THE ROLE AND EFFECTIVENESS OF TO GUIDE IN INFLUENCING TOURIST BEHAVIOUR

SYED MUHAMMAD RAFY BIN SYED JAAFAR

A dissertation submitted in partial fulfilment of the requirements for the award of the degree of Master of Science (Tourism Planning)

Faculty of Built Environment
Universiti Teknologi Malaysia

JANUARY 2013
I dedicate this thesis to all my beloved ones........
ACKNOWLEDGEMENTS

Alhamdulillah with thanks to HIM this thesis can be successfully completed and all the process while running the research going smoothly as planned. Million thank to my supervisor and also my mentor, Professor Dr. Amran Bin Hamzah for giving such a brilliant idea and fresh view along the completion of this thesis. All the knowledge and information that been given will always be remember and practice.

Special thanks also to Dr. Hairul Nizam who being a great coordinator for Master in Science (Tourism Planning) and also a good lecturer that tirelessly give a motivation and advice for me to continue the study. To my beloved parents who always supporting whatever their child do, only Allah can pay your deeds that loved and rise me from child until who I am now.

To my dearest one, Nurul Diyana Binti Md. Khairi, special gratitude to you that always there for me who sacrifice time, money and energy to assist in completing this thesis. Lastly, thanks to all my friends and lecturers that always support during the completion of this thesis. Wish me luck.
Research about the problems that occur in the interpretation spectrum has a lot been done, but still less study of the relationship between interpretation techniques and tourists experience needs while selecting the destination as a holiday destination. This study was conducted to understand the extent to which the role of interpretation (tour guide) in educating the tourists about conservation awareness. Pahang National Park becomes the study area because it is one of the areas that have a best nature tour guide in Malaysia. Quantitative and qualitative techniques are used because it is able to understand the relationship between the role of interpretation and tourists, more depth. This study will measure the quality of tour guides whether they are eligible to provide information or education on conservation to the tourists. Furthermore, this study will also determine whether the tourists do not really want to be educated about conservation or the quality of tour guides do not achieve the quality of required level. The findings show international and domestic tourists actually really want to be educated about conservation when they visit the National Park, but the quality of tour guides still do not reach the level needed. Factors cause the poor quality of guides that found in this study be seen will help in planning the development of the tourism industry in providing effective technical interpretation (tour guides) to tourists in the future.

Keywords: Conservation Awareness, Interpretation, Tourist Behaviour, Education towards Tourist
ABSTRAK

Kajian mengenai masalah yang berlaku berkaitan dengan intepretasi telah banyak dilakukan, namun begitu masih kurang kajian yang dijalankan berkenaan hubungan antara teknik intepretasi dan kehendak sebenar pelancong semasa memilih destinasi tersebut sebagai destinasi percutian. Kajian ini dijalankan bagi memahami sejauh mana peranan intepretasi (pemandu pelancong) dalam memberi pendidikan kepada pelancong mengenai kesedaran terhadap konservasi. Taman Negara Pahang menjadi kawasan kajian kerana ia merupakan salah satu kawasan yang mempunyai pemandu pelancong alam semulajadi yang terbaik di Malaysia. Teknik kuantitatif dan juga kualitatif digunakan kerana ia dapat memahami hubungan antara peranan intepretasi dan pelancong dengan lebih mendalam. Kajian ini akan mengukur kualiti pemandu pelancong samaada mereka layak untuk memberi maklumat atau pendidikan berasaskan konservasi kepada pelancong. Selanjutnya, kajian ini juga akan menentukan samaada pelancong sebenarnya tidak mahu diberi pendidikan mengenai konservasi atau pun kualiti pemandu pelancong tidak mencapai tahap kualiti yang diperlukan. Penemuan kajian menunjukkan sebenarnya pelancong antarabangsa mahupun domestic sebenarnya mahu diberi pendidikan mengenai konservasi semasa mereka melawat Taman Negara tetapi kualiti pemandu pelancong tidak mencapai tahap yang sepatutnya. Faktor-faktor kelemahan kualiti pemandu pelancong yang ditemui didalam kajian ini dilihat akan dapat membantu perancangan pembangunan industri pelancongan negara dalam menyediakan teknik intepretasi (pemandu pelancong) yang berkesan kepada pelancong pada masa akan datang.

Kata Kunci: Pendedahan konservasi, Intepretasi, pendidikan terhadap pelancong
# TABLE OF CONTENTS

**ACKNOWLEDGEMENTS**

**ABSTRACT**

**ABSTRAK**

**CONTENT**

**LIST OF TABLES**

**LIST OF FIGURES**

## 1 INTRODUCTION

1.1 Study Background And Justification 2

1.2 Study Aims And Objectives 3

1.3 Scope Of Study 3

1.4 Study Framework 3

1.5 Conceptual Framework 5

## 2 LITERATURE REVIEW

2.1 Interpretation 6

2.2 Interpretation And Mediation 7

2.3 The Need For Interpretation 9

2.4 The Role Of Tour Guides 10

2.5 Tourist Guides As Mediators 13

2.5.1 Mediating Access to Attractions 15

2.5.2 Mediating Information 15

2.5.3 Mediating Social Interactions 17

2.6 The Guided Tour Experience 18

2.7 Environmental Attitudes And Nature-Based Tourists 22

2.8 Educational Aspects From The Tourist’s Perspective 24

2.9 Overview Of Management Techniques 25
2.10 The Case For Interpretation-Based Management Strategies
2.11 The Forestell And Kaufman Model
  2.11.1 Developing Effective Interpretation Programmes
2.12 Applying The Model

3 RESEARCH METHODOLOGY
  3.1 Case Study Background: Kuala Tahan National Park
    3.1.1 Protected Area
    3.1.2 Visitors’ Arrival
    3.1.3 The Abuse Of Taman Negara
    3.1.4 Conflict Of Management In Taman Negara
  3.2 Analysis Approach And Techniques
  3.3 Qualitative Research Approach
  3.4 Means-End Analysis Technique
  3.5 Quantitative Research Approach
    3.5.1 Importance Performance Analysis
  3.6 Data Collection Method
    3.6.1 Simple Random Sampling (Tourist)
    3.6.2 Accidental Sampling (Tour Guide)
  3.7 Chapter Summary

4 FINDINGS AND ANALYSIS OF DATA COLLECTION
  4.1 Analysis Of Tourist On Site Experience In Kuala Tahan National Park
  4.2 Tourist Socio-Demographic Profile
  4.3 Tourist Trip Behaviour
  4.4 Importance Performance Analysis
    4.4.1 International Tourist
    4.4.2 Gap Analysis For International Tourist
    4.4.3 Domestic Tourist
    4.4.4 Gap Analysis For Domestic Tourist
  4.5 Analysis On Quality Of Tour Guide In Kuala Tahan National Park
    4.5.1 Tourist Guide Profile
5 SUMMARY OF FINDINGS ON THE ROLE OF TOUR GUIDE AS AGENT FOR CONSERVATION AWARENESS

5.1 Summary Of Research Findings
   5.1.1 Objective 1
   5.1.2 Objective 2
   5.1.3 Objective 3
   5.1.4 Result For Research Finding Summary

5.2 Implications Of The Research
   5.2.1 Implications On Theory
   5.2.1 Implication On Practice

5.3 Recommendation And Conclusion

BIBLIOGRAFY

APPENDIXES
<table>
<thead>
<tr>
<th>NO. TABLES</th>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 2.1</td>
<td>Summary of the Techniques</td>
<td>30</td>
</tr>
<tr>
<td>Table 3.1</td>
<td>Profile of tourists at the National Park</td>
<td>38</td>
</tr>
<tr>
<td>Table 4.1</td>
<td>Importance Criteria Need To Be In The Tour Guide Select By International Tourist</td>
<td>61</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>Performance of the Guiding Quality after Finishing the Tour</td>
<td>61</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>Gap Analysis for the International Tourist</td>
<td>63</td>
</tr>
<tr>
<td>Table 4.4</td>
<td>Importance Criteria Need To Be In the Tour Guide Select by Domestic Tourist</td>
<td>66</td>
</tr>
<tr>
<td>Table 4.5</td>
<td>Performance of the Guiding Quality after Finishing the Tour</td>
<td>66</td>
</tr>
<tr>
<td>Table 4.6</td>
<td>Gap Analysis for the Domestic Tourant</td>
<td>67</td>
</tr>
<tr>
<td>NO. FIGURES</td>
<td>TITLE</td>
<td>PAGE</td>
</tr>
<tr>
<td>------------</td>
<td>------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Figure 1.1</td>
<td>Study Framework</td>
<td>4</td>
</tr>
<tr>
<td>Figure 1.2</td>
<td>Conceptual Framework of the Research</td>
<td>5</td>
</tr>
<tr>
<td>Figure 2.1</td>
<td>The Complex Role of Tourist Guiding</td>
<td>20</td>
</tr>
<tr>
<td>Figure 2.2</td>
<td>Forestell and Kaufman’s Interpretation Model</td>
<td>28</td>
</tr>
<tr>
<td>Figure 2.3</td>
<td>Features Of an Effective Education Programme For Tourists</td>
<td>29</td>
</tr>
<tr>
<td>Figure 3.1</td>
<td>Map of Taman Negara Pahang</td>
<td>35</td>
</tr>
<tr>
<td>Figure 3.2</td>
<td>Overall Research Methodology Framework</td>
<td>41</td>
</tr>
<tr>
<td>Figure 3.3</td>
<td>Eight Characteristics Of Qualitative Research Design</td>
<td>43</td>
</tr>
<tr>
<td>Figure 3.4</td>
<td>Characteristic of the Qualitative Research Study</td>
<td>44</td>
</tr>
<tr>
<td>Figure 3.5</td>
<td>Adapting Means-End Chains to Assess Interpretation</td>
<td>46</td>
</tr>
<tr>
<td>Figure 3.6</td>
<td>Conceptual Diagram of an Action Grid</td>
<td>49</td>
</tr>
<tr>
<td>Figure 4.1</td>
<td>Division Of Tourist Visiting Kuala Tahan National Park</td>
<td>53</td>
</tr>
<tr>
<td>Figure 4.2</td>
<td>Division of Tourist Visiting Kuala Tahan National Park by Age</td>
<td>54</td>
</tr>
<tr>
<td>Figure 4.3</td>
<td>Tourist Demographic Profile Based on Occupation</td>
<td>55</td>
</tr>
<tr>
<td>Figure 4.4</td>
<td>Tourist Demographic Profile Based on Educational Status</td>
<td>55</td>
</tr>
<tr>
<td>Figure 4.5</td>
<td>Tourist Demographic Profile Based on Monthly Income</td>
<td>56</td>
</tr>
<tr>
<td>Figure 4.6</td>
<td>Tourist Destination Preferred for Holiday</td>
<td>58</td>
</tr>
<tr>
<td>Figure 4.7</td>
<td>Types Of Nature/Rural Destination Preferred by Tourist for Holiday</td>
<td>59</td>
</tr>
<tr>
<td>Figure 4.8</td>
<td>Division of Tour Guide by Ages</td>
<td>70</td>
</tr>
<tr>
<td>Figure 4.9</td>
<td>Educational Status of Tour Guide in Kuala Tahan National Park</td>
<td>71</td>
</tr>
<tr>
<td>Figure 4.10</td>
<td>Duration of a Tour Guide Being in the Profession</td>
<td>72</td>
</tr>
<tr>
<td>Figure 4.11</td>
<td>Importance Gap Matrix for International Tourist</td>
<td>75</td>
</tr>
<tr>
<td>Figure 4.12</td>
<td>Importance Gap Matrix for Domestic Tourist</td>
<td>76</td>
</tr>
<tr>
<td>Figure 5.1</td>
<td>Summarize of the research objective</td>
<td>81</td>
</tr>
</tbody>
</table>
CHAPTER 1

INTRODUCTION

According to the history, tourist guiding has become one of the oldest human activities. 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. Today, it is difficult to see activities done without organized tour guide services, both tour manager / tour leader (who accompanied the group during the trip) and a tour guide (who welcomed the group at the destination). However, this activity has received considerable attention in academic literature recently. Research interests coincide with growing concern about sustainability. Guide is now beginning to be seen as an effective medium to deliver important environmental messages to visitors and tourists. This naturally caused a more comprehensive analysis of other roles they may play in contemporary tourism and emphasized the need for monitoring guiding standards (Rabotić, 2009b).

By analysing the studies published on the subject, Zhang and Chow (2004) have noted down no less than 16 particular roles ascribed to guides, whereas Black and Weiler (2005) have noticed insisting on the fact that guides are of vital importance both for tourism and tourist experience, Black (in: Pastorelli, 2003) has identified the following roles: information provider, social facilitator, cultural host, motivator of conservation values, interpreter of the natural and cultural environment, people mover. She also mentions “other roles and responsibilities of tourist guides“: teacher or instructor, safety officer, ambassador for one's country, public relations representative or company representative, entertainer, problem solver and counsellor.
1.1 STUDY BACKGROUND AND JUSTIFICATION

Tour guide can be considered as interpretation and resource centre for tourists to get knowledge of the tourism areas visited. To ensure that more sustainable tourism area, it is also a responsibility for a tourist guide to deliver information in the form of an environmental awareness, particularly in the area of eco-tourism. There are various ways and means for this tour guide in presenting information, including in form of joke and casualty, or in form towards more academically. Although there are many different ways in doing interpretations, their goal are still the same which to provide information and education that could increase knowledge and awareness of the tourists that visited the tourism areas especially ecotourism site.

However, the experience proves that most guides are not in a condition to or do not attempt to adapt their standard tours to clients’ characteristics and needs: such as guides are very hardly focused on customers, their needs, motivation, wishes, preferences, cultural background, educational level – all being the key factors of individual tourist experiences. Generally, tourists do not belong to a homogenous group of people: even a “typical” tour group consists of individuals with different expectations, roles and behaviour (Rabotić, 2009a). Because of this, there are some studies that show the information communicated by the tour guide did not arrive or bring awareness to tourist especially mass tourist. In addition, some argument emerge which whether the quality of guide in delivering interpretation is ineffective or actually tourists themselves do not want to be educated. Generally, guides still “represent a largely underrated, undervalued and underutilized human resource despite the widely acknowledged benefits and significant roles they assume in the tourism system“ (Dioko; Unakul, 2005).

At the end of this study, researcher will investigate whether the quality of guiding needed for conservation awareness is already there or actually quality of guiding does not match with tourist on-site experience. This research will be in the form of both quantitative and qualitative study in understanding which are the correct methods and techniques of an effective interpretation and whether in fact the tour guides roles it is no longer needed by tourists.
1.2 STUDY AIMS AND OBJECTIVES

This study aims to determine the effectiveness of interpretation as well as to investigate whether a tourist guide services are still needed by tourists in conveying information in a selected area of ecotourism. In general, the objectives of this study are as follows:

a. To identify the quality of guiding needed for conservation awareness.
b. To examine whether the quality of guiding match with tourist on-site experience.
c. To determine either management influence the relationship between quality of guiding and tourist experience.

1.3 SCOPE OF STUDY

This study will be in form of both quantitative and qualitative study in understanding the relationship between quality of guiding and tourist on-site experience towards conservation and sustainability awareness. Often factor such as boring, straight-forward and too academic guiding method is the reason given by tourist on why the information given is not enough to make them aware of conservation and sustainability. However, some researches that look into external factors show that tourist now days not interested to be educates although the guide is one of the best in their expertise. Single case study approach is use in this research because it is appropriate to achieve the objectives of this study. The case study will be one of the best ecotourism sites in Malaysia with the best nature tour guide.

1.4 STUDY FRAMEWORK

In order to achieve the research objective and research scope, this research will be conducted through suitable study framework to keep the aims set to be accomplished.
INTRODUCTION

LITERATURE REVIEW

Interpretation
definition, concept,
and current scenario
in ecotourism site
Malaysia

Tourist expectation
and point of view
about conservation
awareness

The management
role in supporting
conservation effort

DATA COLLECTION

PRIMARY DATA

SECONDARY DATA

To identify the quality
of guiding needed for
conservation awareness.
(Objective 1)

ANALYSIS

Result of Qualitative Technique
and Means End Technique

To determine either
management influence
the relationship between
quality of guiding and
tourist experience.
(Objective 3)

SYNTHESIS OF MODEL

To determine whether management influence the relationship between
quality of guiding and tourist experience (Objective 2)

Figure 1.1: Study Framework
1.5 CONCEPTUAL FRAMEWORK

**Figure 1.2:** Conceptual Framework of the Research

*Source: Fieldwork, 2012*
BIBLIOGRAFY


Mossberg, L.L; Tour leaders and their importance in charter tours; Tourism Ooi, C-S (2002); Cultural Tourism & Tourism Cultures: The Business of Mediating Experiences in Copenhagen and Singapore; Copenhagen Business School Copenhagen Press


Pastorelli, J (2003); Enriching the Experience; An Interpretive Approach to Tour Guiding; Hospitality Press French Forest.
Rabotić, B. (2009b); The Creative Role of Tourist Guiding; Proceedings of the International Tourism Conference “Cities as Creative Spaces for Cultural Tourism” Istanbul.
