

THE EFFECTIVENESS OF CONTINUING TOURISM RELATED EDUCATION
(CTRE) FOR TOURIST GUIDES IN MALAYSIA

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DEDICATION

To Ali bin Md Salleh and Zarilah Binti Ali, for their love and endless support

My siblings, who always with me

and

My future life that waiting for me

This thesis is dedicated to them

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ABSTRACT

The purpose of this study is to evaluate the effectiveness of the Continuing Tourism Related Education (CTRE) in career as tourist guides in Malaysia. CTRE training is given to tourist guides as a compulsory requirement to renew the guiding license and as part of their professional developments. Most of the previous research emphasised on the training for tourist guides, however this research focuses on the effectiveness of CTRE itself on tourist guides. In order to discover the effectiveness of this enhancement course, this research is done by applying a quantitative research. This study has outlined three important research questions. Firstly, do a tourist guides understand the knowledge obtained from CTRE course and secondly, do the tourist guides practice the knowledge and experience from CTRE course when performing their duties. Lastly, the research question deals on how CTRE course could be effective to tourist guides. The results of this study illustrate the effectiveness of this course to tourist guides based on their experience attending the CTRE throughout their period of service as licensed tourist guides. The findings indicate that tourist guides have understood the knowledge gained from CTRE in terms of product/tourist attraction/destination history and the concept and challenges in tour guiding. Furthermore, tourist guides also practice the knowledge and experience gained from CTRE into their everyday guiding tasks with fresh knowledge, good communication skills, self-confidence and others. Meanwhile, majority of the tourist guides agree that CTRE is very effective for their careers and this course should be continued with some improvement in the learning activities and good guideline to the organiser should be implemented.

ABSTRAK

Tujuan kajian ini adalah untuk menilai keberkesanan Pendidikan Berterusan Berkaitan Pelancongan (CTRE) untuk kerjaya pemandu pelancong di Malaysia. Latihan CTRE diberikan kepada pemandu pelancong sebagai syarat wajib untuk memperbaharui lesen memandu dan sebagai pembangunan professional kerjaya mereka. Kebanyakan kajian sebelum ini memberi tumpuan terhadap keperluan latihan untuk pemandu pelancong dan penyelidikan ini memberi tumpuan kepada keberkesanan CTRE itu sendiri kepada pemandu pelancong. Untuk mengetahui keberkesanan kursus peningkatan ini, kajian dilaksanakan dengan menggunakan penyelidikan kuantitatif. Kajian telah menggariskan tiga persoalan kajian iaitu yang pertama, adakah pemandu pelancong memahami ilmu pengetahuan yang diperolehi daripada CTRE. Kedua, adakah pemandu pelancong mempraktikkan pengetahuan dan pengalaman tersebut apabila menjalankan tugas mereka dan ketiga, adakah kursus CTRE berkesan untuk kerjaya pemandu pelancong. Keputusan kajian ini membuktikan keberkesanan kursus ini untuk pemandu pelancong berdasarkan pengalaman mereka menghadiri CTRE sepanjang tempoh perkhidmatan mereka sebagai pemandu pelancong berlesen. Dapatan kajian menunjukkan bahawa pemandu pelancong memahami pengetahuan yang diperolehi daripada CTRE dari segi produk / tarikan pelancongan / Sejarah destinasi dan konsep serta cabaran dalam lawatan berpandu. Tambahan pula, pemandu pelancong juga mengamalkan segala pengetahuan dan pengalaman yang mereka perolehi daripada CTRE semasa menjalankan tugas seharian dengan pengetahuan baru, kemahiran berkomunikasi yang baik, menambah keyakinan diri dan banyak lagi. Sementara itu, majoriti pemandu pelancong bersetuju bahawa CTRE sangat berkesan untuk kerjaya dan kursus ini perlu diteruskan dengan beberapa penambahbaikan dalam aktiviti-aktiviti pembelajaran dan garis panduan untuk pihak penganjur perlu dilaksanakan.

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CHAPTER 1

INTRODUCTION

Tourist guides are one of the key front-line players in the tourism industry and is an essential interface between host destination and its visitors. Tourist guides have the ability to transform the tourists' visits from a tour into an experience through their knowledge and interpretation of a destination's attractions and culture, and their communication and service skills. In fact, they are much responsible for the overall impression and satisfaction with the tour services offered by a destination. In an organized bus tour, a guided hike or a rafting or horse-riding trip (Maunder and McIntyre, 2008), a key element contributing to the quality of a visitor's experience of a park is often the capabilities of the guide. The tourist guide career had been not just recognized but this profession recently attracts many people from the youngest till the older to become the tourist guide. Guides have already been existed two and a half millennia ago but since the beginning of modern mass tourism guiding has become an important factor in the tourism industry (Syed Jaafar, 2013). Today, from the city tour until nature adventure tour, the organized tour must have both, tour manager/ tour leader and a tourist guide (city guide or nature guide) who are serve to accompany the group during the trip and also welcome the group at the destination.

According to Australian Tourism Export Council/Tourism Queensland (2001b) tourist guides accompany visitors on local tours and services and guide within a specific country, region, area, city or site whereas Yamada (2011), stated that one of the main roles of guiding is to add new value to ecotourism resources and foster appreciation among them, which will then lead to site conservation. Tourist guide also must know the characteristics and facts about their own place such as climate, geographical, government policies, history, culture and etc. Other than that, tourist guides are the essential interface between the host destination and its visitors. In fact, they are front-line employees who are very much responsible for the overall impression and satisfaction with the tour services offered by a destination.

While there are various definitions of a tourist guide, an internationally accepted definition given by the International Association of Tour Managers and the European Federation of Tourist Guide Associations (EFTGA) is that a tourist guide is a person who “Guide groups or individual visitors from abroad or from the home country around the monuments, sites and museums of a city or region; to interpret in an inspiring and entertaining manner, in the language of the visitor's choice, the cultural and natural heritage and environmental (Ap and Wong, 2001).

Tourist guiding in Malaysia started in the early 1960s. According to tourism industry act, 1992 under the subsection 24 (1), tourist guide is the person who served tourist or any other person with guiding them for the sake of payment when they travel. In Malaysia, tourist guide must sit for tourist guide course to be certified with the license so that they can do tour guiding legally. In order to keep licensed legal after certified as a licensed tourist guide, they must keep themselves active in guiding. Licensed tourist guide in Malaysia must sit for Continuing Training Related Education (CTRE) with earned certificate of the training is one of the condition for tourist guide to renew their guiding license.

At the end of this study, researcher will identify the effectiveness of Continuing Training Related Education (CTRE) to the tourist guides, identify whether a tourist guide understand the knowledge they obtained from CTRE identify whether the tourist guide practice or not the knowledge and experience from CTRE when performed their duties. This research will be in the form of quantitative study in measure the effectiveness of CTRE for tourist guide career.

1.1 RESEARCH BACKGROUD AND JUSTIFICATION

Tourist guide career is one of the professions that attract many people to join whether for income purposes or because of high interest towards greet and meet tourist. Tourist guide is the profession that is neither new, nor practiced only on occasion. It is an occupation exists all the time as the demand continually from tourist and also provides worthwhile income to the individual. Black (in: Pastorelli, 2003) has identified the following roles: information provider, social facilitator, cultural host, motivation of conservation values, interpreter of the natural and cultural environment and people mover.

In Malaysia, tourist guide must have a qualified guiding license to touring the group of tourist. The Ministry of Tourism and Culture set the conditions for tourist guide to attend the Continuing Training Related Education (CTRE) to enable the renewal of guiding licenses. Malaysia tourist guide need to sit several time for this training in order to qualify to renew the guiding licenses for specific period. However, some of the study showed that the information communicated by the tourist guide did not arrive to the tourist. In conjunction with that some argument emerges whether the quality of guide in delivering the commentary is not effective or tourists themselves do not pay attention or not interested with the guided.

In the perspective of quality of guiding, there are still had a tourist guide who having a problem in communication skill, lack of customer skill and managing risk. Lack of foreign language proficiency also another problem that will affect guiding quality of the tourist guide. Due to that issues, even though they attend the course or training to enhance guiding skill, it seems like the training itself not effective or they are not interested in this profession. Some of them join this training just to ensure they can renew the guiding license but disregard the quality of guiding. The professionalism of a tourist guide is reflected in their attitude towards the job, whether they are more money oriented or customer service-oriented which can be seen during their guiding. At the end of this study, researcher will identify whether a tourist guide understand the knowledge they obtained from CTRE, practice or not the knowledge and experience from CTRE when performed their duties and evaluate the effectiveness of the CTRE towards this training which will reflect on their accretion of skill and knowledge or just to be eligible to renew guiding license.

1.2 RESEARCH QUESTION

To support the objectives and direction of this study, the following research questions are formulated:

- Q1 : Does the tourist guide understand the knowledge obtained from Continuing Training Related Education (CTRE) course
- Q2 : Does the tourist guide practice the knowledge and experience from CTRE course when performed their duties
- Q3 : Does CTRE course effective to tourist guide career

1.3 RESEARCH OBJECTIVES

The overall aim of this study is to evaluate the effectiveness of Continuing Training Related Education (CTRE) to the tourist guide career. More specifically, objectives of the paper are:

1. To identify whether a tourist guide understand the knowledge they obtained from CTRE
2. To identify whether the tourist guide practice or not the knowledge and experience from CTRE when performed their duties
3. To evaluate the effectiveness of CTRE course to tourist guide career

1.4 SCOPE OF STUDY

The method of this study will be conducted in four phases, which are stage 1; preliminary study, stage 2; data collection, stage 3; data analysis and stage 4; finding and conclusion. This study will be in quantitative approaches. The quantitative method will identify whether a tourist guide understand the knowledge they obtained from CTRE, identify whether the tourist guide practice or not the knowledge and experience from CTRE when performed their duties and evaluate the effectiveness of CTRE to the tourist guide career in term of (1) knowledge and understanding; (2) practice knowledge and experienced; (3) training content/module and; (4) training durations.

Data collection will be gathered from the sources of primary data (semi-structured interviews and questionnaires) and also the secondary data which consists of documentation analysis, past research, information from book and article and issue from website web. The sample for this study will be selected randomly from the licensed

Johor tourist guide registered with Johor Tourist Guide Association (JTGA). To realize it, the researcher will make collaboration with JTGA and tourist guide in Johor to distribute the questionnaire. Meanwhile, in depth interview will be conducted with a few of tourist guide specifically in Johor, JTGA and other tourism-industry players involved.

1.5 STUDY FRAMEWORK

In order to achieve the study objective and scope, this research will be conducted with through the suitable study framework based on Figure 1.1. There are four phases in conducting this study including of review the literature, methodology and data collection, analysis the finding and discussion and lastly do a conclusion and recommendation.

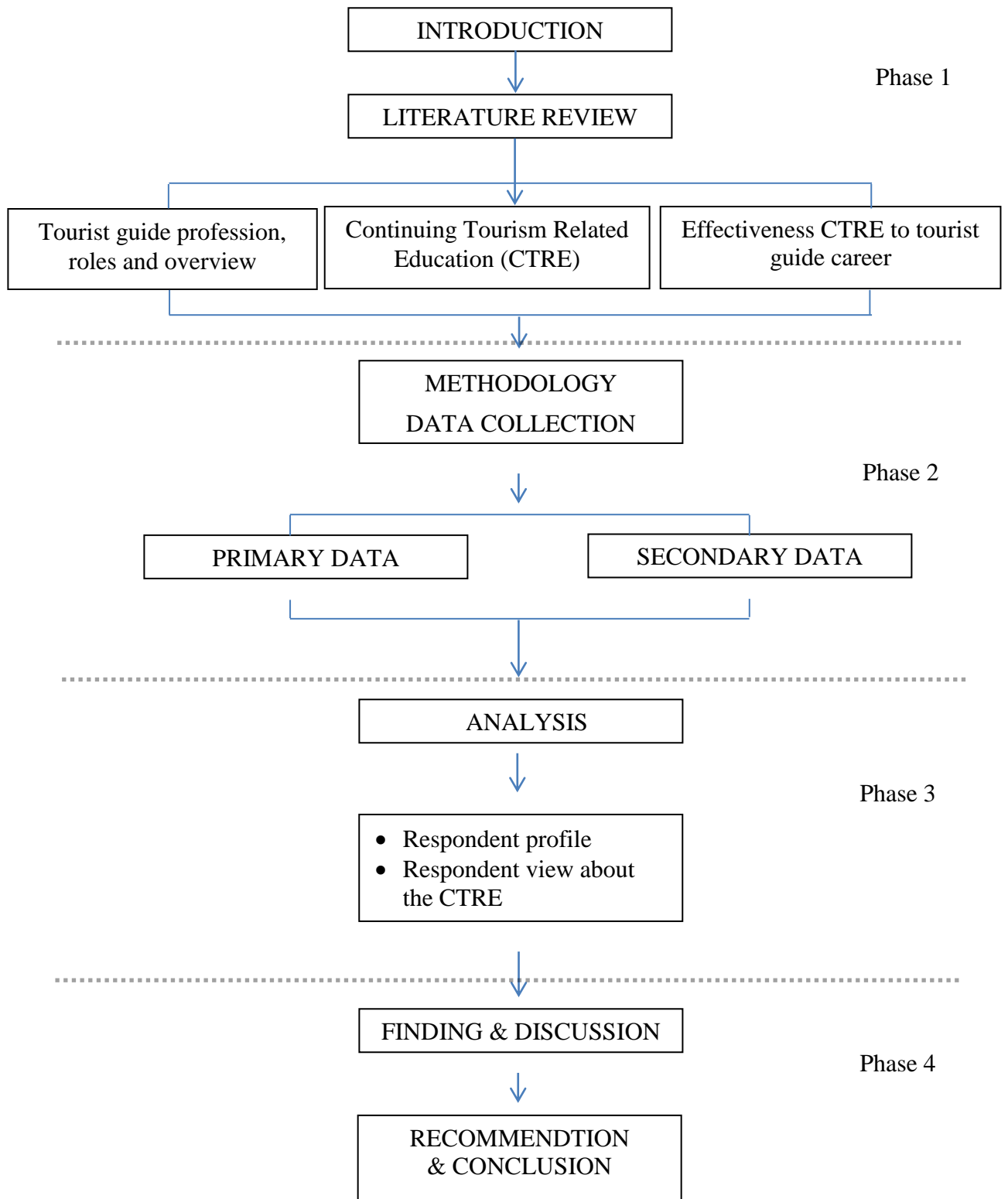


Figure 1.1: Study Framework

1.6 SIGNIFICANCE OF RESEARCH

This section will provide brief description on the various significances of the study given from two perspectives. From the academic perspectives, this study not only reveal the role of tourist guide but also the overview of the issues and problem arise in tour guiding field specifically about Continuing Training Related Education (CTRE). This study also wills most likely leading other potential researcher to look more in-depth or broader scope related to tourist guide in Malaysia tourism industry. This study will provide a guideline and deep understanding to educator that more likely who teaches or involved in tourist guiding courses. Finally this study will help the students to create an understanding about the situation of the tourist guiding profession.

From the practical perspectives, this study will be guideline to the stakeholders and decision-makers in tourism to look forward of the any matters related with them. Lastly this study for sure will useful to the tourist guide toward their career development, training and enhance the quality work.

1.7 CONCLUSION

Tourist guide roles were very important to one guiding tour. Nowadays tourist guide roles are including planning for tourist safety during their guiding. Abide by the rules tourist guide must ensure their license legal within that period and they need to always be ready to complete Continuing Training Related Education (CTRE) for certain time as a preparation to renew the license. Not just only for that, it also to help the tourist guide to be ready with current knowledge and enhance guiding skill from time to time. This study will investigate the effectiveness of this CTRE and any related issues and problem arise.

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