

## **ABSTRACT**

The tourism sector is a fast-growing industry. As a result, many diverse stakeholders are involved within the operating activities. The engagement of involved stakeholders and their partnerships is an important part for sustainable tourism development in each tourist location. Area tour guide should play an important role in Ella since travelers require a clear image of offers, laws and regulations, and other desired social behaviors. The main objective of this study is to explore the role of area tour guide and their impacts on sustainable tourism development in Ella area and investigate challenges faced by Area tour guide in moving on sustainable tourism direction in Ella area. The study carried adopting the qualitative methods. The Population is local tourism stakeholders in Ella area. The sample got from Uva Wellassa university lectures, Ella tourists' police, Uva tourism ministry, area tour guides, Hotelier. Primary data was collected from 15 respondents by using structured interviews and the sample was selected by using the purposive sampling method. The content analysis method was used to analyze qualitative data. Researcher laid the groundwork for such research concept as role of area tour guide and their impacts on sustainable tourism development in Ella area. The study's reveal as loss of intellectual abilities, unregistered operators, bad presentation abilities, their lack of knowledge, Unstable service quality, security and protection, harassments, lack of women area tour guides, problems commissions, less engage of environments conservations, lack of tour guide training programs, less of code ethics affects sustainable tourism development. Furthermore, the recommendations are the need to display the license area tour guide, there should be programs to promoting Ella, Must have a good knowledge of technology, a proper procedure to ban unlicensed area tour guides, need of effective training program for area tour guide , regularly checked of the output of area tour guides , confirm that the area tour guide accommodations and other services are available , code of ethics , creating a Fair Salary System for area tour guide , give a proper amount of power and authority, environmental protection should be protected on their part and increasing women employment. Then Researcher laid the groundwork for such research concept as role of area tour guide and their impacts on sustainable tourism development in Ella area.

Keywords: Area Tour Guide, Role, Tourism, Sustainability, challenges, Ella