

Status of Hearing-impaired Tour Guides of Angeles City, Pampanga, Philippines: A Basis for a Proposed Intervention Program

KHIZMETH KIM S. STA. ANA * [staana.khiz@yahoo.com]

KIRSTEN COLEEN R. TOLENTINO ** [kirstencoleentolentino@gmail.com]

KIMBERLY G. BORROMEO *** [rialacorte14@gmail.com]

JAME MONREN T. MERCADO **** [jtmercado@ust.edu.ph]

Abstract | Angeles City, Pampanga established the first ever accredited and certified hearing-impaired tour guides in the Philippines. A qualitative method research was developed to propose an intervention program for the hearing-impaired tour guides through assessment of the current status of the hearing-impaired tour guides and efforts of stakeholders. Different frameworks were used to identify the effectiveness of the training, communication and interpretation skills of hearing-impaired tour guides by conducting review of different documents, in-depth interview and focus group discussion. There is an effective training program given to the participants, but problems emerge especially on the sustainability and the long-term programs for the hearing-impaired tour guides.

Keywords | Angeles City, Hearing-Impaired Tour Guides, Intervention Program, Pampanga, Tour Guiding

* **BS Tourism Management** at the College of Business Administration and Accountancy, Colégio de San Juan de Letran, Intramuros, City of Manila

** **BS Tourism Management** at the College of Business Administration and Accountancy, Colégio de San Juan de Letran, Intramuros, City of Manila

*** **BS Tourism Management** at the College of Business Administration and Accountancy, Colégio de San Juan de Letran, Intramuros, City of Manila

**** **Instructor and Research Associate** at the College of Tourism and Hospitality Management and Research Center for Social Sciences and Education, University of Santo Tomas, Sampaloc, City of Manila

1. Introduction

Tourism is one of the largest and uprising industry in the world (Gatchalian-Badilla, 2015) that becomes a central economic drive for socio-economic development in number of areas and destinations (UNWTO, 2011; Kumar, Shrestha, & Mahat, 2012). Within the industry, tour guides are trained to accommodate and assist the tourists during the tour (Blyablina, 2015; Visit Britain, 2015). The expertise of the tour guides is essential in the satisfaction of the tourists on how they were able to create an impact and the experience that they can give (Blyablina, 2015; Cetinkaya & Oter, 2016).

The tour guides or the couriers are part of the travel and trade sectors that ensure that the tourists are satisfied, and their visit runs smoothly throughout the tour (Visit Britain, 2015). The role and importance of the tour guides / tourist guides has been extensively studied in the tourism literature (Cohen, 1985; Weiler & Davis, 1993; Ham & Weiler, 2002; Prakash & Chowdary, 2011; Blyablina, 2015; Cetinkaya & Oter, 2016). The literature presents various concepts of how tour guides are important in a sense of interaction with the tourist (Holloway, 1981; Mottiar & Tucker, 2007; Jonasson & Scherle, 2012; Blyablina, 2015), their performances (Fine & Speer, 1985; Neumann, 2002; Overend, 2012; Blyablina, 2015) and creating a tourist experience (Arnould & Price, 1993; Wang, 1999; Cetinkaya & Oter, 2016) for they are the most well-informed person in the trip that proves their credibility to solve the problem that occurs or might occur prior or during the trip (Prakash & Chowdary, 2011). It makes their expertise essential otherwise, it can fail the tour (Cetinkaya & Oter, 2016).

The impact of tour guides towards the tourists drives the total experience of a tourist. It is emphasized by Buenchner and quoted from Neumann "they will forget what you said, but they

will never forget how you made them feel" (Neumann, 2002; Blyablina, 2015) because people are experience-oriented in action and search for experience (Schulze, 1992; Blyablina, 2015).

Persons with disabilities (PWDs) comprised one-sixth or 15 percent of the world's population (Tacadao & De Luna-Narido, 2016). According to the United Nations (UN) Convention on the Rights of Persons with Disabilities, includes those who have long-term physical, mental, intellectual or sensory impairments on which hinders their full potential and effective participation on an equal basis with other people due to their interaction barriers that people create (Department of Health, 2014). In this research paper, sensory disability will be discussed, primarily the hearing-impaired. The selection of the disability was based on the available PWDs tour guide in Angeles City, Pampanga, Philippines.

This research paper examines the current Hearing-Impaired tour guiding in Angeles City Pampanga, the only existing destination in the Philippines that has this type of tour guiding. In where the interpretation theme theory (El-Menshaw, 2016) is used to identify the most applicable intervention program for the hearing-impaired tour guiding that is beneficial to the current and upcoming hearing-impaired tour guides of Angeles City, Pampanga, Philippines.

2. Theoretical Background

2.1. Theoretical Framework

The researchers used the theory of Interpretation Theme Theory of Sherine El-Menshaw (El-Menshaw, 2016) and Kirkpatrick Model: Four Levels of Learning Evaluation Model by Dr. Donald Kirkpatrick in 1954 (Joo & Feng, 2017).

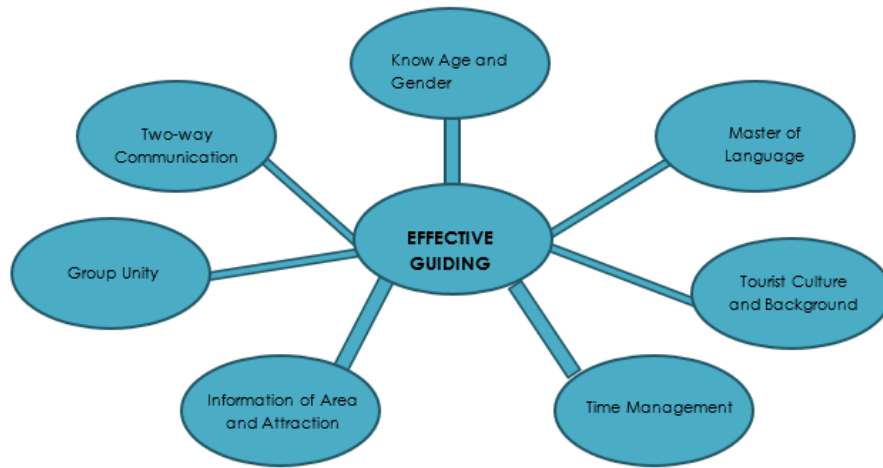


Figure 1 | Interpretation Theme Theory (Source: El-Menshawy, 2016)

The interpretation theme theory by Sherine El Mansahwy enumerates the different sub-roles that includes information, and social and communicative responsibilities that results in the following requirements for an effective tour guiding (El-Menshawy, 2016). Among all the sub-roles the research shall only focus on the following: Master

of Language, two-way-communication, and Information of Area and Attraction. The reason of the selection is based on the provided standard by the different organization related to tour guiding (Vincent, 2009; ASEAN, 2012; UFTE, 2013; TESDA, 2013; UNWTO, 2016; TESDA, 2018).

LEVEL 1: Reaction	To what degree participants react favorably to the learning event
LEVEL 2: Learning	To what degree participants acquire the intended knowledge, skills and attitudes based on their participation in the learning event
LEVEL 3: Behavior	To what degree participants apply what they learned during training when they are back on the job
LEVEL 4: Results	The degree to which targeted outcomes occur as a result of the training and the support and accountability package

Figure 2 | Kirkpatrick Model: Four Levels of Learning Evaluation Model
Source: Joo & Feng, 2017

The “Kirkpatrick Model: Four Levels of Learning Evaluation Model” by Dr. Donald Kirkpatrick is undoubtedly one of the most effective models to examine the effectiveness of training or program for human resource development (Kurt, 2018). The model has a certain and systematic process of implementation of a program that gives emphasis to the fourth stage, the result (Mohamadkhani, 2013). It begins with the level (1), the reaction in where the participants’ reaction to the training is

favorable for them. It is followed by the level (2), the learning is the stage in where the participants should acquire new skills, knowledge, and attitude based on the training given. The level (3) is the behavior, the part in where the participants must apply their learning experience to the job given to them. The last level (4), the result. It is the total output of the training.

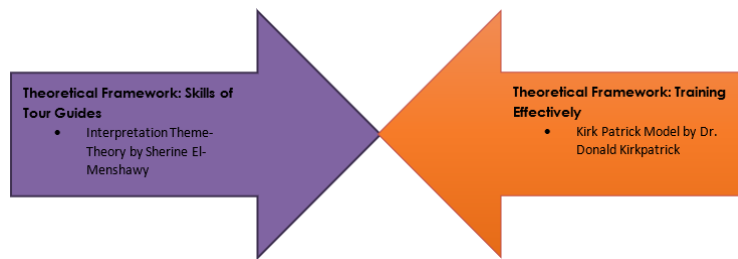


Figure 3| Theoretical Frameworks (conceptualized by the researchers)

In Figure 3, it explains how the idea of the two given theories connect to aid the researchers with their study. The theory of El-Manshaway is the theory gives the essential skill of a tour guide in where the researchers are only going to focus on two-way communication and mastery of language, and then the Kirkpatrick model is used to evaluate the learning effectively of the given training program.

2.2. Literature Review

2.2.1. Tourism and Tour Guides

Tourism industry is one of the largest and fast-growing industries in the world (Gatchalian-Badilla, 2015). Part of the continuous tourism growth is the effectiveness of the tour guides; their impact towards the tourists drives the total experience of a tourist. It is emphasized by Buechner and quoted from Neumann “they will forget what you said, but they will never forget how you made them feel” (Neumann, 2002; Blyablina, 2015).

The tour guide is the one who is thoroughly knowledgeable about the cities, regions, and countries where they work. They are professionals that are trained for their job; knowledgeable in history, understand the culture and familiar with other aspects of logistics including transportation, accommodation, shopping and other related sectors. They are not just disseminators of information, but they are also the entertainer.

It is the responsibility of the tour guide to help travelers understand the culture of the region and

the way of life of its inhabitants. They have to promote the cultural and natural heritage and at the same time impress on the visitors the significance of the place they are visiting (Wilson, 2008).

There are different tourism related established organizations (Prakash & Chowdary, 2011) that released different standards, rules and regulation regarding tour guiding (Pilapil, 1995). In this way, the service that tour guides are giving are qualified, acceptable, and meet the expectation of the tourists for they are regarded as the most important front-liners of Tourism Industry and representative of a destination (Cetinkaya & Oter, 2016; WFTGA, 2012).

The different international organizations like United Nations World Tourism Organization (UNWTO), Association of South East Asian Nations (ASEAN) and the World Federation of Tour Guides Association (WFTGA) have the same goal which is to uplift the tourism demand in a certain destination, and believe that training and certification for tour guides are important for they are considered as front liners (UNWTO, 2014). The organization implements seminars, conventions, training, and most importantly is the international licensure that has a high impact on any tour guide (WFTGA, 2012). In line with this, the ASEAN released a Mutual Recognition Arrangement on Tourism Professionals (MRA-TP) through the formulation of education, curriculum, certification procedures, and encourage the state members to adopt the national frameworks for qualifications, competencies, and training to maintain a high standard of the tourism industry in a country

(ATA, 2002).

The stated organization created a code of guiding or etiquettes in guiding of WFTGA is very similar with the core competencies of ASEAN that primarily requires the following: skills, knowledge, and values (WFTGA, 2012).

Nationally, the Philippines has tour guiding related organizations like the Department of Tourism (DOT), which was first embodied in Presidential Decree No. 189 created it in 1973 that was reorganized structurally and functionally with Executive Order No. 120 signed on January 30, 1987 (DOT, 2014); Technical Education and Skills Development Authority (TESDA), which is an educational resource that made education more accessible to Filipino citizens by offering effective and efficient technical education and skills development (TESDA, 2018); and Union of Filipino Tourism Educators, Inc. (UFTE), which is a national organization in the Philippines that aims to unite the different educators and industry under the industry of Tourism (UFTE, 2011). These different organizations have their own way and strategy on how the tourism of the Philippines can improve through tour guides.

The DOT is a national department and serves as foundation of the tourism industry in the Philippines. The department conducts its own accreditation procedure that begins with submission of the requirements, trainings and accreditation exam (DOT, 2017). In exchange of the accreditation, tour guides are promoted on the official page of DOT and Tourism Promotion Board (TPB), and accessibility on the later seminars, trainings, events, and technical, and security assistance or support (DOT, 2017). The department has different levels for tour guides: The Junior Guide, Senior Guide and the Master Guide that are all measured according to their skills and experience (Department of Tourism, 2013).

TESDA released standards or qualities of that a tour guide must possess that is divided into three (3) competencies: the basic, common, and core

sections, which is to emphasize the importance and difficulty of the matter. The basic section simply discusses the basic etiquettes to work with their colleagues for tour guiding is seen as a group work. The second part of the TESDA competencies standard is the common competencies that enumerates the basic skills, and knowledge in terms of industry trends, proper hygiene procedures, safety practices, and customer service. The last part of competencies standard of TESDA is the core competencies standard that depicts the different intellectual and social qualities a tour guide in terms of research, tour arrangement with the client, and tour implementation (TESDA, 2013).

The UFTE annually host a Tourism Skills Olympics, and the event held a different competition like Quiz Bee, Tour Guiding (National and International), Tour Package (National and International), Cultural Presentation, Poster and Slogan Making, *Kasutang Pinoy* (Philippine Attire) (UFTE, 2013). These types of competitions are considered as outcomes-based education that provide opportunities for raising aspirations and for students to meet other students worldwide that value diversity (Cawthorn & Lavander, 2014). It also makes the students realize their potential and willingness to improve (Laguador, Velasquez, & Florendo, 2013; Magbuhos et.al, 2014). Part of their tour guiding competition criteria for judging are: knowledge of the destination, confidence, communication skills, rapport with the audience and appropriateness of props and costume (UFTE, 2013).

2.2.2. *International and National Definition and Acceptance of Persons with Disability (PWD)*

Persons with disabilities, according to the UN Convention on the Rights of Persons with Disabilities, include those who have long-term physical, mental, intellectual or sensory impairments, which in interaction with various barriers may hinder their full and effective participation in society on

an equal basis with others (Department of Health, 2014). The 92.1 million household population in the country, 1,443 thousand persons or 1.57 percent had a disability, based on 2010 Census of Population and Housing. The recorded figure of PWDs in the 2000 was 935,551 persons, which was 1.23 percent of the household (PSA, 2013). Among this 935,551 PWDs, 517,536 people currently have very limited access to media and information because of they are hearing-impaired (Aquino, 2014).

Communication access for people with hearing loss can be described as “the right of deaf and hard of hearing people receive and understand information and signals presented directly and the lack of barriers to, and the concomitant presence of access to visual or auditory communication” (Dobie & Van, 2005). Individuals with hearing loss can perform as well as their counterparts without hearing loss when equitable educational and employment opportunities are provided (Schroedel & Geyer, 2000). Positive career outcomes are statistically related to educational level. Hearing impaired combined with needs for better career guidance, job training, and job placement, result in poor preparation for entering the workforce on a competitive basis. (National Research Council, 2005).

Philippine Federation of the Deaf, Inc. (PFD) is an organization that promotes the empowerment of deaf people as well as providing a representation of deaf groups in national and international meetings, forum and legislative bodies. PFD aims to provide training to its deaf member organizations specifically on organizational management, community organization, advocacy techniques, leadership training, values formation and other skills necessary for their development. PFD promotes public awareness of the deaf in Philippine society and support efforts towards its propagation.

Philippine Association of the Deaf Inc. (PADI) is a civic charitable organization composed of deaf people residing in the Philippines. The organi-

zation aims to help programs of service to deaf community benefits and to support and promote the rights of deaf people.

2.2.3. *Implemented Intervention Program for PWDs*

PWDs make up about 15 percent of the world's population (more than 1 billion people) who are confronted with a lot of problems and obstacles in different areas of life. The Philippine government has approved Republic Act No. 7277 entitled “Magna Carta Law” since April 6, 2010 (Congress of the Philippines, 2010). The law generates a society that is more equitable and equal for the group of PWDs (Pasion, 2017). Based on the Republic Act 7277 Section 2 Disabled persons also have the same rights as other people to take their proper place in society. As possible they should also be able to live freely and independently (Congress of the Philippines, 2010). This must be the concern of everyone including the family, community, government and non-government organizations. Disabled person's rights must never be perceived as welfare services of the government (Congress of the Philippines, 2010). To help them build their social, moral and spiritual life, enhance their physical well-being that they may see hope and they will take disability a challenge, not a hindrance. Under the International Disability Alliance is the Convention on the Rights of Person with Disabilities that is dedicated to helping to be able to change attitudes and approaches towards person with disabilities.

Republic Act 7277 Section 32 Discrimination on Employment indicates that no entity whether public or private shall discriminate against a qualified disabled person by reason of disability in regard to job application procedures, the hiring, promotion or discharge of employees, employee compensation, job training and other terms, conditions, and privileges of employment (Congress of the Philippines, 2010). Republic Act 10524 Sec-

tion 5 Equal Opportunity for Employment states that no person with a disability shall be denied access to opportunities for suitable employment. The qualified employee with a disability shall be subject to the same terms and conditions of employment and the same compensation, privileges, benefits, fringe benefits, incentives or allowances as a qualified able-bodied person. (Congress of the Philippines, 2010). Several regions in the Philippines are starting to accept and employ PWD, as the front lines of business enterprises like Davao (Opiana, 2017), Bohol (Escobia, 2016) and Manila (Pasion, 2017). Deaf Self-Advocacy Training Toolkit is an effective advocacy for interpreting services in concern of deaf community including Caravan Food Group, Inc., which supports the Philippine deaf community and gives members a voice by employing deaf partners in the team of artisan rollers. They will happily tell you their stories; all you have to do is ask. Elait, his artisanal rolled ice cream concept, hires qualified deaf individuals, giving employees and customers the opportunity to create a more inclusive world, one that sees people's abilities rather than their disabilities. A deaf-friendly workplace, a deaf-friendly world, is not just progressive; it's what's right.

2.2.4. Angeles, City, Pampanga and the PWD Tour Guides

Angeles City is a fast-growing urban center in Central Luzon particular with its tourism industry (Philippine Insider, 2018). With the development of the Diosdado Macapagal International Airport as a premier international gateway, Angeles City has a bright economic prospect. It is also centrally located in the heart of the largest agricultural region of the country (Department of Tourism, 2009). Angeles City has seen significant investment and growth when compared to other areas of the Philippines over the last ten (10) years. The

City Mayor Edgardo Pamintuan mentioned after winning the grand prize "It is through Political will that we encouraged the community towards one vision, having no competition or reward in return" (Pamintuan, 2015). It is the first time that the city won an award and the government is thankful to the city stakeholder who made it possible (Sunstar, 2017). The City won three major Association of Tourism Officers of the Philippines (ATOP) – DOT award held last October 7, 2017, in Iloilo City (Magpayo, 2017). One of the awards given is the grand prize for the Best Community Heritage Conservation Project for their entry Community Empowerment to Promote Inclusive Tourism and Sustainable Heritage Management (SUNSTAR, 2017).

The Department of Tourism Region III and in cooperation with Angeles school division, the training program for the twenty former pupils of Angeles Elementary School became possible (DOT & DepEd, 2016). After the training, the deaf graduates established an association called *Pampanga Deaf Association*, led by its president Jhuvey Guevarra who is a deaf person and a teacher in sign language in Angeles (DOT & DepEd, 2016).

"The city has empowered various sectors through immersions, training, and workshops that will involve them in one mindset and one goal. The heartwarming responses of our people, and even non-residents remind us that we are doing the right thing and that is to make our city tourism viable," (Montances, 2017).

Tour Guiding is seen in Angeles City as a professional job that render services, and assistance to the tourists during their stay (Angeles Ads, 2015), and as an effective tool for they are considered as an unofficial ambassador of the region (Vincent, 2009). Now, the city government de-

veloped a new program that is in line with the Magna Carta Law, the hearing-impaired Tour Guiding. In where deaf are being guided by deaf also with the use of the language that both can understand. That is why special training is given to these people (Pasion, 2017) and so as the people who are interacting with them (Opiana, 2017).

As for Pampanga, the communication skills of the hearing-impaired are being trained as an essential component for tours (Magpayo, 2017). The communication between the interpreter and receiver is seen as a team player, in where the two must agree on how the information must be given and taken (Reis, Jacobs, & Spiers, n.d.).

2.3. The Conceptual Model

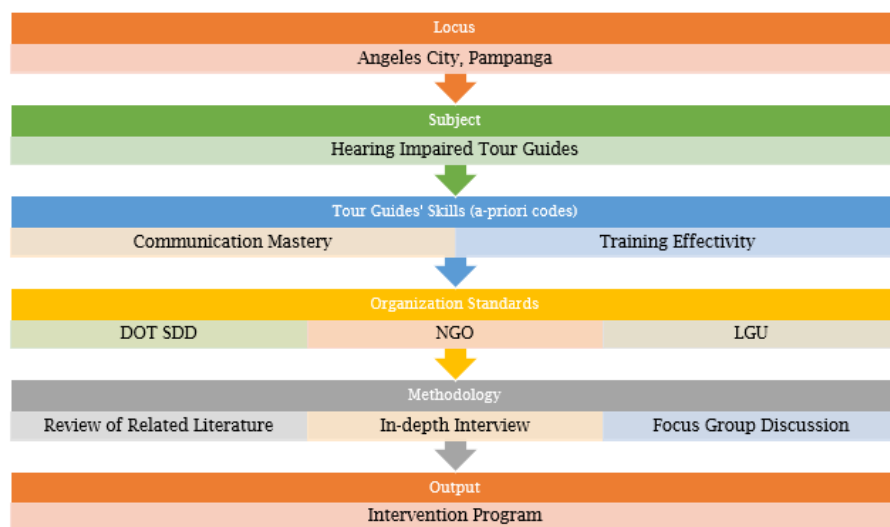


Figure 4 | Conceptual Model (conceptualized by the researchers)

The conceptual model is divided into five parts: the locus, tour guides' skills, the organizations; methodology and the intervention program. It begins with the locus of the research, Angeles City, Pampanga in where the hearing-impaired tour guiding occurs. It is followed by the assessment of the tour-guides in where it is divided into two: The Communication box, and Training Effectiveness box. The two boxes are the representation of the two theoretical frameworks used for the research and considered as the independent variable that answers the given a-priori codes of the study. The communication box refers to both mastery of language and two-way communication of the interpretation theory. The training effectively box pertains to Kirk Patrick model. The second part

of the model is the current efforts and insights of the different organization and government department that are all related to tour guiding like: Department of Tourism Standard Development Division (DOT SDD), Hearing-Impaired tour guides and the local government for Tourism in Angeles City Pampanga for the sustainability of the program. The fourth part is the gathering of data techniques, which are: review of related literature, in-depth interview and focus group discussion. The last part of the framework is the output, the proposed intervention program.

The second, third and last part of the conceptual framework is the statement of the problem for the research. The assessment of the hearing-impaired tour guides is to identify the current stand

of the hearing-impaired tour guides in Angeles City in regard of their communication skills and information interpretation skills. The third part is to identify the current efforts to the different stakeholders (local government of Angeles City, a non-government organization related to hearing-impaired and tour guiding, and Department of Tourism) regarding the hearing-impaired Tour guiding. The last part is the output of the paper, which is the policies, strategies, and projects that will be proposed and implemented for the sustainability of hearing-impaired tour guides.

3. Research Method

The research study made use of qualitative method in an exploratory design that makes use of natural settings, attempting to make sense or interprets phenomena in terms of the perspective of the people involved (Denzin & Lincoln, 2011). Both phenomenology and narrative research approaches were used in gathering data. Phenomenology approach is a study of conscious experience through observation and conversation (Schütz, 1967; Giorgi, 1970; Smith, Flowers, & Larkin, 2009). Narrative analysis approach uses an in-depth interview, review of the literature and written in a context of different events.

The researchers first gathered the related documents or archives related to the study written in review of related literature. The researchers then write a letter of intent addressing the different offices or people with an attachment template and question for ethical consideration. After the approval of the letter, the researchers proceed with the in-depth interview and focus group discussion.

For the in-depth interview, the participants are the following: the Training Officer from the DOT Region III and Tourism Industry Skills Program (TISP) Focal Person; the Local Tourism Depart-

ment of Angeles City, the Deputy Tourism Officer; the President of the Hearing-Impaired Tour Guides Association of Angeles City, Pampanga; the official hearing-impaired interpreter of Angeles City; and the Director of Center for Conservation of Cultural Property and Environment in the Tropics (CCCPET), a specialized unit of University of Santo Tomas Graduate School (USTGS), and one of the invited trainer of the hearing-impaired tour guides who taught the participants of strategies in conducting of research for the content of their tours.

For the focus group discussion, the participants are the tour interpreter; the local tourism officer-in-charge; and all the hearing-impaired tour guides. Unfortunately, the fourteen licensed hearing-impaired tour guides are in active but only four accredited hearing-impaired guides who made it to the event organized by the researchers entitled *The Voice from The Hands: Issues, Opportunities, and Constraints of the Hearing-Impaired Tour Guides of Angeles City Pampanga*. The four hearing-impaired tour guides are Ms. Maria Faye B. Salvador, Ms. Princess J. Sison, Ms. Elenita B. Cano, and Mr. Jesus Juvey D. Guevarra.

Ethical consideration is about the proper process of asking for permission of the selected participants for the subject matter. The researcher (1) wrote letters of intent addressing the different offices or people with an attachment of the template and question, (2) the researchers gave the letter to the following respondents or people. (3) Then once the invitations were accepted, the researchers set a schedule with the office or person to be interviewed. (4) Before the researchers proceed with the interview, the interviewee signed the consent form provided by the researchers.

For the mode of analysis, the findings and information provided by the participants of the research were analyzed using repertory grid, which highlighted the most important details and connecting it from other information.

4. Findings and Discussion

4.1. Status of Hearing-impaired Tour Guides in Angeles City regarding their Communication and Interpretation Skills

Table 1 | Tabular representation of the findings on the communication and interpretation skills of hearing-impaired tour guides

COMMUNICATION SKILLS	INTERPRETATION SKILLS
<ul style="list-style-type: none"> • Sto. Rosario School for Special Needs • Invocation of Republic Act 7277, the rights for education of the Hearing-Impaired • All hearing-impaired tour guides are in born deaf and taught English-Universal sign language. • “I can hear loud voices from the hands of this children” (Pena, 2018). • “I was assured that they can understand my lectures thru the sign language that the interpreter is doing” (Zerrudo, 2018). • The hearing-impaired tour guides are patient and creative in communicating with able person who are not knowledgeable of sign language. 	<ul style="list-style-type: none"> • Mock tours • Regional Tourism Officer Training for skills • 3-days seminar for tour guiding • DOT accreditation for Tour Guides • TESDA certification for Tour Guides

Source: Conceptualized by the researchers

As the population increases, the government established a school for people with special needs, the Santo Rosario School for Special Needs. But there are still several schools around the Philippines that cater education system for the hearing-impaired community since according to the Republic Act 9442 or the Magna Carta Law for the PWD, they also deserve the right to be treated normally without any discrimination by Republic Act 7277. The law invokes the right of the community with special needs for education, employment, and human right. Almost all the students of the school are in-born disabled and are taught the English-Universal sign language.

The hearing-impaired people make use of writing or sign language in communicating. And only an interpreter or a hearing-impaired can understand one another. As described by one of the official hearing-impaired interpreter, “I can hear loud voices from the hands of these children” (Pena, 2018). This is the existing problem of several tou-

rists around the world despite the proposition of UNWTO for an accessible tourism; there is still a barrier to the accessibility of this community. There are times that these people are neglected or ignored by establishments since there is no person who can cater or understand sign languages. For the first time ever, the Angeles City conducted a hearing-impaired tour guiding training. It is a collaborated program by the DOT Region III Manpower division, Local Tourism Office of Angeles City, and the Association of the Hearing Impaired in Angeles. This training is given to the hearing-impaired community to make the tourism industry of Angeles better, and more tourist friendly.

According to the speaker during the hearing-impaired tour guide, tour guiding has two major factors: the skills and the knowledge. The statement can be supported by the different standard for tour guiding given by international and national tour guides related organization. In applying the theory of El Manshawy (2016) that is used for

the study; the two-way communication and mastery of language pertains to the skills of the tour guides in interacting with the tourists. It refers to the personal skills of the tour guide in terms of their capability and fluency of communicating and interacting with the tourists with the use of the language that both parties can understand; while the information of the area is the knowledge of the tour guides in conducting a tour.

For the training given to the hearing-impaired tour guides, it consists of two parts: the seminars and the mock tours. For the first part, the USTGS-CCCPET Director is the speaker in charge for the seminars regarding on how to conduct research for information regarding a tourist spot, how to compose a script for tour guiding and other information that is related to the content of a tour. At first, the Director was surprised and was not informed that the training is for hearing-impaired. The Director was hesitant and uncomfortable at the beginning, but later, the Director saw the passion, excitement, eagerness, and attentiveness of the participants. It assures him that the participants can understand his presentation. At the end of the training, the Director commended that there is an effective communication between the interpreter and participants; and was delighted with the result of the training. The second part of the training is the mock-tours. Several mock tours are done to test both communication skills and area knowledge of the participants. As observed by the accreditors, the hearing-impaired guides and interpreters are communicating well that the interpreters can deliver the message of the hearing-impaired guides well to the trainers. Even though it is the first time and big challenge for the interpreters and hearing-impaired guides, the mock tour is a success because after it, all the tour guides passed and became the first group of DOT accredited hearing-impaired tour guides in the Philippines, and TESDA certification for tour guiding.

Even after all this, the training officer from the DOT Region III still have doubt about the credi-

bility of the hearing-impaired guides to share valid information for they cannot check the information unless it is interpreted to them by an interpreter.

As observed by the interviewers, the hearing-impaired guides are good in using sign language. They are patient, and creative in expressing themselves to both hearing-impaired people and able people. The emotion can be felt in every gesture and facial expression made by the hearing-impaired tour guides. There are times that the sign language that they are using can be understood by the researchers. As commended by the interpreters and by the Deputy Tourism Officer, these hearing-impaired tour guides are patient to be understood by others, if they are talking to an able person who cannot understand sign language, they make use of their creativity to be understood by them. It can be by using pros, writing on a paper or typing in their mobile device, anything that they can think of.

4.2 Stakeholders Effort for the Hearing-impaired Tour Guides

“The Angeles City has a long line of thriving tourism industry before the office is established” (Cruz, 2018). Since the city is rich in history and culture from the different settlement of the foreigner like European, Greeks, Americans, Swedish, Swiss, and a lot more that is still visible nowadays since there are a lot of retired foreigners in the city. It is these foreigners that the training officer of DOT Region III and the Deputy Tourism Officer believed brought modernization to the city. But the training officer of the DOT Region III is worried about the image made by the foreigners that the DOT Region III is trying to remove, the “Red Tourism” and prostitution, for it causes a bad image for the destination.

As narrated by the Deputy Tourism Officer, the Local Government Unit (LGU) of Angeles City for Tourism, the city has already implementing

tourism development before the establishment of the office. Only by the year 2009 or 2010 when the former mayor of Angeles City won the election, enacted the Tourism Code of 2009 for he sees tourism as a great economic investment. During those years, there are several tourism officers that are not even skilled oriented on Tourism and Hospitality. Only by the last quarter of 2016, the term of the current Tourism Officer of Angeles City enacted the Republic Act 9593 or Tourism Code of 2009, that states “the tourism office primary purpose is to oversee and mandate the tourism industry of the city, monitors the tourism activities of the city, and are required to have statistic record of the tourists’ arrival that should be taken from the accommodation sector”. The tourism office tried to ask nicely the accommodation sectors several times to submit their data through official communication like letters, meetings and the like. And all the establishment fell on deaf ears and did not respond to our requests since there is no affiliated punishment for not complying. The tourism officers conducted a research to resolve the problem and found out the existence of the tax law in Angeles City, and part of RA 9593 that is not yet implemented. The law is highly related to the accommodation establishment because it states that tourists must pay twenty pesos per head, every night of their stay in the city. And the data from the establishment must not be submitted later than the 10th of the month. If an establishment failed to submit the data, the government has the right to revoke the business permit of the establishment, and the worst-case scenario is the closure of the establishment. After releasing the memorandum about the application of the law, the accommodation establishments started submitting the data before or on the 10th day of the month. Yet, the data is not yet efficient and accurate since there are establishments that are just submitting for the sake of complying. These data are important, to support the projects that the office is planning for the tourism of the city. The data shall

be the basis for the long-term plan of the office and supporting document for the proposed project in hope that the government will give the city another tourism fund grant. The former President of the Philippines gave the city seven hundred fifty thousand (PhP 750,000.00) pesos budget for tourism development.

“Angeles City is the entertainment and Business center of Central Luzon” (Banawa, 2018) since there is a lot of attraction available in the city. According to training officer of the DOT Region II, the city is also ready to cater to a huge mass of tourists since it has a lot of accommodation establishment. Even if there exists traffic congestion, the city is still holding a high business opportunity for the entrepreneurs that give employment to the citizens of the city. This is agreed by Mr. Cruz and added that tourism is one of the business opportunity of the city that is why the LGUs are active in improving the tourism operation of the city.

As the city continues to grow, the government must be able to protect and adapt to the development. It is supported by the Republic Act 9593 for it states, “Every municipality or city must have a development plan.” The example is given by Mr. Cruz is when former mayor of the city gave emphasis on the Heritage Cultured Arts for both tangible and intangible development. The award-winning project of the city that merited the *Pearl Awards of Association of Tourism Officers of the Philippines by Department of Tourism* (ATOP-DOT Pearl Award) is the removal of the “spaghetti wires” within the Heritage Areas. “If I remember correctly, Intramuros is replicating what we have done, and there’s a pending 60 million pesos budget to recover Intramuros from those *hanging spaghetti wires*.” (Cruz, 2018). The action that the city government did make a huge impact and being replicated by other cities. But the city had minimal spending for the project compared to the 60 million pesos proposal for Intramuros recovery because there was a community involvement. The

different enterprises like electric companies volunteered to remove the “spaghetti” wirings in the heritage sites of the city. Even if Angeles City is a small community, the people within are high in spirit and are very supportive that the government hopes to remain the same always for it makes the implementation of projects easier.

A year later, another ATOP-DOT Pearl Award was received by the city tourism office it is the grand prize for Best Community-Based Tourism Enterprise category for their Angeles Traditional Parul entry and the Best Heritage Community Conservation Project with the entry Community Empowerment to Promote Inclusive Tourism and Sustainable Heritage Management (SunStar Pilippines, 2017).

Inclusive Tourism pertains to the availability of the hearing-impaired guides according to the former mayor of the city (SunStar Pilippines, 2017) and the USTGS-CCCPET Director. In 2018, another DOT-ATOP Pearl award is merited by the city tourism office, grand winner for *Best Practices on Community Based Responsible Tourism Category*.

Presently, there is development with the International Clark Airport that will and can cause a huge prosperity for the city. It is agreed by the training officer of the DOT Region III statement and in addition, she said that the city is conducting a sustainable plan for the International flights in Clark International Airport. And since Clark is a small city, and Angeles is the most used entrance and exit point of Clark, Angeles is being prepared to make the stay of tourists convenient. Infrastructure is to be developed, and route system is being improved in a chance that the tourist's spot will be accessible and must be seen by the tourists.

According to the training officer of DOT Region III and the Deputy Tourism Officer, there

is a huge population of PWDs in Angeles City. Because of this, in 2016, Angeles City came-up with the hearing-impaired tour guiding training that uplifted the morale of the community and gave them a new income. Its success reached other regions, which why it was replicated the training as stated by Deputy Tourism Officer, USTGS-CCCPET Director and the training officer of DOT Region III. The city did not just help the hearing-impaired tour guides to have a livelihood, but they have made the city tourism a friendly one. It is in-line with the propositions of the UNWTO “Accessible Tourism”, DOT’s “Tourism for All” and TESDA’s “Barrier Free Tourism” that all states that every person has the right and must have the privilege to travel. The training existed since 2016, but only in 2018 did the government pay attention to it.

The local tourism office is the one left in charge for the hearing-impaired tour guides after the training. The hearing-impaired guides are close to the Deputy Tourism Officer and these guides especially the President of the Hearing-impaired Tour Guides Association of Angeles City, updates him about the tour that he has handled. And Mr Cruz, Mr. Guevarra, and Ms. Pena the interpreter of hearing-impaired tour guides cannot forget the complaint of Mr. Guevarra during tour guiding, there is an abuse of hospitality since the hearing-impaired tourist is afraid to be separated or be left by the tour guide. An example is one of the tour guides who encountered a tourist who doesn't want to be left alone and decided to stay at his place instead of the hotel since there is no interpreter in the hotel or an employee that can understand sign language. In the end, the tourist stayed in the place of the tour guide and did house chores like cooking, and laundry without any extra charges. The tourist paid the amount given in the deal, even though the service rendered by the tour guide exceeded to the deal. The original deal is that the tourist is only going to Angeles for a visit. The hearing-impaired tour guide is surprised of what

had happened since it was not part of their deal, and there was not any orientation regarding this type of incidents. But the hearing-impaired tour guide just adjusted and understand the situation of the tourist because they are both hearing-impaired. While the other hearing-impaired tour guides are out without any news and feedbacks to the LGU. This resulted for the hearing-impaired tour guides not to be active as observed by the President of the Hearing-impaired Tour Guides Association of Angeles City. It was also admitted by the whole participants during the focus group discussion. Still, the door of the local tourism office of Angeles City is always open for the hearing-impaired tour guides.

Both the official hearing-impaired interpreters are in full support and dedication to the hearing-impaired community of Angeles City. They both stated that despite the success of the training, the tour guides remained unemployed that is agreed by participants of the research. One of the hearing-impaired tour guides explained, "once they found out, we are deaf, they will avoid us". In addition, one of the hearing-impaired interpreters said that it is because only an interpreter or someone knowledgeable with sign language can understand a deaf person. And if a company or establishment does not have anyone who is knowledgeable with sign language, how can they communicate with him or her, so the establishments do not accept of hearing-impaired since it will give them a hard time, added by the Deputy Tourism Officer. The Deputy Officer also observed that travel agencies in Angeles City are more focused on outbound tours than an inbound tours, so they really cannot give these tour guides job, even if the local tourism office and regional office for tourism is the one who contacted these travel agencies and recommended these tour guides. One of the hearing-impaired tour guides did not like the after effect of the training because none of them got employed to any travel agencies and only some have tourists to tour, and as result, the training did not become an effi-

cient livelihood for the tour guides. As a solution, the local tourism office made new training for the tour guides, housekeeping training, and there all of them got employed.

4.3 Proposed Recommendation

"They will forget what you said but they will never forget how you made them feel" for people are experience oriented. The tour guides must remember that it is their role to make the experience of the tourist memorable. And to make the hearing-impaired tour guides more efficient, these are the following recommendations from the different participants of the research:

- A promotion or marketing strategy for the hearing-impaired tour guides is the common concern raised by all the participants of the research study. The tour guides existed for 2 years, yet their existence is not yet that known. Since the hearing-impaired tour guides are only thought on how to conduct a tour, this is beyond their knowledge. The local tourism office of Angeles City could have a marketing strategist for the general promotion of the city and take its time to promote the hearing-impaired tour guides also. The Hearing-Impaired Tour Guides Association of Angeles City has a page, but it only has forty-five likes, and its last post is from 2016 when the hearing-impaired tour guides got their DOT accreditation. As suggested by Mam Pena, the tour guides themselves must add the information on their Facebook account that they are accredited hearing-impaired tour guides.

- The improvement of the training in where the Kirkpatrick model is very applicable to check the effectivity of a training. For Mr. Zerrudo, the organizers of the training lacked modules or training materials. There are no provided modules for the participants all are just paying attention

to his presentation. This made things difficult for the participants of the training to absorb all the information that Mr. Zerrudo was giving. There are terminologies used that are too deep and unfamiliar for the participants since Mr. Zerrudo is talking about the content of tour guiding, and it is an unusual topic for the participants. The hearing-impaired guides also raised their concern about the limited time of the training, it did not give them enough time to conduct a research about the places that they must conduct a mock tour. Even a module or a script regarding the tourist destination of Angeles Pampanga would be good enough for the hearing-impaired tour guides. In this way, the concern of the training officer of DOT Region III regarding the credibility of the hearing-impaired tour guides about the information that they are giving can be resolved, since all information that the tour guides got are from their office. As compared by the USTGS-CCCPET Director, to the training provided by DOT National Office, it is more prepared and has a complete module for the participants that made things a little easier to the participants.

The city has a huge business opportunity as aforementioned by the training officer of DOT Region III but this opportunity is set back to the hearing-impaired guides as complained by one of the participants during the FGD. The city had conducted programs to marginalize the skills of the hearing-impaired to normal people, yet there is establishment who neglects. The City of Dreams has a beautiful tagline when it comes to employment “except for attitude, and train for skills” (Olinda, 2018) the hearing-impaired community can do it, if only the human-resources of the companies trust them, if only the community can trust them, this is commended by the official hearing impaired interpreters. The Republic Act 7277, 9442, and 10524 must be enacted in order for the community of PWD could be employed. The Republic Act 10524 grants discount for the PWD that are traveling, if an establishment employs a PWD, and the facilities are PWD friendly, the government accepts a

reimbursement of the discount given to the PWD costumer, the cost of training provided by the establishment to the PWD employee or to any employee who trained in order to cater a PWD costumer, even the cost of the facility improvement to make establishments a PWD friendly. The DOT also grants the establishment a “PWD Friendly” accreditation, if it is proven that the establishment abides to the provided module and accreditation requirements for the accreditation. In informing the establishments, especially the tourism-related establishment about the existence of the law, the establishment might adopt the given requirements of DOT for them to be considered a “PWD friendly establishment” or better, Angeles City is declared by the DOT “PWD Friendly tourist destination”.

As aforementioned, during the FGD discussion, the hearing-impaired tour guides complain the neglect of able people to them. Some establishment or even tourists' sites employee or staff ignores them that makes it difficult for them to enjoy the tour. There is even a time in where a tourist complained to one of the tour guides since the tour guide was not able to give the information or the access to something that the tourist wants. As a recommendation during the seminar 4th TOHEX of University of Santo Thomas, by the speakers that there must be a change in education system of the schools, additional program must be given for able people to understand PWD. In addition, one of the hearing-impaired interpreters said that a student of her once said “God already made me like this, why can't you accept me as deaf?” It questions the acceptability of the society for the PWD.

According to Deputy Tourism Officer, the TESDA Certification is different to DOT accreditation and license. It is applied and done separately. And these two (2) agencies have different standards and requirements that causes confusion to the hearing-impaired tour guides. If only the two agencies could agree to one standard. Hearing-impaired tour guides apply the TESDA Certifica-

tion independently and there are some hearing-impaired tour guides who raised their concern about its difficulties. TESDA does not have an accreditation standard for PWD, what the agency gave to the hearing-impaired guides are the same as what the agencies give to able or normal people. The USTGS-CCCPET Director disagrees with the idea of TESDA and recommends a special or different standard for the PWD. The TESDA must give the people equity with the opportunity, not equality since it is given that these people are not equal to the normal people in terms of ability.

The hearing-impaired tour guide training is a program invested by the government for additional livelihood for the community. It means the government has the power and right to mandate it and oblige to monitor its progress. But based on the observation of the researchers, the LGU was not able to mandate there is no sustainable plan for the program. They had a successful training but not a program as a whole, since it did not propagate, and the investment is seen as a waste because the tour guides were not able to make it as their livelihood program and the participants agree it. As suggested by Mr. Guevarra, the pioneer hearing-impaired guides must be awakened, and be called by the office again to serve the community as tour-guides with better management. In where, the tour guides' performance is mandated in a strict manner through a suggestion box or tourist feedback. In this way, the tour guides can improve the service that is being rendered, and the service of this tour guide can propagate. As observed by the researchers, the LGU is highly needed by the hearing-impaired tour guides since they are the ones who gave them this opportunity. The LGU can create a structuralized operation for the hearing-impaired tour guides to deal with the problems that the current hearing-impaired tour guides are facing since these people are trained to become a tour guide but not an entrepreneur.

It is acceptable that there are only two million three hundred thousand of hearing-impaired peo-

ple around the world that makes the market of the hearing-impaired guides small. And the hearing-impaired tour guides lack access to the hearing-impaired people, who are considered as their market, and all the participants agree it. The President of the Hearing-impaired Tour Guides Association of Angeles City suggested having a partnership with the schools for hearing-impaired from the different cities of the Philippines to conduct an annual school field trip in the city, and they are the ones who are going to serve these tourists. One of the highly recommended schools by the President of the Hearing-impaired Tour Guides Association of Angeles City is the Philippines School for the Deaf in Pasay City. For starters, it could start domestically and later continue for international tourists.

The hearing-impaired tour guides do not have an official branding name, yet the tagline "the deaf can" which is currently used in the Facebook page of Hearing-Impaired Tour Guides Association of Angeles City. Still, there is a couple of suggestions by the participants. The Deputy Tourism Officer recommended "trust us, we can guide". For one of the trainers is "the deaf are not dumb". This is to depict the existing discrimination to the hearing-impaired community that is being neglected by the companies or organization due to their disability. While for the other trainer, it is "We are the deaf tour guides and the deaf can!". And the hearing-impaired tour guides recommends the following: Learn the Philippine History and Culture of the Philippines; Deaf Loves Tour Guiding; Deaf Loves to Go Around the World; God we Trust, In tour Guide, We Trust; I Love Tour Guiding anywhere because in Visiting Places You will Learn More; Complete Traveling around the Philippines!. Lastly, the USTGS-CCCPET Director recommends "*Pakingan niyo kami* (Listen to us)"

The USTGS-CCCPET Director noticed that there is no appropriate facility for the hearing-impaired tour guides training. A better facility could be provided to enhance the skills of the tour

guides for research, communication skills, etc. because tour guiding is not a one-time training, it must be refreshed from time to time for these tour guides to learn more and adapt to the possible modern approach of tour guiding.

The training is being adopted by the different cities already as stated by all the participants of the research. As suggested by the USTGS-CCCPET Director, there could be an Olympic game for tour guiding, to test the skills of the different hearing-impaired tour guides around the Philippines. This way, it could create more noise and could be a better marketing strategy or for the hearing-impaired tour guides. It could keep the pace of the excitement of the tour guides because one of the threats that the USTGS-CCCPET Director saw to the program is the hearing-impaired tour guides run out of interest.

5. Conclusion and Recommendation

UNWTO and DOT proposition is to create a barrier-free tourism that is supported by the Manga Carta Law for PWD of the Philippines. In line with this, the Angeles City, Pampanga established the very first hearing-impaired tour guides in the Philippines. After thorough review of the results of the gathered related literature, in-depth interview, and focus group discussion. The researcher made the following conclusion:

The hearing-impaired tour guides have an operative way of communication. The hearing-impaired tour guides use the English international sign language that they have learned during their primary, secondary, and tertiary education. The LGU, the USTGS-CCCPET Director, the trainer of the hearing-impaired tour guides and the researchers had observed that the hearing-impaired tour guides and the interpreter has a good connection and understanding from one another, and this

connection is applicable to any hearing-impaired who is knowledgeable of English sign language. And even if the hearing-impaired tour guides are to communicate with non-sign-language user, they are patient and creative to be understood.

The hearing-impaired tour guiding training is proven effective since all fourteen (14) hearing-impaired tour guides passed the accreditation of DOT and certification of TESDA even if the certification does not have any special treatment for the PWD community.

Angeles City has a government will and community involvement that makes project implementation easier. It is proven by the various ATOP-DOT Pearl Awards that the city has merited. In the case of the hearing-impaired tour guides, the training program is conducted by both DOT Region III Director, and local tourism office of Angeles City, and even after the training, they support and guide the hearing-impaired tour guides. It is supported by the statement of the Deputy Tourism Officer that “the doors of Angeles City will always be open for the hearing-impaired tour guides”. The training for the hearing-impaired became easy since the interpreters are very dedicated to the hearing-impaired community.

The hearing-impaired tour guide was a success since all the participants who finished the training passed the certification of TESDA and accreditation of DOT. Unfortunately, the hearing-impaired tour guides were not able to be accepted by the community since none of them were employed or were able to use it for a living. The establishment should learn from the research that the ability of the hearing-impaired is greater than their disability. The hearing-impaired makes use of the tagline “trust us, we can do it” because they really can if only people will start accepting them to the community.

The DOT, the local tourism office of Angeles City and future researchers can use the paper as a basis for further improvement of the tourism industry in the country to make it a “barrier-free” tou-

rism destination. The researchers come up with an intervention program that consists of entitled “A Journey with the hands full of stories: A Proposed Intervention Program for the Hearing-Impaired Tour Guides of Angeles City, Pampanga”. This will make the hearing-impaired tour guiding more sustainable and propagating in terms of economic, environment, and social. The intervention program consists of ten key indicators for the sustainability of the program: Management, Legislation, Operation, Marketing, Human Resource, Collaboration, Accreditation, Evaluation and Monitoring, Research, and Sustainability.

Referências

- Albert, E. (2017). *Council on Foreign Relations*. Retrieved March 10, 2018, from ASEAN: The Association of Southeast Asian Nations: <https://www.cfr.org/backgrounder/asean-association-southeast-asian-nations>
- Angeles Ads. (2015). *Angeles City, Philippines Professional Service*. Retrieved from One Day Tour Guide: <http://www.angelesads.com/angeles-city-tour-guide.html>
- Aquino, I. (2014, February 11). *Senate Gov.* Retrieved from Senate Gov: <https://www.senate.gov.ph/lisdata/1868815815!.pdf>
- Arnould, E. & Price, L. (1993). River Magic: Extraordinary Experience and the Extended Service Encounter. *Journal of Consumer Research*, (20), 24-45
- ASEAN. (2012). *Guide to ASEAN Mutual Recognition Arrangement on Tourism Professionals* (Vol. 1). Vietnam: Creative Commons.
- ATA. (2002). *ASEAN Tourism Agreement*. Vietnam: Creative Common.
- Australia, A. (2018). *Achieve Australia Disability Services*. Retrieved from Achieve Australia Disability Services: <https://achieveaustralia.org.au/disability-services/physical-disability/>
- Blyablina, A. (2015, May). The Contribution of Guides in Developing Tourist Experience during Historical Theatrical: The case of Stockholm Ghost Walk. *Mittuniversitetet*, 1-53.
- Cawthorn, M., & Lavander, P. (2014, march 06). *Inspiring Excellence*. Retrieved from A guide to Embedding Skills Competition Activity in Apprenticeships and Vocational Learning: <http://worldskillsuk.apprenticeships.org.uk/sites/default/Files/Inspiring-excellence-guidepg.pdf>
- Cetinkaya, M. Y., & Oter, Z. (2016, February 22). Role of tour guides on tourist satisfaction level in guided tours and impact on re-visiting Intention: a research in Istanbul. *EJTHR*, 7(1), 40-54
- Cohen, E. (1985). The tourist guide: The origins, structure and dynamics of a role. *Annals of Tourism Research*, (12,1), 5-29
- Congress of the Philippines. (2010). RA 7277 – An Act Providing For The Rehabilitation, Self-Development And Self-Reliance Of Disabled Person And Their Integration Into The Mainstream Of Society And For Other Purposes. *National Council on Disability Affairs*. Retrieved from <https://www.ncda.gov.ph/disability-laws/republic-acts/republic-act-7277/>
- Denzin, N., & Lincoln, y. (2011). *Handbook of qualitative research (3rd Edition)*. Thousand Oaks: SAGE.
- Department of Health. (2014). *Person with Disability*. Retrieved from Republic of the Philippines Department of Health: <http://www.doh.gov.ph/persons-with-disabilities>
- Department of Tourism. (2009). *Pampanga*. Retrieved from It's more fun in the Philippines: <http://www.tourism.gov.ph/sitepages/InteractiveSitesPage.aspx?siteID=12>
- Department of Tourism. (2013). Accreditation standard of tour guides. *Department of Tourism*. Retrieved from <http://accreditationonline.tourism.gov.ph/Downloadables/DR/TourismFrontliner.pdf>
- Dobie, R. A., & Van, H. S. B. (2005). Hearing Loss: Determining Eligibility for Social Security Benefits. In N. R. Council, *Hearing Loss: Determining Eligibility for Social Security Benefits* (p. 50).
- DOT & DepEd. (2016, August 8). *Visit my Philippines*. Retrieved from DOT Provides Livelihood for the Deaf: <http://www.visitmyphilippines.com/index.php?title=PampangaDeafAssociation&func=all&pid=6054>
- DOT. (2014). *Visit my philippines*. Retrieved from department of Tourism: <http://www.visitmyphilippines.com/index.php?title=AbouttheDepartment&func=all&pid=122&tbl=1>

- DOT. (2017). *Building a Better Nation through DOT Progressive Accreditation System and ASEAN Tourism Standard*. Department of Tourism, Clark Pampanga.
- DOT. (2017). *Department of Tourism Accreditation Division*. Retrieved from Department of Tourism Accreditation Division Frontline Service: Accreditation of Tourism Enter: <http://www.tourism.gov.ph/Downloadable%20Files/Citizens%20charter.pdf>
- El-Menshawy, S. (2016). Effective Rapport in Tourist Guiding. *Journal Socialomics*, 5(3), 1-5.
- Escobia, A. (2016). *EDcom Bohol*. Retrieved from <http://edcom.bohol.gov.ph/provincial-social-welfare-office-highlights-accomplishments-at-capitol-program/>
- Fine, E. & Speer, J. (1985). Tour guide performances as sight sacralization. *Annals of Tourism Research*, 12(1), 73-95
- Gatchalian-Badilla, M. (2015). *Tourism Marketing*. Manila: Rex Bookstore.
- Giorgi, A. (1970). *Psychology as a human science*. New York: Haper and Row.
- Guevarra, J. J. (2018, August 20). President, Hearing-Impaired Tour Guides Association. (K. Sta Ana, K. Borromeo, & K. Tolentino, Interviewers)
- Ham, S. & Weiler, B. (2002). Toward of Theory of Quality in Cruise-based Nature Guiding. *Journal of Interpretation Research*, (6,2)
- Holloway, C. (1981). The guided tour: a sociological approach. *Annals of Tourism Research*, (8), 377-402
- Jonasson, M. & Scherie, N. (2012). Performing Co-produced Guided Tours. *Scandinavian Journal of Hospitality and Tourism*, 12(1)
- Joo, G., & Feng, S. (2017). The Kirkpatrick Model: The End is the Beginning. *Skills future SG*, 1-5.
- Kumar, K., Shrestha, R., & Mahat, U. (2012). A Study of Accessibility in Hotel Chains, Public Transportation and Ferry Companies in Helsinki. *Laurea University of Applied Sciences Kerava*, June.
- Kurt, S. (2018). *Educational Technology*. Retrieved from Kirkpatrick Model: Four Levels of Learning of Learning Evaluation: <https://educationaltechnology.net/kirkpatrick-model-four-levels-learning-evaluation/>
- Magbuhos et.al. (2014). Skills Competition as perceived by the Tourism and Hospitality Management Students. *Asia Pacific Journal of Education, Arts and Sciences*, 1(4), 8-14
- Magpayo, C. (2017, October 10). *Angeles city gov.* Retrieved March 5, 2018, from Angeles City wins grand slam, hall of fame in DOT-ATOP Pearl Award: <http://angelescity.gov.ph/news?view=8bcaf2cb88728fac4ad0a2df7cd722c0700>
- Mohamadkhani, K. (2013). A Study on the Effectiveness of Tour Guides Training Programs in Iran-Tehran. *Macrothink Institue*, 3(1), 153-162.
- Montances, J. (2017, October 10). Angeles City wins grand slam, hall of fame in DOT-ATOP Pearl Award. (C. I. Magpayo, Interviewer) Angeles, Pampanga, Philippines: Angelescity.gov.
- Mottiar, Z. & Tucker, H. (2007). Webs of power: Multiple ownership in tourism destinations. *Current Issues in Tourism*, 10(4), 279-295
- Mun, T. (2015). Tourism Chapter 24. *Tourism Theories*.
- National Research Council. (2005). Hearing Loss: Determining Eligibility for Social Security Benefits. In N. R. Council, *Hearing Loss: Determining Eligibility for Social Security Benefits* (p. 170).
- Olinda, L. (2018). Human Resources Training and Development of City of Dreams. *4th Tourism and Hospitality Executive Forum:Barrier Free Tourism and Hospitality*. Manila City.
- Opiana, J. (2017). *Ordinance providing PWD desk in all tourist establishments okayed*. Retrieved from Davao official Website: <http://edgedavao.net/the-big-news/2017/06/21/ordinance-providing-pwd-desk-tourist-establishments-okayed/>
- Overend, D. (2012). Performing Sites: Illusion and Authenticity in the Spatial Stories of the Guided Tour. *Scandinavian Journal of Hospitality and Tourism*, (12,1), 44-54
- Pamintuan, E. (2015, October 7). AC wins Grand Prize in ATOP Pearl Awards. (S. Fabian, & G. Cordova, Interviewers) Angeles City, Pampanga, Philippines.
- Pasion, P. (2017). *Path to inclusion: La Salle college guides PWD learners*. Retrieved from Rappler: <https://www.rappler.com/move-ph/159835-la-salle-college-saint-benilde-pwd-inclusion>
- Philippine Insider. (2018). *Philippine Insider*. Retrieved from Angeles City Personal Blogs: <http://www.philippinesinsider.com/expats/angeles-city-personal-blogs/>

- Prakash, M., & Chowdary, N. (2011). Tour guiding: Interpreting the Challenges. *Tourism: An International Multidisciplinary Journal of Tourism*, 6(2), 65-81.
- PSA. (2013, January 10). *Philippine Statistics Authority*. Retrieved 2013, from Philippine Statistics Authority: <https://psa.gov.ph/content/persons-disability-philippines-results-2010-census>
- Reis, R., Jacobs, R., & Spiers, E. (n.d.). *American Association of the Deaf-Blind*. Retrieved from Tips for Interpreters Working with Deaf-Blind Consumers: http://www.aadb.org/information/interpreting/tip_for_interpreters.html
- Rocamora, J. (2018). *Republic of the Philippines News Agency*. Retrieved March 1, 2018, from DOT leads grant of 25 ASEAN Tourism Standards Award: <http://www.pna.gov.ph/articles/1023643>
- Schroedel, J.G. & Geyer, P.D. (2000). Long-Term Career Attainments of Deaf and Hard of Hearing College Graduates: Results From a 15-Year Follow-up Survey. *American annals of the deaf*, 145, 303-14. 10.1353/aad.2012.0099.
- Schulze, G. (1992). *Die Erlebnis-Gesellschaft Kultursoziologie der Gegenwart (The Adventure Company: Cultural sociology of presence)*. Frankfurt, Germany: Campus Vlg.
- Schutz, A. (1967). *Phenomenology of the social world*. Evanston, IL: Northwestern University Press.
- Smith, J., Flowers, P., & Larkin, M. (2009). *Interpretive phenomenological analysis: Theory, method and research*. Thousand Oaks: CA:SAGE.
- SunStar Pilippines. (2017, October 10). *SunStar Philippines*. Retrieved from Angeles City wins DOT-ATOP Pearl Award: <https://www.sunstar.com.ph/aryjticle/168675>
- SUNSTAR. (2017). Retrieved from Angeles City wins DOT-ATOP Pearl Award: <https://www.sunstar.com.ph>
- SUNSTAR. (2017, October 13). *Sunstar*. Retrieved from Angeles City wins ATOP Pearl Award anew: ANGELES-CITY-WINS-ATOP-PEARL-AWARD-ANEW-503299
- Tacadao, M. & De Luna-Narido, S. (2016). *A Study on Employment Profile of Persons with Disability (PWDs) in Selected Regions in the Philippines*. Manila: Institute for Labor Studies
- TESDA. (2013). *Training Regulation: Local Guiding Service NCII (Vol. 2)*. Taguig, Metro Manila, Philippines: Technical Education and Skills Development Authority.
- TESDA. (2018). *Technical Education and Skills Development Authority*. Retrieved March 10, 2018, from TESDA Online Program: <https://www.e-tesda.gov.ph>
- UFTE. (2011). *Union Filipino Tourism Educators*. Retrieved from <http://unionoffilipinotourismeducators.webs.com>
- UFTE. (2013). *Union of Filipino Tourism Educators*. Retrieved from 7th National tourism Students' Congress: <http://unionoffilipinotourismeducators.webs.com/documents/UFTE%207th%20Tourism%20Students%27%20Congress%20Mechanics%20and%20Registration%20Forms.pdf>
- UNWTO. (2011). *United Nation World Tourism Organization*. Retrieved from <http://unwto.org/en>
- UNWTO. (2014). *United Nation World Tourism Organization*. Retrieved from Annual Report 2014: http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_annual_report_2014.pdf
- UNWTO. (2016). *United Nation World Tourism Organization*. Retrieved from National Tourism Organization: <http://www2.unwto.org/category/technical-product-target/national-tourism-administration>
- Vincent, P. (2009). *Tourist Guiding Technique*. Papua New Guinea: PNGTPA.
- Visit Britain. (2015). Understanding the travel trade. *Visit Britain*. Retrieved from <https://www.visitbritain.org/understanding-travel-trade>
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*. (26,2), 349-370
- Weiler, B. & Davis, D. (1993). An exploratory investigation into the roles of the nature-based tour leader. *Tourism Management*, 14(2), 91-98
- WFTGA. (2012). *World Federate Tourist Guide Association*. Retrieved from WFTGA FAQs: <http://www.wftga.org/who-we-are/what-wftga>
- WFTGA. (2012). *World Federation Tour Guides Association*. Retrieved March 12, 2018, from The Code of Guiding Practice: <http://www.wftga.org/tourist-guiding/code-guiding-practice>
- Wilson, T. (2008). Economic and Social Impacts of Tourism in Mexico. *Latin American Perspectives*, 35(3), 37-52
- Zabala-Batin, S. (2015, February). *Tourism Marketing Strategies*. Lyceum of the Philippines. Manila: In Slide Share