

**Identify and evaluate The Abilities Eco tour guides
(Case study: Tehran province Eco tour guides)**

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Abstract

Concerning the revenue, today tourism industry is placed in the third position of world industries and countries have tried greatly in order to improve this industry. During recent years, between sub-fields of tourism, ecotourism has become considerably important. Despite of high potential of our country in holding ecotourism tours and the importance of roles and operation of ecotourism guides, so concerning the importance of their roles in presenting services and protection of environment and also lack of consideration to the subjects which is related to ecotourism guides, tourism literature in this research is concerning the evaluation of abilities of ecotourism guides. In this research by using conceptual theory and interviewing g with experts, abilities of guides were recognized and 25 cases of abilities were chosen. Then the ecotourism guides of Tehran province were asked to evaluate the importance of each case in questionnaire with the 5 point Likert scale. The sample of 100 people with accidental simple sampling was chosen. For analyzing the data and evaluating the importance of abilities, the Binominal and Friedman tests were used. Findings of research reveal that abilities including "responsibility and loyalty", "secretary of tourist's personal information and protector of them", "self-confidence and decisiveness", "performing the moral and legal commitments on tour" are prioritized as competencies which are necessary for an ecotourism.

Keywords: Tourism, Ecotourism, Tour guides, co tour guides

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Introduction

Tourism is a service nature. The role and importance of human factors in the quantity and quality of services provided is essential. Tour guides for direct and continuous interaction with tourists during the trip one of the human factors that affect the service of tourism and create a positive image of the destination they are visiting. "Guides efficiency as a competitive advantage can play an important role in differentiating the services of tourism offices in comparison with other competitors, build customer loyalty and word of mouth advertising play " (Msbrg 437: 1995).

When we talk of human resources specializing in the field of ecotourism and tourism is ecotourism. Guides privileged role of managers of travel agencies and residential centers and is the reception. For Help If you have information adequately. And training can be seen in increasing the level of tourism ecotourism play a major role.

To improve performance and enhance the level of service provided by the tour guides, develop effective evaluation methods and techniques is essential. To assess the precise and features needed. And possible weaknesses in providing quality service and identify the expected tourists. (Decree, 2011).

Tourists arriving in the destination country require information on various aspects such as destination attractions, directions, time of the visit and the like are appropriate. Tour guides are very effective role in introducing tourist destination to visitors. Based on their behavior, tourists analyzed the behavior of the host society. However, the role of mentors in job description is not quite clear. The tour guide is considered the main interface between tourism destinations and tourists. By considering the education and training of tour guides ecotourism in the country that started a few years. It is necessary to target markets with respect to the resources and capabilities required to present identification to be mentors.

Despite the high potential of our country and the importance of ecotourism tours and ecotourism guides performance so far in a systematic and practical assessment of how they work and the ability and knowledge to adapt to the expectations of the tourist and tourism

industry of the country is not. And determine the importance of each of the capabilities of them.

Literature Research

When the term ecotourism was first conceived in the 1980s, it provided a definition that has been widely accepted today. "The International Ecotourism Society" was founded in 1990, has confirmed the definition of ecotourism "trip responsible for natural areas that protect the environment and a better life and greater prosperity for local people provide".

Ecotourism's goals include:

- Promotion of natural and cultural potential identity and the protection of their lands;
- Alternative income generation for rural people as a host of employment
- To encourage investment in remote mountainous areas, deprivation and poverty of the people and local communities and villages;
- Creation of infrastructure, development of communication and access to information for people and their communities and villages (Rezvani, 2011: 24)

Different authors with different terms to describe the tasks and jobs have a tour guide. Cohen (1985) guidelines and provide a source of information and also introduced a mentor. Mediator, interpreter, bumpers and other expressions of cultural ambassador have been used to describe the guide and a guide tour.

According to a definition it can be said for tour guides, personal guide. Eager to work with different capabilities, informed about the destination of the personality traits of gifted and committed to ethics worthy of the Group will lead tourists to the destination attractions. And pass information to them. (Ranjbariyan & Zahedi, 2008: 112).

Ecotourism is defined as someone a guide. That is paid or volunteer tourists who pay or have left with ecotourism and interpretation of the rules will help. (Black, 2001)And the path at night, learn about animals and reptiles and insects have a desert.

Convenient and pleasant duty of tour guide requires special capabilities of the guideline. Each of these characteristics on the quality of the analytical work and guide the tourists will be with him. And affect his judgment.

The capability is continuous and near-perfect performance in an activity. Also in the Oxford dictionary is defined as such capabilities. Having skills to do something and talent and performance in a particular case. Means natural talent or skill in culture and meaning is obtained.

Background research

According to investigations carried out, some researchers have pointed to some of the roles and capabilities. That helps create favorable conditions for tourists are obliged to comply with them.

Cohen (1985) in a paper of its kind after years of one of the most comprehensive features and articles about the role of tour guides. And today is the first to examine the role of tour guides. Role in today's 2 router and knows the players in the past. He believes that the role of tour guides today, composition and development of the former leader. These roles are also included minor roles, Cohen past to accommodate the traffic navigational guides to the territory of present-day role of leadership and the role of mentor (advisor) to the realm of intermediate (medium) called. In between these two functions Help territory into two categories related output (driven out) and interdependent (guidance from) divided. He then examines each of the roles and features in the realm of leadership and intermediate payments.

Holloway (1981) exploratory research through observation and interview one-day tours, with a sociological look at the interactions between guides and tourists and the driver and the role of tour guides is. Some roles and features are presented in this study guide. Catalysts include the role of interactions between members of the group can help. Providers of information between the local community and tourists' interpreter, cultural mediator, help places not possible without the help of guides. Teacher incentives,, shepherds industry leader and nurses were other roles. That is mentioned in this article. Researcher in the study of the interactions between the guide and driver, as well as members of a team to contribute to raising the level of travel experience of tourists has stressed.

Ballantine and Hughes attended a training workshop in Queensland and West Australia in 2000, the role and responsibilities of sixty-five Ecotourism guides and training materials they looked universe setting.

These findings indicate that awareness of information delivery guides good performance. But the importance of relatively is a little about the use of interpretative techniques, to minimize the environmental impact of their Disabled Persons' Attitude effective. The evaluation of educational materials directed them to improve performance.

Zhang chou(2004) assessed their tour guides in Hong Kong from the perspective of Chinese tourists. In this study, there are 20 characteristics according to the literature and interviews with selected experts. These characteristics included recognition, problem solving ability, knowledge of the destination, integrity, safety information, provide the services promised, literature, the ability to provide adequate information, training, work and daily travel program, respect for customers, domination The English needed in the tour, with tourists, friendly, friendly atmosphere, good appearance and cleanliness, availability, attention to detail, providing information about the target culture, introducing reliable shops, humor. The results showed that tour guides in Hong Kong to provide the services promised in the program had a very good performance. And professional standards, especially knowledge of the destination and literature were observed. Guides service quality in Hong Kong must maintain these properties at the same level.

Rosemary Black and Betty Wheeler (2005) to examine ways to improve the performance of guides given that they are expected to play key roles began. According to the literature are some roles that tour guides should consider their performance in service to tourists identified. These roles include Azmfsr, providing information, the leader-driving tourists in regard to the preservation of natural resources, the social role of mentors, catalysts, guidance, through cultural, tour manager, public relations / representative facilities of access to non-public areas. They then identified ways to improve the performance of mentors according to their role. These methods include: the creation and implementation of codes of ethics tour guides, tour guides create forums for the award of performance, training, certification license.

Randala and Rollins (2008) paper to evaluate the potential of an ecotourism guides in order to help protect natural areas by educating tourists through interpretation and modeling appropriate behaviors

consistent with their environment. In this model, Cohen (1985), the role of guide and Dayvis & Hiweeler theory (1993) was a framework used in this study. To examine the potential role of a tour guide kayak that can form an important part of the experience visitors have a sea area. Studies show that five of the six tourists Cohen plays were more important. And less important was the role of communication. The emphasis was on the necessity for the division ahead. These findings discuss the paradigm of ecotourism and its implications for the management of protected area visitor behavior modification are intended.

Leila command (2009) in his thesis to assess the performance of European tourist's tour guides in Iran. In this research, using the literature, the personal and professional characteristics required identification guides in the input stages and feature interviews with experts, 31 of them were selected. In the next stage of European tourists were asked to end their journey in Tehran, Iranian tour guides importance and performance in each of these features in a questionnaire with Likert 5 each assess. The sample in this study, 142 individuals was selected by sampling. To analyze the data and identify the strengths and weaknesses of the analysis matrix of tour guides - were used in the performance. The findings suggest that European performance tour guides Iranian tourist's characteristics such as honesty, cooperation with other service employees, job satisfaction, customer complaints, provide the itinerary promised to knowledge the history and culture of the destination and have a positive attitude and respect for good customer evaluation. But the findings emphasized the need for improving the performance comprehensive guide to public knowledge of the destinations, the ability to solve unexpected problems on tour, the speech and the ability to deliver content, orientation tour routes, ESP, flexibility and a more active role between the local community and visitors insist.

Research methodology

The population of this study includes ecotourism guides licensed by Culture, Handicrafts and Tourism Tehran. According to reports in the cultural heritage of their number to 456 people For example, the formula Cochran was 0.95% with a confidence that the sample size was 96 but here because the sample size in the study, 100 should be

the final sample size was 110. And randomly used. To increase the reliability and validity of the 12 supervisors, consultants, experts and some professional guidance in this area, according to their surveys and questionnaires were used to complete the necessary reforms to be ready for distribution. And Cronbach's alpha coefficient was used to measure the reliability of which is equivalent to (0.92), respectively. Firstly, the use of library studies (books, articles, and Internet) capabilities ecotourism guides in natural tourism identified and then interviewed and communicate via email with professors, experts and researchers, features screening detected 25 among them was capable guides. Ultimately this capability in the form of Likert scale with 5 options to develop ecotourism guides and questionnaires responses was analyzed using binomial and Friedman test.

To analyze the data on the demographic characteristics of ecotourism guides, were studied to develop a better understanding of the composition of the respondents. In order to characterize the sample in terms of demographic variables (gender, age, education, work experience and English) the descriptive statistics were used for inferential statistical analysis techniques have also been used. Spss statistical software and statistical techniques used to doing Each of Capabilities respectively. And the binomial test the importance of each of Capabilities was reviewed.

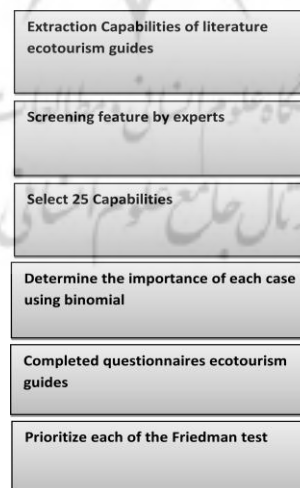


Fig. 1: process research
Source: Authors

Research Findings

In descriptive statistics to analyze the results from the questionnaire and the personal characteristics of the capabilities will be discussed. The frequency and percentage of respondents indicated that the most frequent sex for women who make up 56 percent of the respondents. And 44 percent of respondents also comprise men. And the most frequent age of respondents less than 40 years of age. The highest rate is less than 10 years of experience. The variable frequency distribution of English respondents indicates that the most common language is English.

In inferential statistics to assess the importance of each factor from the perspective of ecotourism guides binomial test was used. People binomial test various responses are divided in two groups: Group 1 and Group 2. The importance of finding the least important or very important is According to the binomial test, the null hypothesis is based on the equality of the responses with little or no importance to be important or very important rule. In simple terms, the probability of answering respondents was against this group. In this follow-up test if the confidence level is less than the null hypothesis is rejected. Otherwise it will be accepted and the null hypothesis that the null hypothesis is rejected in all options.

Table 1: binomial test to check Capabilities

	Group	Included	Count	Percent Views	The test	P amount	Result
1. openness and good ethics	Group 1	<= 3	21	21.	50.	000. (a)	High importance
	Group 2	<3	78	79.			
	Total		99	1.00			
2. tranquility and serenity	Group 1	<= 3	22	22.	50.	000. (a)	High importance
	Group 2	<3	77	78.			
	Total		99	1.00			
3. physically and fitness	Group 1	<= 3	19	19.	50.	000. (a)	High importance
	Group 2	<3	79	81.			
	Total		98	1.00			
4. responsibility and conscientiousness	Group 1	<= 3	15	15.	50.	000. (a)	High importance
	Group 2	<3	84	85.			
	Total		99	1.00			
5. confidence and determination	Group 1	<= 3	13	13.	50.	000. (a)	High importance
	Group 2	<3	85	87.			
	Total		98	1.00			
6. cover	Group 1	<= 3	30	30.	50.	000. (a)	High importance
	Group 2	<3	69	70.			
	Total		99	1.00			
7. exact address complaints of tourists	Group 1	<= 3	36	36.	50.	009. (a)	High importance
	Group 2	<3	63	64.			
	Total		99	1.00			
	Group 1	<= 3	25	25.	50.	000. (a)	High importance
	Group 2	<3	74	75.			
	Total		99	1.00			

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8. Availability	Group 1	<= 3	32	32.	50.	001. (a)	High importance
	Group 2	<3	67	68.			
	Total		99	1.00			
9. Justice friendly behavior among the members of the tour	Group 1	<= 3	25	25.	50.	000. (a)	High importance
	Group 2	<3	74	75.			
	Total		99	1.00			
10. interested in meeting the needs of tourists and guide them	Group 1	<= 3	14	15.	50.	000. (a)	High importance
	Group 2	<3	82	85.			
	Total		96	1.00			
	Group 1	<= 3	20	20.	50	000. (a)	High importance
	Group 2	<3	78	80.			
	Total		98	1.00			
11. importance to the safety and security of tourists	Group 1	<= 3	26	26.	50	000. (a)	High importance
	Group 2	<3	74	74.			
	Total		100	1.00			
12. tourists interested in the environment	Group 1	<= 3	21	22.	50	000. (a)	High importance
	Group 2	<3	76	78.			
	Total		97	1.00			
13. inform tourists of the principles of sustainable tourism	Group 1	<= 3	31	31	50.	000. (a)	High importance
	Group 2	<3	69	69.			
	Total		100	1.00			
14. facilitate sustainable tourism (Environment)	Group 1	<= 3	22	23.	50.	000. (a)	High importance
	Group 2	<3	75	77.			
	Total		97	1.00			
	Group 1	<= 3	38	39.	50.	042. (a)	High importance
	Group 2	<3	59	61.			
	Total		97	1.00			
15. tvanayy interpret tourist sites	Group 1	<= 3	31	32.	50.	000. (a)	High importance
	Group 2	<3	66	68.			
	Total		97	1.00			
16. mdyryt and organizing tours	Group 1	<= 3	18	19.	50.	000. (a)	High importance
	Group 2	<3	79	81.			
	Total		97	1.00			
17. benefit the host community of the benefits of ecotourism tours	Group 1	<= 3	37	38.	50.	025. (a)	High importance
	Group 2	<3	60	62.			
	Total		97	1.00			
18. Learn the basics of search and rescue	Group 1	<= 3	57	60.	50.	064. (a)	High importance
	Group 2	<3	38	40.			
	Total		95	1.00			
19. Respect the culture and values of the host community and visitors	Group 1	<= 3	31	32.	50.	000. (a)	High importance
	Group 2	<3	67	68.			
	Total		98	1.00			
20. Fluent in English	Group 1	<= 3	14	14.	50.	000. (a)	High importance
	Group 2	<3	84	86.			
	Total		98	1.00			
21. dara of professional certifications such as Bird Watching	Group 1	<= 3	21	21.	50.	000. (a)	High importance
	Group 2	<3	78	79.			
	Total		99	1.00			
	Group 1	<= 3	34	35.	50.	003. (a)	High importance
	Group 2	<3	64	65.	The test	Following the	
	Total	Included	98	1.00	50.	000. (a)	

Source: Research Finding

To evaluate the rebound questions of people who have chosen the option a lot more important. Select 5 are the majority. Above it is a very important capability. It has Given the above, and testing of all important competencies in retail prices.

If in Binomial tests, level significantly lower than the high error rate or the variable description is ok. Because the test is usually 5% error level, intended to achieve this result should be a significant level of less than 0. 05. As seen in the table, this number is less than 0. 05 for all variables.

Friedman test and descriptive statistics show the capabilities of high importance as follows.

This test is useful when you want to make a few comments on review. And according to the opinions of this group of people is a significant priority for each of these trends Rabrasas specifies any variables.

Table 2: Prioritize Capabilities

Average	Capabilities	Row
4. 42	4. responsibility and conscientiousness	1
4. 3	11. importance to the safety and security of tourists	2
4. 28	23 confidential personal information of tourists and their protection	3
4. 24	5. confidence and determination	4
4. 22	24. Full implementation of legal and moral obligations Tour	5
4. 18	12. tourists interested in the environment	6
4. 15	3. Fyzykbdny and health	7
4. 14	19. Respect the culture and values of the host community and visitors	8
4. 12	1. openness and good ethics	9
4. 1	14. facilitate sustainable tourism (Environment)	10
4. 08	16. mdyryt and organizing tours	11
4. 06	2. tranquility and serenity	12
4. 01	8. Availability	13
3. 98	13. inform tourists of the principles of sustainable tourism	14
3. 96	10. interested in meeting the needs of tourists and guide them	15
3. 91	6. cover	16
3. 88	15. tvanayy interpret tourist sites	17
3. 87	18. Learn the basics of search and rescue	18
3. 87	22. acceptable to the general knowledge about the destination	19
3. 86	25. Ability to work with utilities such as maps and direction finders and	20
3. 78	7. exact address complaints of tourists	21
3. 78	9. Justice friendly behavior among the members of the tour	22
3. 76	17. benefit the host community of the benefits of ecotourism tours	23
3. 75	20. Fluent in English	24
3. 28	21. dara of professional certifications such as Bird Watching and	25

Source: Research Finding

Conclusion

Better data analyze the difference between the lowest and highest average mean was divided into five categories. And abilities in five levels of critical, important, moderate, minor, trivial, were studied.

According to the table in the first set, 5 options were very important in the spectrum.

Table 3: Prioritization capabilities in the important

The level of importance	Capabilities	Row
Very important	4. responsibility and conscientiousness	1
Very important	11. importance to the safety and security of tourists	2
Very important	23 confidential personal information of tourists and their protection	3
Very important	5. confidence and determination	4
Very important	24. Full implementation of legal and moral obligations Tour	5

Source: Research Finding

According to the table, the ability to "responsibility and loyalty" is important from the perspective of ecotourism guides and was considered as the first capability. Individual responsibility and effort motivated towards their goals. And to do their work conscientiously are high. Since there is no direct supervision of their profession so a sense of responsibility and duty to satisfy tourists are required.

"The importance of the safety and security of tourists" since the vision is of great importance. Ecotourism trips are more risky than other trips, thus maintaining the safety and security of tourists is a priority. Leaders must be sensitive to the security of passengers and property against natural phenomena has their lives.

The ability of third ecotourism guides were considered "confidential personal information of tourists and their protection" is. Help may be on the trip with some people gain information. Or tourists on some issues, such as certain types of disease will be helped. The task here is the guide to keep them active.

Empowerment "confidence and determination" in the spectrum was very important. The reason for this capability as a critical capability is high. Ecotourism trips are likely to face threats and emergencies in most of the other trips. And guide should be such a certainty to make quick decisions and appropriate. Because in this situation is not the time to vote. And guide should be collected by the decision. The confidence, the guide enables them to effectively carry out its duties

and bold and placed in comfortable conditions. And she can provide experiences and moments of pleasurable for them.

Capable of "full implementation of the legal and moral obligations on tour" was selected as the fifth capable of viewing guides. Tour guide is meant to be a mirror of all the rules of a society must be aware of the source and destination. Before each trip travelers are given a series of commitments to the tour organizer is obliged to do. And guide should be diligent in fulfilling these obligations.

In the second division, 10 were significant problems in range.

"Tourists interested in the environment" as the sixth ability pay particular attention to the environment ecotourism trips. The definitions of ecotourism are a strong emphasis on protecting the environment. Ecotourism is a key element of the definition of which cannot be found that this is not mentioned.

"Physically healthy" is including capabilities for ecotourism guides in particular are more important than other types of guides. An ecotour leader possible issue such as: long walks, roads impassable, stress and high risk. Faces need to be in good health and energy.

The ability of "respect for the culture and values of the host community and visitors, " Therefore it is of paramount importance in the event of failure to comply with the most dissatisfaction for both tourists and the local people will make.

Table 4: Prioritization capabilities in important

The level of importance	Capabilities	Row
Important	12. tourists interested in the environment	1
Important	3. physically and fitness	2
Important	19. Respect the culture and values of the host community and visitors	3
Important	1. openness and good ethics	4
Important	14. facilitate sustainable tourism (Environment)	5
Important	16. mdyryt and organizing tours	6
Important	2. tranquility and serenity	7
Important	8. Availability	8
Important	13. inform tourists of the principles of sustainable tourism	9
Important	10. interested in meeting the needs of tourists and guide them 10	10

Source: Research Finding

"Openness and good ethics" is one of the capabilities that create a sense of intimacy and comfort near the tourists to guide and be with him.

"Eco-tourism facilities (Environment)" in the sense that tourists are encouraged to protect and preserve the environment. The useful information about the benefits motivates tourists and this helps to protect the environment.

"Managing and organizing tours" of capabilities is essential and critical. The leaders have the role of Help running, but in fact is a heavy burden on the shoulders of the executive managers.

"Calm and serenity" in ecotourism tours and guides are more important than others because travel is more risky and the risk of further problems. In such situations, the manual should not be afraid even within the comfort and the best response to emergencies. Experience and time help the development of behavior.

"Availability" creates a sense of security to tourists. Help the effort to improve the means that the problems of concern to him and having a pleasant journey for passengers are very important for him.

"Inform tourists of the principles of sustainable tourism" in sustainable eco-tourism, the main motivation for nature tourism, visiting natural attractions is a regional tourist attraction after viewing, without having any effect on it, and to pay damages, the left the possibility of using it for other people interested in leaving. Unfortunately, the reality suggests that as ecotourism, natural resource damage is irreparable. The main concern of the task and encourage ecotourism guide tourists to preserve the environment.

In the third division were 9 of capacity in the medium range.

Table 5: prioritization capabilities at the intermediate level

The level of importance	Capabilities	Row
Average	6. cover	1
Average	15. tvanayy interpret tourist sites	2
Average	18. Learn the basics of search and rescue	3
Average	22. acceptable to the general knowledge about the destination	4
Average	25. Ability to work with utilities such as maps and direction finders and	5
Average	7. exact address complaints of tourists	6
Average	9. Justice friendly behavior among the members of the tour	7
Average	17. benefit the host community of the benefits of ecotourism tours	8
Average	20. Fluent in English	9

Source: Research Finding

As well as competence "has specialized certifications such as Bird Watching and" guides the vision of ecotourism is very insignificant.

Table 6: prioritization capabilities at the very least

The level of importance	Capabilities	Row
Trivial	21. Having specialized certifications such as Bird Watching and	1

Source: Research Finding

Suggestions and strategies for implementation:

- All facilities are equipped to rescue the ecotourism guides in order to increase the safety and security of tourists by organizing trips to tourist offices
- With the guidance of the decision-making authority and more power in case of emergency due to the risky nature of the ecotourism travel agency managers and tourism agencies in order to increase confidence in the guides
 - The formulation, implementation and monitoring of codes of ethics guides ecotourism as a measure in evaluating the performance of ecotourism guides
 - Ecocide equipping of educational facilities and help with interpretation for the tourists interested in environmental protection organizations responsible tourism
 - Create a series with this title in a row with different fields of study in universities in order to train the expert tour guides
 - Reload season training for ecotourism guides and the use of some of the headlines, for example, issues related to the interpretation of the sites, the use of interpretation facilities, Ecocide, the way to deal with tourists.
 - In-service training courses for tourist guides organizations in charge
 - Hold a briefing session before traveling with the guides, travelers and travel agency representatives in order to clarify the rights and duties of the tourist guides
 - Monthly and quarterly meetings and new guides to accompany the student to work with professional mentors for the transfer of knowledge and experience by agencies and tourist offices

Resources

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