHALLENGES THAT TOUR GUIDE HAS TO FACE	Ethnic Affiliation								ANOVA		Desc.
		Ifugao/Igorot	VI	Ilocano	VI	Bugkalo	VI	Tagalog	VI	F-com p	p-value	
1	Repeatedly tell tourist not to do anything forbidden in the area	2.80	A	3.30		3.00	A	4.00	S	4.241	.02	Reject Ho
2	Evaluating everything without negative results on tourists	4.00	S	3.80		3.67	S	4.00	S	.858	.48	Accept Ho
3	Tell the children not to do things that are not allowed in the area (swimming in the deep part of the river or climbing steep places).	4.00	S	4.00		4.00	S	3.75	S	1.636	.22	Accept Ho
4	Following the rule such as not throwing trash everywhere.	4.00	S	4.00		4.00	S	4.00	S	.003	1.00	Accept Ho
Grand Mean		3.70	S	3.78	S	3.67	S	3.94	S			
			A		A		A		A			

DISCUSSION

Characteristics of Respondents

Based on the survey results, most respondents are Middle Ages Ilocano men in 34 years old and above. According to (Zemke et al.,2000), this age range, generation Y, or millennials, has a big impact on the present tourism industry. According to most definitions, they were born between 1980 and 2000 (Cavagnaro, Staffieri, & Postma, 2018, p.12). It can be seen that men are dominant in tour guiding in the province because it requires great strength and stamina to reach the destination. Moreover, millenials are looking for new experiences and the tourism industry should focus on providing great experiences not just functionalities.

According to Tsauro, S. H., & Teng, H. Y. (2017), tour guides exhibit diverse styles as a result of the demands of their occupations, culture, positions, and job activities. The result showed that most of the respondents were Ilocano followed by Ifugao, Tagalog and Bugkalot. The findings are related to the study of Dagdag (2020), which states that significant and multidimensional role in the modern tourism in terms of tourist guiding through providing a quality and safe experiences during the tour.

Based on the result, it indicates that sex does not affect the tour guiding practices of the tour guides in Quirino Province. This is related to the study of Van Heerden, C. H. (2020), both male and female respondents are intrinsically motivated to participate in the activity by the notion of "bonding" with family and friends, His research also found that there is no statistically significant difference in overall motivation between men and women. However, the result indicates that sex affects the challenges that tour guide has to face in the Province of Quirino specifically on "Evaluating everything without negative results on tourists" particular.

Furthermore, ethnic affiliation does not affect the tour guiding practices of the tour guides in the province of Quirino. Provincial tourism council in coordination with the different travel and tour agencies conducted various trainings to equip tour guides with knowledge to handle different types of guest. However, it differs when it comes to challenges because the result implies that ethnic affiliation affects the challenges that tour guide has to face in the province of Quirino specifically along statement "repeatedly tell tourist not to do anything forbidden in the area".

CONCLUSION

The study sought to assess the tour guides practices and challenges in the province of Quirino. The study considered the age as an important factor in the praxis of tour guides in Quirino Province especially along indicator “makes the necessary arrangement and preparation before the tour” and “bringing necessary equipment and tools (first aid kit)”. On the other hand, ethnic affiliation affects the challenges along indicator “repeatedly tell tourist not to do anything forbidden in the area”. Based on the results the study concludes that age and ethnic affiliation affects the praxis and challenges of Tour guides in the province of Quirino.

LIMITATIONS AND STUDY FORWARD

The limitation of this research lies in the limited number of respondents. This is due to the fact that the research site has limited transportation access, making it difficult for researchers to reach all tourist destinations of Quirino's. It necessitates a unique approach, both in terms of culture and society, in addition to research that concentrates on tour guides, particularly in distant places. This adaptation will be substantially better if the study was performed over a long period of time. In-depth observations will generate additional information about how local tour guides feel about tourist promotion in their area.

It is recommended to tour guides to be attentive always since tourists may arrive any time of the day and first aid kit shall be brought by the tour guides along their journey. It is also recommended that future researches may venture on the personal experiences of the tour guides. A key recommendation for the sustainability of the profession is to establish a system of on-going training and assessment for guides to ensure that high standards of performance by professional tourist guides are maintained. The provincial tourism may continue to improve their services especially more trainings and seminars will be given to the accredited tour guides in the province of Quirino. For a profession that was shifting to maintain its relevance in a world of apps and self-guided tours, this is another change that requires adaptation.

AUTHORS CONTRIBUTION

Tariga conceptualized the study, which was carried out under the supervision of Eraña and Baguilat. The research was conducted within Quirino Province, where Tariga gathered and analyzed data. Eraña and Baguilat focused on the final paper's editing in preparation for publication.

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