

A Systematic Literature Review of Tour Guide Performance

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Abstract

The performance of tour guides has come to the attention of many researchers, as part of the disclosure of the phenomenon of prestigious professions in the tourism industry. As an important part of the tourism cycle, the profession of a tour guide has a major influence on tourist behavior and the development of tourist destinations. Using the Systematic Literature Review approach, this article reviews previous research that has been published in reputable journals with various backgrounds of locations and phenomena. This literature review study has provided an overview of the factors supporting the performance of tour guides, namely in the aspects of soft-skills and hard-skills, in the form of communication, managerial skills and leadership. It also explained the impact of the performance of tour guides that have been found to be related to tourist satisfaction, tourist experience, behavior in the destination and the desire to revisit.

Keywords: tour guide, performance, literature review, tourism.

INTRODUCTION

Tourism has become an experience-based industry that connects the abstract picture of potential travellers with the destinations they visit (Meacci & Liberatore, 2018). In their actual visit, tourists need more information about the conditions, circumstances, history and exciting content to understand the destination's uniqueness better. The need for interpretation in tourist destinations is one of the determinants of the success of this experience-based industry (Holloway, 1981).

Based on its delivery, interpretation can be divided into two categories: guided and undirected (Alazaizeh, Jamaliah, Mgonja, & Ababneh, 2019). Guided interpretations provide information through face-to-face contact and direct personal communication between visitors and guides in audio-visual and guided tours. In contrast, non-guided interpretations deliver non-personal information that involves visualizing symbols, signs, and signs without the interpreter's intervention.

Guided interpretation services for the benefit of tourist visits have become the primary function of the tour guide profession, a prestigious occupation in the tourism system. Tour guides have been an integral part since the world became acquainted with travel activities (Hansen & Mossberg, 2016). In early development, the function of the tour guide was oriented to show a safe, comfortable and memorable road (Cohen, 1985). However, the development of increasingly complex tourist needs encourages the function of tour guides to

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become tour organizers, travel companions, and translators and connect vendors in the tourism system to the tourist market. The complexity of this function places the tour guide as the leading actor in the development of the destination (Caber, Yilmaz, Kiliçarslan, & Öztürk, 2018; El-sharkawy, 2015). In many places, start-up tourist destinations can proliferate along with the strong recommendations of tour guides to convince their clients.

Tour guides with good competence can benefit clients and their work areas (Syakier & Hanafiah, 2021). Skilled tour guides can add value in conveying the intangible value of a natural, cultural and historical site through the ability to interpret attractively. This skill encourages tour guides to be figures who prevent damage to the sites they visit with tourists. The development of the tour guide profession on more specialized activity platforms, including cave tour guides, ecotourism guides, mountain tour guides, diving tour guides and outdoor recreation guides, has encouraged competency specialization based on their activities and interactions with their work environment. At this point, tour guides' competence is not limited to their verbal strength but has exceeded the limits of exceptional guardedness skills.

From the point of view of human resource studies, the tour guide profession must provide quality performance. Therefore, this professional community must address the vulnerability of the quality of the tourist experience connected to the performance of tour guides in tourist activities. Furthermore, in the highly specialized tourist-guided activities, many tourists depend on their safety risks above the desire to have a memorable visiting experience. Thus, the performance of tour guides is not only related to business continuity but has expanded into the issue of managing visit safety risks.

On the other hand, the performance of tour guides has become an exciting study for various tourism researchers. Visitor satisfaction and the existence of destinations are the results of studies that generally appear in building the relationship between tour guide performance (Chang, 2012; El-sharkawy, 2015; Hansen & Mossberg, 2016; Huang, Hsu, & Chan, 2009). The performance of tour guides is a measure of the impact on their competence and work in providing services. However, the development of the digital world has changed tourist behaviour, destination attributes and technological interruptions in tourist activities. Considering that, this article seeks to examine the phenomenon of tour guide performance sourced from research results in the past decade from reputable sources. The purpose of the study was to provide an overview of the antecedent factors of tour guide performance and the impact of their activities on tourists, destinations and themselves using the Systematic Literature Review method.

LITERATURE REVIEW

Research on tour guides begins with reviewing their roles and functions (Holloway, 1981), providing the role of the tour guide as an informer and translator, both literally and symbolically. Next (Cohen, 1985) emphasizes the function of tour guides as "pathfinders," i.e. their role as guides in a geographical area, taking visitors around for interpretation. This interpretation function has been recognized as a central role in tourist activities full of historical information, as well as to arouse preservation behaviour for tourists (Alazaizeh et al., 2019; Distria, Safitri, Putri, & Susanto, 2020; Susanto & Bonita, 2022).

The tour guide is responsible for leading the itinerary, providing information, solving problems and ensuring user satisfaction throughout the series of trips (El-sharkawy, 2015; Syakier & Hanafiah, 2021). In carrying out its duties, this profession can be an independent service provider, become a freelance worker or is an integral part of a tour operator company, which connects the tourist experience with the destinations they visit (Huang et al., 2009; Luthfiya, Susanto, & Andrianto, 2021; Syakier & Hanafiah, 2021).

Tour guides, as tourism frontliners, have a more extended time attachment with tourists than other tourism service providers, such as waiters, receptionists and tour consultants (Sezgin & Duz, 2017). Their intense activity has made tour guides a new family for tourists in tourist destinations. In addition, good communication skills, with informative and humorous content, make tour guides an integral part of the tourist visiting experience (Jahwari, Sirakaya-Turk, & Altintas, 2016).

METHODS

This study describes the results of the Systematic Literature Review by taking the topic of study on the performance of tour guides. SLR implements Prisma (Preferred Reporting Items for Systematic Review and Meta-Analyses) (Benevene & Buonomo, 2020; Pati & Lorusso, 2018) by taking steps 1) looking at the purpose of the study; 2) identifying concepts; 3) formulating search methods; 4) determining data sources; 5) conducting searches and data collection; 6) selecting data; 7) filtering; 8) analyzing selected data.

To provide reliable study results, the authors used data sourced from reputable journal outlets using the Publish or Perish tool and sorted based on the relevance of the content. The study also conducted metadata analysis of databases obtained using Vos Viewer. Furthermore, in the selected articles, grouping and analysis are carried out to produce interpretations regarding the performance of tour guides.

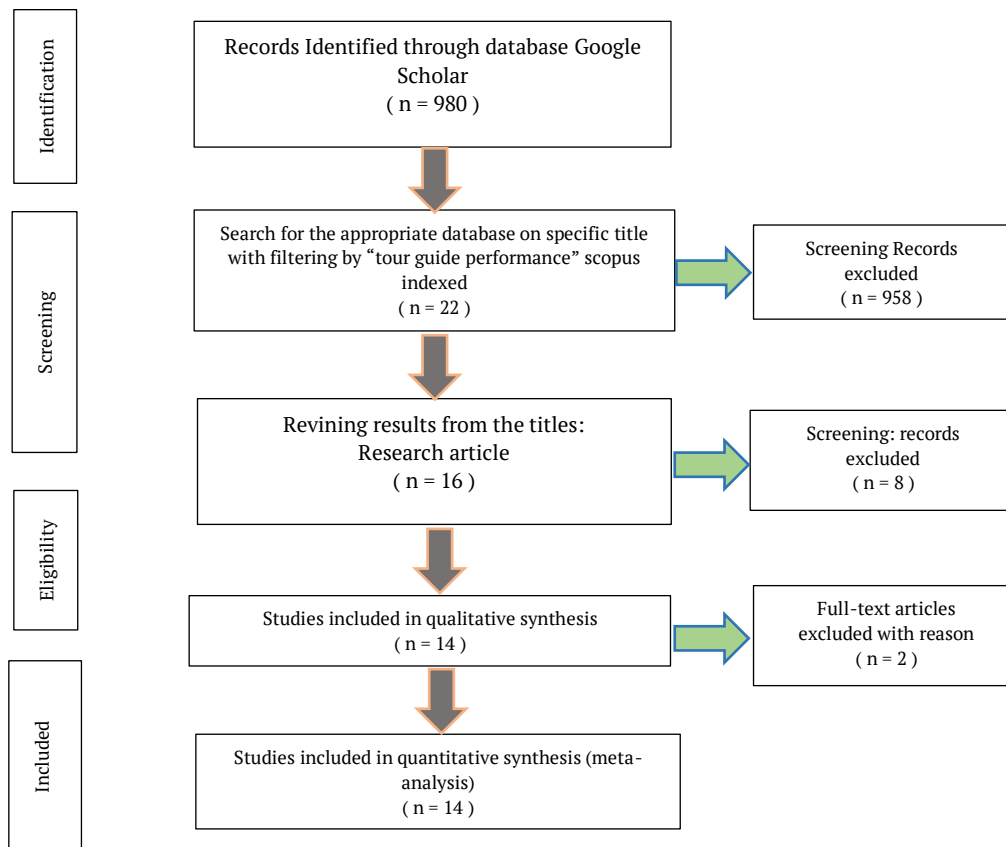


Figure 1. The Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) flow diagram

Figure 1 describes the study approach carried out by searching the Google Scholar database with the keyword Tour Guide Performance and finding as many as 980 articles. Furthermore, the database is sorted for articles indexed in the Scopus database from 2012-2022, resulting in 22 articles. In the next stage, an improvement was carried out in the search with titles related to Tour Guide Performance so that 16 articles were obtained, distorted qualitatively and quantitatively and obtained as many as 14 articles for analysis.

RESULT AND DISCUSSION

Metadata Analysis

Based on an analysis of metadata found in the Publish or Perish search tool, citation metrics were found in 2012-2022 publications with a total of 986 articles. The total number of citations is 117238, equivalent to 118.9

citations per article. H-index 150 with the number of authors per article as much as 2.45 as presented in Figure 2.

Citation metrics		Help
Publication years:	2012-2022	
Citation years:	10 (2012-2022)	
Papers:	986	
Citations:	117238	
Cites/year:	11723.80	
Cites/paper:	118.90	
Authors/paper:	2.45	
h-index:	150	
g-index:	318	
hI,norm:	104	
hI,annual:	10.40	
hA-index:	52	
Papers with ACC >=	1,2,5,10,20:	
	699,644,573,406,209	

Figure 2. Citation Metrics with Keywords Tour Guide Performance

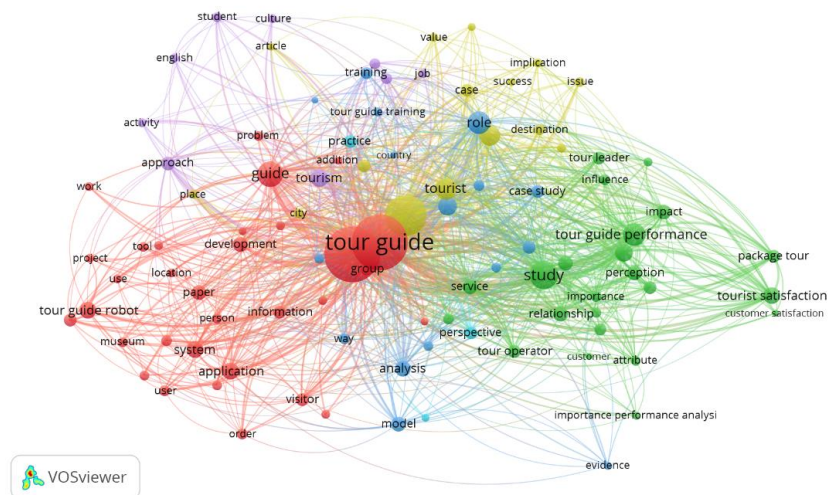


Figure 3. Network Metadata On Keywords Tour Guide Performance

From the metadata obtained, mapping was carried out using VosViewer, focusing on a network of research topics with the keyword: Tour Guide Performance. Figure 3 shows that research with these keywords has had much to do with other research topics. In particular, the phrase "Tour Guide Performance" indicates that this topic deals with aspects of professional competence and user factors.

The green network shows the study's linkages to aspects of tour packages, tourist satisfaction, perceptions and perspectives and impacts. The yellow network shows a network with study aspects on destinations, tourists, values and implications. While the red colour network, as the centre of attention, is much related to the development of the tour guide profession in the aspects of technology, information, applications, systems and users. The blue and purple colour tissues are on more minor tissues and are interrelated with the previous colour tissues.

The Essence of Studies

The performance of tour guides has been widely studied to measure their professional activities and their impact on the tourism industry. Tour guides are empirically found to impact tourists' shopping behaviour

(Chang, 2012), and as a frontliner of the tourism industry, being a profession that affects the satisfaction of tourist visits (El-sharkawy, 2015).

Studies that researchers have conducted show a variety of factors, variations and impacts on the performance of tour guides. We present the quintessence of these studies and are grouped into several themes as presented in the following table.

Table 1. Methods, Locus and Focus of Study

Penulis	Metode	Locus	Focus
(Kong, 2012)	Quantitative with Importance Performance Analysis (IPA)	China	Measurement of the perception of the importance and performance of tour guides towards the protection of ecotourism.
(Chang, 2012)	Quantitative with path analysis	Taiwan	The tour guide's performance factors measure tourist satisfaction that impacts the spending behaviour.
(El-sharkawy, 2015)	Literature review and descriptive quantitative	Egypt	Measurement of tour guide's performance towards tourist experience.
(Hansen & Mossberg, 2016)	Auto-ethnography	Norwegia	Uncovering the role of tour guide performance in tourist immersion.
(Jin-Young & See-Won, 2016)	Quantitative	Korea	Measurement of nonverbal communication and competence to the service quality of tour guides.
(Jahwari et al., 2016)	Quantitative Importance Modified Performance Analysis	Turkey	Measurement of the importance and performance of tour guides in the context of communication competence.
(Sezgin & Duz, 2017)	Factor analysis quantitatively	Turkey	Reveal the factors for measuring the performance of tour guides on aspects of personality and efficiency, presentableness and proficiency
(Caber et al., 2018)	Quantitative with Structural Equation Model	Turkey	Reveals path analysis on tour guide performance towards neophobia tourist food and tourist intention of local food.
(Alazaizeh et al., 2019)	Quantitative with Structural Equation Model	Jordan	Measurement of the influence factor of tour guide performance with visitor behaviour on heritage tourism sites.
(Gratch, 2020)	Descriptive Qualitative	Israel	Reveals the performance of tour guides in shaping the framing of the tourist experience.
(Syakier & Hanafiah, 2021)	Quantitative with influence analysis	Malaysia	Measuring the effect of tour guide performance on satisfaction, behavioural intention and revisit intention.
(Al-Okaily, 2021)	Qualitative	Jordan	Revealing the performance model of the tour guide.

From the research presented above, it was found that in the study (Kong, 2012), tour guides have confidence in the interests of environmental preservation in the context of ecotourism as part of their professional activities. Nevertheless, their performance on this issue has not been the same as their level of perception. In order to improve these conditions, solutions are offered in the form of 1) relevant training to increase awareness and ability to manage ecotourism resources for tour guides; 2) tour guides need to get the motivation to educate and interpret environmental conservation to tourists; 3) rewarding tour guides who demonstrate performance support for sustainable tourism.

A study (Chang, 2012; Syakier & Hanafiah, 2021) found that the tour guide's performance significantly influenced traveller satisfaction, mediating its relationship with shopping behaviour. Another finding is that tour guide performance influences perceived benevolence trusts that mediate their relationship to shopping behaviour. Furthermore, the performance of tour guides significantly influences tourist satisfaction mediated by perceived credibility and trust. This shows that the performance of tour guides can significantly influence

the shopping behaviour of tourists in tourist destinations with supporting factors in the form of trust in credibility and benevolence as well as satisfaction built up for the guide's interaction with tourists.

A study by (El-sharkawy, 2015) found that in the context of heritage tourism, the performance of tour guides has a strong relationship with the experience of the tourist trap and a moderate relationship with the satisfaction of the visit. Heritage tourism will have a higher dependence on the interpretation of objects and sites, so a tour guide's existence ultimately has a role in shaping the tourist experience. This study advises increasing competence through technical training for tour guides in heritage areas.

Qualitative studies (Hansen & Mossberg, 2016) provide exciting findings regarding tour guides' performance in building tourist immersion. In its findings, this study reveals the importance of tourist guide roles plus the form of abilities as storytellers, social mediators and instructors. The higher the ability, willingness and involvement of tour guides in engaging in interpretation activities and mediating the relationship of tourists with the environment in the destination influence the tourist's assessment of their performance. In natural tourism, tour guides are also found to be instructors to ensure safety, comfort and a good tourist experience.

Studies focusing on the quality of tour guide services found that (Jin-Young & See-Won, 2016) are influenced by non-verbal aspects of communication and the competence of tour guides. In addition, paralanguage and kinesic skills were found to be a part of influencing the quality of tour guide services. Furthermore, the aspects of competence, performance, sense of responsibility and explanation of travel are other factors that support the achievement of quality travel services.

A study using modified importance-performance analysis (Jahwari et al., 2016) found that tour guides perceived the importance of technical competence to support their performance. Some of the significant competencies in this study are language ability, cultural topics, interpersonal inclusion, assertiveness, nonverbal factors, approachability, poise, attentiveness and touch. These competencies are related to engaging tour guides with their guests.

(Sezgin & Duz, 2017) provides findings regarding GuidePerf, which consists of 3 dimensions and 18 measurement items. The first dimension is personality and efficiency, which relates to measuring soft and hard skills for their communication skills with tourists. The second dimension is presentableness, which relates to the indicators of assessment of the method of conveying information, instructions and interpretations that are perceived as attractive to tourists. The third dimension, namely proficiency, contains an assessment of the tour guide's ability to manage the flow tour so that it is felt comfortable by tourists.

A unique study by (Caber et al., 2018) reviewing tour guide performance has revealed a model of its relationship with the intention of tourist food selection. In this study, it was found that the ability of tour guides to build their performance during the tour had a significant impact on the intention of tourists to consume local food. This shows that there is an essential role for tour guides to develop local food consumption in tourist destinations and have a multiplier impact on the economy in destinations.

In the setting of heritage tourism, studies (Alazaizeh et al., 2019) determined that the performance of a tour guide can significantly influence tourist satisfaction, tourist experience and sustainable behaviour. This study supports the role of tour guides in creating tourist behaviours that positively impact the natural, social and cultural environment.

Qualitative studies by (Gratch, 2020) provide lessons on the four frameworks of tour guide performance. First, intimate stories are the ability to provide interpretations that are packaged in the form of in-depth stories and can be fully understood by tourists. Second, as a rhetoric activist, namely the ability of tour guides to raise important issues related to the destination and its relationship with the conditions surrounding it. Tour guides need to take the courage to communicate sensitive issues to build tourist arguments and communicate differences. Third, ritual-like activities, the ability of tour guides to invite tourists to different activities outside their routine in the form of tourist involvement in certain events in the destination. Fourth, dialogue and communication, namely the ability of tourist guides to provide broad opportunities for tourists to give opinions, criticisms, and ideas about an issue and discuss it as essential knowledge of both parties, guides and tourists.

A study (Al-Okaily, 2021) provides findings that the performance of tour guides can be built on several factors. First, task performance consists of factors that build professional knowledge, leadership, communication and management. Second citizenship performance consists of factors that build helping, self-development, initiative, compliance and adaptability. Third, Counterproductive work behaviours consist of building factors of deviance directed at the destination and deviance directed at the tour group.

CONCLUSION

This literature review study has found previous research formulations that focus on studying tour guide performance. The tour guide's internal competence in communication skills, itinerary packaging and concern for the natural and social environment has become an essential part of the tour guide's performance success. The study has also illustrated variations in researchers' efforts to build a highly variable model measuring tour guides' performance. This diversity emerges as a wealth of the phenomenon of the tour guide profession related to the setting of the place, market and the work environment they face.

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