



Role of Tour Guide in Achieving Tourist's Satisfaction

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Abstract: This study aims to explore the significance of tour guides in ensuring tourist satisfaction, as they play a crucial role in guiding and shaping the travel experience. They are responsible for executing trip itineraries and their proficiency greatly influences the level of satisfaction experienced by tourists. By effectively presenting engaging and accurate information, tour guides enhance the overall trip experience and contribute to tourist satisfaction. Recognizing the pivotal role of tour guides, tourism companies have increasingly emphasized their importance in trip success and customer satisfaction. In recent years, the topic of tourist satisfaction has gained significant attention within the tourism industry, with businesses, seminars, and consumers alike focusing on understanding and meeting tourist needs. This research seeks to illuminate the role of tour guides in enhancing tourist satisfaction.

Keywords: tour guide, satisfaction, tourist

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1. Introduction

Tourism is one of the vital economic fields for several advanced or developing countries, in which individuals play a major part due to their constant awareness as a result of a tourism culture that is centered primarily on the necessity of constantly attracting tourists. Tour guides are internal and external ambassadors for their countries and destinations visited because they play a leading role in promoting tourist destinations and achieving satisfaction with the tour. This contributes to giving a positive mental image of the destination and thinking about revisiting it. Nonetheless, the tour guide has a crucial role in the group by influencing the level of harmony, collaboration, pleasant social contact, and adaption among the participants. Tourist guides also have a role in stimulating the tourism movement, increasing the awareness of society and tourists about the importance of tourism, and preserving sites to achieve tourists' satisfaction.

1.1. Research problem

Based on the aforementioned, we raise the following questions:

- 1) What is meant by a tour guide and a tourist?
- 2) What is the role of the tour guide in achieving the tourist's satisfaction with the tourism programs?

1.2. Research importance

The significance of the research arises from the economic significance of tourism, as tourism is among the basic pillars of attracting destinations, and knowing the role of tourism culture in enhancing tourist's satisfaction.

1.3. Research objectives

The aim of the current research is to evaluate the relationship between the performance of the tour guide as an independent variable and the impact of the tourism program as a dependent variable, taking into account the tourist's satisfaction as an intermediary variable.

2. Literature review

2.1. The concept of a tour guide

One of the key components of tourism is the tour guide, who leads and arranges visits for groups of tourists. He clarifies and explains the tourist attractions to the individuals in the group he accompanies, and it is his accountability to maintain this group. Moreover, he is the ambassador, messenger, and teacher who expresses the civilization and culture of the country [1]. It was also said that he is the person who carries out the profession of tourist guidance at various tourist and archaeological sites and provides them with information about them [2].

There are those who define a tour guide as the person who provides an illustrative picture of antiquities and tourist attractions to tourists and responds to their inquiries that they direct to him in all the places they visit, such as museums and archaeological areas, in exchange for a certain fee [3].

The tour guide is that person, whether man or woman, who is cultured, educated, and aware of how to show an unblemished and honest message and image about his nation state without any addition or subtraction. Furthermore, he has the duty to uphold the organization because he is the one who joins and leaves it, and he is the true image of his country, indicating that he is the ambassador for his country [4].

Tour guides are those people who manage the trip, whether it includes a group of tourists or one person only, and have a sufficient amount of knowledge and information about a specific place, which in turn is necessary to give tourists an adequate picture of the destination that the tour guide is leading them to [5]. Furthermore, the tour guide is known as the person who provides explanations and guidance to tourists in places of antiquities, museums, or exhibitions in exchange for a fee [6]. Nonetheless, the tour guide shall be a qualified person who holds a tourist guide license and has received special training that leads to obtaining a qualification related to tourism guides from any qualified body, whether locally or regionally. Moreover, he guides visitors in that country or region with the aim of providing them with information and explanation on topics related to history, antiquities, and cultural landmarks [7].

2.2. The importance of a tour guide

The career of a tour guide is considered one of the most essential and risky professions, because of its real consequences on the course of the trip and the positive or adverse consequences that result from it, which are mainly linked to the way the tour guide performs, his activities, and the data he provides. The significance of the tour guide lies in the standards below [8]:

1) Cultural significance:

- Introducing tourists to the cultural heritage of the country.
- Emphasizing historical significance and associating events together to enrich aspects of correlation among civilizations.
- Modifying negative stereotypes of the host community in the tourist's mind
- Getting rid of confusion regarding several misconceptions about religion in the host country.
- Promoting opportunities to accept cultural differences among other people is a basic pillar of human diversity.
- Highlighting certain cultural symbols of the host country for the tourist, represented by some linguistic vocabularies, gestures, and instructions with

cultural significance, or wearing traditional robes and encouraging the tourist to acquire them.

- 2) **Social significance:** This aspect is essentially the result of the awareness and understanding of the tour guide regarding precise societal details as an active member who affects and is affected according to the various social variables that impose themselves on the reality of the people involved in that society.
- 3) **Economic significance:** Several aspects of the economic significance of the tour guide are summarized as follows [8]:
 - Protecting tourists from exploitation that may be carried out by some shop owners and shops in the destination.
 - Increasing demand for stores with which the tour guide implicitly contracts according to a commission logic.
 - Promoting commercial activity at tourist sites by taking tourists to trade centers and markets in the area of journey.
 - Degrading the trade in conventional crafts by inspiring tourists to acquire them.

2.3. Characteristics of a tour guide:

Generally, there are many characteristics and qualities that should be present in a tour guide. It is important to remember that there are basic distinctions between the various categories of guides, with certain types existing in certain areas and depending on the sort of assistance needed. We mention below the basic qualities that tourist guides must possess:

- 1) **Personal characteristics** [9]:
 - A strong sense of belonging to one's nation and a firm belief in its glorious history, present, and promising future.
 - Elegance and good appearance.
 - Integration with tourists and the desire to provide assistance to them.
 - The ability to face pressure and a high sense of responsibility.
 - A high degree of education, adequate experience in the work field, and carrying it out as efficiently as possible.
 - High organization and seriousness at work.
 - Having the ability to make decisions and be quick-witted.
 - Giving tourists reassurance and security through kindness and courtesy.
 - Having the ability to address crises.
- 2) **General characteristics** [4]:
 - Having the ability to speak at least one foreign language.
 - Having knowledge of the general laws and principles of the guide's work.
 - Having acquaintance of the principles of interaction, etiquette, protocol, and even ceremony.
 - Having general knowledge and culture in: (history, geography, archeology, etc.).
 - Knowing the customs and traditions of tourists and the host country.
 - Having ample knowledge of the basic means of transportation in the destination area.
 - Having awareness of the different means of communication and media and the political, economic, and social environments of the host and sending country.

2.4. Types of tour guides:

There are many types of tourism guidance, including:

- 1) **International tour guide:** He is the guide who accompanies tourist groups departing for various countries in foreign tourism, whose field of work includes a specific country or group of countries. In addition to being conversant with the conditions, cultures, and traditions of the host country, he performs the guidance process in the language of the destination [10].

- 2) **National tour guide:** He is the one who is assigned to lead and guide a group by the agency he works with, which in turn has agreed with another agency in another country about the exchange of groups.
- 3) **Local tourist guide:** a person who performs tourist guiding duties at tourist sites within his country only [11].

2.5. *The concept of a tourist:*

A tourist is any person who travels to a place other than the place where he resides for a period of not less than 24 hours [12]. He is a temporary visitor for a limited period of at least 24 hours for various reasons or motives, including: pleasure, entertainment, visiting family and relatives, spending a vacation, health, study, religion, sports, work, tasks, business, etc. [13].

A tourist is someone who travels inside or outside his country for a sufficient period of leisure time in an entertaining and enjoyable manner, spending his own inputs for social, religious, sports, health, academic, artistic, etc. purposes. He is a person who travels outside his original and usual place of residence for any reason other than financial gain or study, and the period is not less than 24 hours and not more than one year. He is one of the persons who are not included in the definition of a tourist are members of diplomatic bodies, members of foreign armed forces, immigrants, transit passengers, and aircraft crews [14]. He is a person who travels outside his original or usual place of residence for any reason other than financial gain or study, whether inside his country (national tourist) or inside another country (foreign tourist), and for a period not exceeding 24 hours. If it is less than that, he is considered to be going for a walk [15]. He is every person who moves outside his usual place of residence for a period of not less than 24 hours and not more than 4 months for the following reasons: recreational, health, academic reasons, going out for errands, and meetings [16,17]. He is the one who travels to a place at least 80 kilometers away from home for the purpose of tourism [18].

2.6. *Importance of tourists:*

Tourism can be stimulated by establishing good relationships and constantly improving the local image, creating a good reputation that attracts more tourists and boosts sales of local products. This leads to increased public engagement in the tourism sector and the provision of better services. It increases the confidence of those interested in investing in the tourism sector through good relations, respect and acceptance of their suggestions, and providing them with all the necessary information to reassure their hearts and encourage safe future investment [19]. The feeling of happiness, the feeling of familiarity, and the participation of others provide the opportunity to gain educational and pedagogical experience. It also helps in achieving the satisfaction of the basic psychological need, which is the need for acquaintance, success, and self-satisfaction. The personal capabilities of working individuals must be developed, their mental abilities and logical thinking must be supported by practicing persuasion, training in awakening the mind, learning foreign languages, and practicing them with tourists [20].

2.7. *Characteristics of a tourist*

There are certain qualities that characterize the tourist:

- 1) **Increased spending:** One of the important characteristics that distinguishes the tourist consumer from others is that his spending increases throughout the trip because he is looking for degrees of satisfaction of his unsatisfied desires from tourist services, which are always linked to leisure time, which is always short.
- 2) **Tendency towards group consumption:** When a tourist decides to take a trip, he often resorts to going with groups. The reason for this is that the costs of group trips are lower than those of solo trips [21].
- 3) **Pursuit of moral satisfaction:** Most tourists who take trips are escaping routine life. They are looking for rest and relaxation by enjoying nature or taking a trip through

one of the different types of tourism that brings them more moral benefit than material benefit.

- 4) **Ineffectiveness of prices to tourists due to short period of stay** [22]: To undertake a trip and the unsatisfied desire that drives him to achieve the maximum degree of satisfaction from tourist services and goods makes him not pay attention to the rise or fall of prices.
- 5) **Feeling of alienation**: The phenomenon of alienation often accompanies the tourist, despite his several trips. This is due to psychological and social factors that affect tourists.
- 6) **Lack of participation in the design of the tourism product**: Tourism companies design tourism programs without involving the tourist in their design. This design varies from one company to another, so the tourist makes a choice among the programs that he finds ready. Researchers believe that developed tourism countries that have been able to study and analyze consumer behavior and produce tourism programs accordingly have become indirectly involved in determining the tourism product.
- 7) **Preference for mobility**: Summer vacation represents the main vacation season for tourists, followed by the holiday season and spring vacation. Tourists prefer to move between more than one place during vacation.
- 8) **Diversity and change bias**: Tourists' bias towards foreign tourism is still in search of diversity and change [23].

2.8. Tourist goals

Objectives ought to be feasible regardless of whether they are general. They should be reasonable in their opinions and presumptions about the tourism sector and the needs of travelers, and they should have the backing of relevant parties. A planning initiative's chances of success increase with the extent to which it supports tourist aims. These objectives are represented differently, but four overarching elements remain consistent: economic development, resource protection, community development, and tourist satisfaction [24].

3. Method

The field survey technique and the descriptive approach were adopted to explore the multiple aspects of the topic, consulting a variety of sources, including books and periodicals. In addition, the descriptive analytical approach was adopted in the applied aspect in order to analyze the data drawn from the field study through a questionnaire directed at the sample members and analyzed by using statistical analysis tools.

Data was collected by distributing a questionnaire containing a set of questions, giving each of them a degree of influence, so that the tourist answered by giving each one a degree of influence. In this part of the research, the researcher targeted tourists and tourism institutions in every sector of tourism, and then employed one hundred questionnaires as a sample for the research.

The researcher utilized a five-point Likert scale, ranging from the highest rating of "strongly agree" (assigned a value of 5) to the lowest rating of "strongly disagree" (assigned a value of 1). Intermediate ratings included "agree" (assigned a value of 4), "neither agree nor disagree" (assigned a value of 3), and "disagree" (assigned a value of 2). Subsequently, a frequency distribution table was constructed to facilitate statistical analysis, aiming to calculate the weighted mean and standard deviation for the study variables. A hypothetical mean of 3 was established as a benchmark for evaluating the scores obtained for each tourism sector in Iraqi cities.

Following data processing and statistical analysis, the researcher obtained weighted arithmetic means, standard deviations, and the relative significance of responses from the sample under investigation. This information is visually depicted in the tables, where each table provides weighted means, standard deviations, and relative importance

scores. The subsequent section of the research will focus on presenting and analyzing these results.

The arithmetic mean:

$$\frac{\sum XiFi}{\sum Fi} \quad (1)$$

That is:

F_i = frequencies.

X_i = standard deviation:

$$\sqrt{\frac{\sum Fi(Xi - \bar{X})^2}{\sum Fi - 1}} \quad (2)$$

Where:

S = standard deviation.

X_i = sample responses.

F_i = frequencies.

\bar{X} = arithmetic mean of the responses. [25]

4. Results and Discussion

Results of this research is presented in the following Table.

Table 1. Research results

No	Questions	Weighs					Standards		
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Arithmetic mean	Standard deviation	Relative importance
1	The guide has a clear role in achieving tourist's satisfaction	60	30	19	11	30	3.526	1.553	0.705
2	Tourist's satisfaction depends on the performance of the tour guide	30	30	40	30	20	3.133	1.314	0.626
3	The tour guide has a psychological role in achieving tourist's satisfaction	55	35	25	5	30	3.533	1.504	0.706
4	The tour guide addresses many mistakes that may lead to tourist's dissatisfaction	54	31	33	22	10	3.646	1.285	0.729
5	The tour guide	46	24	25	15	40	3.14	1.59	0.628

	provides real information that contributes to tourist's satisfaction								
The arithmetic mean, standard deviation, and relative importance of the impact of green tourism on the hotel sector							3.396	1.468	0.679

It is noted in the table above that there was an increase in the general weighted arithmetic mean, as it reached (3.396) with a standard deviation of (1.468), and the relative importance of these factors appeared (0.679). It is clear from these findings that the weighted arithmetic mean is greater than the hypothesized arithmetic mean of (3). This indicates that these factors have a substantial and clear impact on the sample members, and there is a difference in their significance among the questions that were asked of the research sample. This will become clear through the detailed level of each question, as follows:

4.1. The guide has a clear role in achieving tourist's satisfaction (X1):

The weighted arithmetic mean reached (3.526) for question (X1), which indicates an increase in the weighted arithmetic mean. It gives an indication of the strength of the influence of this question on the behavior of the members of the sample investigated, and it is clear that it is greater than the hypothesized arithmetic mean of (3). The results revealed the relative significance of this question was (0.705), and the standard deviation was (1.553). Based on all of these results, it is clear that the majority of the sample members agree that the guide has an obvious role in achieving tourist's satisfaction. More precisely, whenever there are public relations, they will affect the improvement of the mentors' performance, and the lack of it will reduce their performance.

4.2. Tourist's satisfaction depends on the tour guide's performance (x2):

The weighted arithmetic mean reached (3.133) for question (X2), indicating an increase in the weighted arithmetic mean. This indicates the degree to which the behavior of the sample under investigation was influenced by that question. The data suggests that the value exceeds the hypothetical arithmetic mean of (3). The findings indicated the relative significance of this question (1.314). As for the standard deviation, it reached (0.626). Accordingly, it is obvious that most of the sample members agree that tourist's satisfaction depends on the performance of the tour guide.

4.3. The tour guide has a psychological role in achieving tourist's satisfaction (x3);

The weighted arithmetic mean reached (3.533) for question (X3), achieving an increase in its weighted arithmetic mean. This means that it has a strong influence on the behavior of the individuals in the researched sample, as it is greater than the hypothesized arithmetic mean of (3), as the relative importance of this question was (0.706). The standard deviation reached (1.504). Therefore, it is obvious that the majority of the sample members agree that public relations have an obvious role in determining the destination.

4.4. The tour guide addresses many errors that may lead to tourist's dissatisfaction (x4):

It is obvious that question (X4) had an increase in the weighted arithmetic mean, indicating the strength of the impact of this question on the behavior of the individuals in the sample studied, as the weighted arithmetic mean was (3.646). It is clear that it is

greater than the hypothesized arithmetic mean of (3). The results illustrated that the relative significance of this question was (0.729) and the standard deviation was (1.285). According to the results, it becomes obvious that the majority of the sample members agreed that the tour guide has a clear role in addressing many errors that may lead to tourist's dissatisfaction. In other words, the higher the performance of the tour guide, the more tourist's satisfaction will be affected and achieved.

4.5. The tour guide provides real information that contributes to achieving tourist's satisfaction (x5):

The weighted arithmetic mean reached (3.14) for question (X5), as it achieved an increase in its weighted arithmetic mean, indicating the strength of its influence on the behavior of the members of the sample studied, because it is greater than the hypothesized arithmetic mean of (3). The results revealed that the relative significance was (0.628) and its standard deviation was (1.59). Accordingly, the sample members mostly agreed that the real information provided by the guide has a clear role in achieving tourist's satisfaction.

5. Conclusion

The importance of tour guides and their powerful impact on improving visitor satisfaction have caused the globe to shift toward their being an absolute need in the tourism sector. We note from the research results that the tour guide has clear importance in the tourism sector, and it cannot function without him. The real information provided by the guide plays a clear role in achieving tourist's satisfaction. The distinguished performance of the tour guide has a clear and influential role in achieving tourist's satisfaction.

The following are recommended by this study:

- 1) Encourage the continuous improvement of tour guide performance through participation in courses and regular updates on information and skills.
- 2) Emphasize the importance of tour guides possessing diverse skills and effective persuasion abilities.
- 3) Acknowledge the pivotal role of tour guides as essential components of the tourism sector.
- 4) Establish dedicated libraries tailored to various tourist destinations to facilitate the tasks of tour guides.

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