



Mansoura University
Faculty of Tourism and Hotels

**THE EFFECT OF TOURIST GUIDES' JOB SATISFACTION TO
ENHANCE THE QUALITY OF TOURISM SERVICES: WORK
OBSTACLES AS A MEDIATOR**

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The Effect of tourist guides' job satisfaction to Enhance the Quality of Tourism Services: Work Obstacles as a Mediator

Abstract

Due to the important role played by the tourist guide in the promotion and development of the tourism industry, as well as the paucity of research on the subject of tourist guides' job satisfaction and how they might enhance the quality of tourism services they offer. The purpose of this study was to look at the relationship between the aspects of service quality improvement offered by tourist guides and their job satisfaction as an independent variable. work Obstacles act as a mediator in this interaction. A random sample of 343 tour guides was chosen to meet this goal. An electronic questionnaire was designed and distributed to the sample through Google Forms. The validity and reliability of the questionnaire variables were tested. Descriptive statistics, such as mean, standard deviation, frequencies, and percentages, were used to describe the demographic variables of the sample and the main study variables. Structural equation modelling (SEM) was employed to test the study model and hypotheses using SPSS V26 and AMOS V25.

The study found a positive impact of job satisfaction among tourist guides on both work obstacles and the quality of Tourism services provided by the guides. It also revealed that work obstacles act as a mediator between job satisfaction of tourist guides and the improvement of service quality provided by them, indicating that work obstacles have the ability to explain the relationship

between job satisfaction of tourist guides and the enhancement of the service quality they offer.

The study recommends measures for the Ministry of Tourism and Antiquities and the Tourist Guides Syndicate. including streamlining the renewal process for tourist guide licenses, establishing specific mechanisms to ensure equal opportunities for tourist guides.

Keywords: Job Satisfaction, Tourist Guide, Quality of tourism Services, Work Obstacles.

أثر الرضا الوظيفي للمرشد السياحي على تحسين جودة الخدمات السياحية:
معوقات العمل كمتغير وسيط

ملخص الدراسة :

نظرا للدور الهام الذي يقوم به المرشد السياحي في النهوض بصناعة السياحة وتطويرها ، فضلا عن ندرة الدراسات المتعلقة بالرضا الوظيفي للمرشد السياحي ودوره في تحسين جودة الخدمات السياحية المقدمة من خلاله. و الهدف من هذه الدراسة هو بحث دور أبعاد الرضا الوظيفي للمرشدين السياحيين كمتغير مستقل في العلاقة المباشرة مع أبعاد تحسين جودة الخدمة التي يقدمها المرشدون السياحيون. من خلال معوقات العمل كمتغير وسيط ..

ولتحقيق هذا الهدف، تم اختيار عينة عشوائية من ٣٤٣ مرشدا سياحيا. تم تصميم استبيان إلكتروني وتوزيعه على العينة من خلال Google. وجرى اختبار صحة متغيرات الاستبيان .استخدمت الإحصاء الوصفي، مثل المتوسط والانحراف المعياري والترددات والنسب المئوية، لوصف المتغيرات الديموغرافية للعينة ومتغيرات الدراسة الرئيسية. تم

استخدام نمذجة المعادلة الهيكلية (SEM) لاختبار نموذج الدراسة والفرصيات باستخدام SPSS V26 و AMOS V25. وجاءت أهم نتائج الدراسة في وجود تأثير موجب للرضا الوظيفي للمرشد السياحي على كل من معوقات العمل، وجودة الخدمة المقدمة من قبل المرشد. كما وجدت الدراسة أيضاً، أن معوقات العمل متغير وسيط بين الرضا الوظيفي للمرشد السياحي و تحسين جودة الخدمة المقدمة منه، مما يعني أن معوقات العمل لديها قدرة على تفسير العلاقة بين الرضا الوظيفي للمرشد السياحي، وتحسين جودة الخدمة المقدمة منه.

وتمثلت أهم التوصيات الموجهة إلى وزارة السياحة والآثار ونقابة المرشدين السياحيين المتعلقة بإلغاء إجراءات تجديد الترخيص الخاص بمزاولة مهنة الإرشاد السياحي ، وضع آلية محددة لضمان تكافؤ الفرص لدى المرشدين السياحيين.

الكلمات الدالة: الرضا الوظيفي - المرشد السياحي - جودة الخدمات السياحية - معوقات العمل.

Introduction

Tourism is a multi-specialty industry that involves various stakeholders in executing its different activities. Collaboration among these stakeholders is crucial for sustainable tourism development (Sandaruwani, 2016) Çetinkaya and Öter (2016) considered that tourist guides play a vital role in the tourism industry as they present the front for the industry in the country.

Also, Tourist guides are seen as essential contributors to the tourism industry. They serve as the direct link between tourists and their destinations, acting as intermediaries between supply and demand (Wong, 2001 ; مزيان ، بن سالم، 2019).

The tourist guide is in direct contact with the tourist or visitor and the tourist destination visited during the tourist trip. (Ming, 2015; Shi et al, 2023; Yan et al. 2023).

Al-Ghamdi asserts the significance of the role of tourist guides and how their job satisfaction directly influences their performance in the tourism sector. (Li Yaoqi et al, 2021; الغامدي، 2020).

The topic of job satisfaction has received the attention of many researchers because of its positive impact on raising performance and productivity, raising the level of morale, achieving psychological compatibility, and lowering the level of psychological stress related to the work environment (Leopold, 2006).

Locke points out that the term job satisfactions refer to people's attitudes and feelings towards their work. Positive and favorable attitudes towards the work refer to job satisfaction. Negative and unfavorable attitudes towards the work indicate job dissatisfaction (Hasan et al, 2017; Armstrong, 2006).

Several studies (Lussetyowati,,2014; Mak et al,2011) confirm the impact of job satisfaction among tourist guides in improving the quality of service provided due to their efforts in maintaining sustainable tourism

operations Tourist guides are leaders of tourist excursions, guiding tourists, and representing the cultural and historical identity of the destination . Chiang, and Chen (2014) emphasized the importance of the role of tourist guides in improving the quality of service provided after the intensification of competition in this highly competitive sector globally to attract clients from the specialized market. Lin, Lin, and Chen (2018) considered that the professional competencies of tourist guides may affect the quality of the tourist guide service, which affects tourists' satisfaction with travel and their intentions to re-deal with travel agencies again.

In short, although the concepts of service quality and job satisfaction have been used many times in the literature, the relationship between both of them in relation to tourist guide's work remains quite vague. Theoretically, the field of research is a serious scientific attempt to shed light on the impact of job satisfaction for tourist guides in improving the quality of service provided through the various work obstacles that the tourist guide faces as a mediator, which contributes to bridging the research gap in this field, as the role of the tourist guide is currently limited to guiding and accompanying tourist groups. Additionally, this research gains particular importance as it is considered to be one of the first research papers concerned with the study of tourist guides' job satisfaction, it also sheds light on the work obstacles that the tourist guide encounters and how to overcome them. although Practically This study Identifies the actual level of job satisfaction among tourist guides and its impact on improving the quality of service, Contributing to raising the level of job satisfaction of the tourist guide, which leads to improving and developing the

quality of the services he provides, through the expected results of this study, which will reflect positively on the tourism industry and improve the quality of tourism services provided by the tourist guide and finally Informing decision makers of the role that job satisfaction plays for tourist guides and thus, motivating and enhancing this role to reach broader horizons represented in improving the quality of service by confronting various work obstacles. In this context, Nataraja (2015) confirmed that increased tourism activities without conscious planning may lead to an influx of tourists in large numbers from various countries, which may hurt the way tourist places are dealt with. .

Tourist guides, possessing adequate knowledge, can contribute to increasing awareness of how to deal with the various problems and obstacles faced, particularly at tourist sites. (الشمايلة, 2019; Lin Hongxia et al, 2022). Given the aim of this study to examine the effective impact of job satisfaction for tourists in improving the quality of service through the work obstacles that they face as a mediator, the study investigates the extent of this impact through four parts. The First part is the literature review, then the Methodology, the third part is about Discussions, and finally there are conclusions and recommendations.

Literature Review

Tourist's guide job satisfaction: Dimensions and Importance

Researchers look at job satisfaction from several angles; some of them view it as a direction, other as a trend, and some view it as a feeling of contentment (Yeh Chien MU, 2013). While Armstrong and Taylor (2014) say that job satisfaction is made up of “the attitudes and feelings that

people have about their jobs” . As for Calhoun(2005), he defined job satisfaction as “the degree to which a person achieves important needs such as health, security, food, love, and appreciation during or as a result of the job” .Furthermore, Ozturk(2021) also point out that individuals should feel satisfied if their work provides them with the opportunity to participate in decision-making and gain self-esteem . In general, **the availability of job satisfaction among tourist guides leads to** Raising the morale of the tourist guide, which leads to lower rates of career shifts and complaints (Dlouhy & Biemann, 2018, p. 88) , increasing the degree of loyalty and organizational commitment. It can contribute to increasing the quality of service provided by tourist guides (Côté et al, 2021) , Achieving psychological and social compatibility for the guide, leads to work success. Job satisfaction is linked to success at work. and it can also be an indicator of the success of the tourist guide in various aspects of their social and family life, Reducing the pressures accumulated on the individual as a result of the increase in life complications (تيمان, 2019;Ren et al, 2021) , increasing production efficiency and improved quality of services (Côté et al, 2021) .

Brenninger(2015) claims that there are four dimensions of job satisfaction:

1. **Salary Satisfaction:** (الشمري, 2009; Aziri,2011)
2. **Work Content Satisfaction.**
3. **Work Environment Satisfaction** (Elizabeth,S, 2007) .
4. **Working Conditions Satisfaction** (الشمري, 2009) .

The Quality of Tourism Services Provided by Tourist Guides: Sections and Dimensions

The quality of services is considered a complicated construct which has been the focus of several studies. In service marketing literature. Various intellectuals have provided different conceptualizations over time. (Fahim,2019) It is the result of comparisons and clients' expectations of their perceptions of the services provided by suppliers; If expectations are greater than perceptions, the quality of service is less than satisfactory, and vice versa (Ramseook-Munhurrun, et al., 2010; Amanfi Jnr., 2012) . It can also be defined as the gap or deviation between the customer's expectations and their perception of quality after consuming the service (Bouranta, et al, 2009) . it is also described as the quality of services provided, whether expected or perceived, representing what customers expected before using the service (Jum & Cai, 2010. ;Bellow & Andronikidis, 2008) . The importance of quality in the tourism services provided by the tourist guide is highlighted through **Enhancing the reputation of tourist destinations** (Sengoz, 2022) , **increasing nation's global competitiveness,Legal responsibility of tourist guides , Cost reduction and increasing market share** (الحضرمي, 2022) , **enhancing confidence in the tourist destination** (WFTGA, 2021;Li Yaoqi ,et al, 2021) . Moreover, the original study by Parasuraman et al. (1985) contains ten dimensions of the quality of services. Further investigation by Parasuraman, et al. (1988). After refinement, these ten dimensions were reduced to five as below (Daniel & Berinyuy, 2010; Agbor, 2011; Ali & Ehab,2016; Selvakumar, 2015; Ojo, et al., 2014: 143; Ramseook-Munhurrun, et al., 2010; Danielet al,2010; El-Saghier & Nathan, 2013; Martey & Frempong, 2014) .

1. **Reliability** This refers to the ability to perform the service consistently and dependably.
2. **Tangibility** This refers to the appearance of the tourist guide and the facilities provided to tourists.

3. **Empathy** Demonstrating personal care and attention to tourists.
4. **Responsiveness** This is the willingness to provide assistance and good service to tourists.
5. **Assurance** Refers to the knowledge possessed by the tourist guide and their ability to instill confidence and security in tourists while showing respect. (سلیمان، 2019:Fahim, 2019)

Tourist's guide role in tourism

Tourist guide is considered one of the pillars of the tourism industry, (AbaBneh, 2018). The European Federation of Tourist Guide Associations defines a tourist guide as the person who guides tourist groups or individual tourists, both local and foreign, around the landmarks, sites, and museums of their city or region, in an engaging manner that achieves an acceptable level of satisfaction (EFTG, 2014). Furthermore, the role of the tourist guide can be summarized into the following four fundamental roles (Isaac & Abuaita, 2021; Goran et al., 2013).

Primary Role Providing the tourism program, including access to and supervision of tourist destinations, and coordinating with experts for its execution. (الحوري، ٢٠١٣، Yan :et al, 2023)

Social Role: Addressing various obstacles faced by tourists in tourist destinations to maintain social cohesion and integration. (بن ربيع عاقي، ٢٠١١)

Interactive Role Serving as an intermediary between tourist groups and local residents, as well as service providers, by presenting and organizing services. They also explore marketing opportunities for tourist attractions. (عبد الجبار، ٢٠١٩)

Communication Role Choosing, informing, interpreting, and translating while leading the tour.

They also coordinate with various tourism services providers, such as transportation companies, theaters, restaurants, and tourist sites. (سليم، ٢٠١٧)

Additionally, tourist guides are tasked with identifying various obstacles they face during their work, attempting to address and resolve them, then working to minimize their impact on tourists to provide a high-quality service. Therefore, a tourist guide must possess communication skills, explanatory abilities, promptness in action, time management, and knowledge of the culture of the attractions (Chang, 2014 ;Sengoz, 2022).

Tourist's Guide Work Obstacles

Tourist guides consistently work under pressure, both from the internal work environment due to the obstacles they face internally in their work, and from the external work environment through the obstacles encountered while working with tourist groups (Melia, 2017). They are always required to confront these work obstacles without the tourist being aware of them (Prakash et al., 2011). This is achieved through their personal skills, communication and negotiation skills, the ability to handle discussions and absorb anger, and engagingly delivering information—all while maintaining good relationships with employers and tourists. (Çetinkaya and et al, 2016; Bayram, 2021)

The work obstacles faced by tourist guides can be divided into the following:

Internal work obstacles:

These are the work obstacles that tourist guides face in the internal work environment itself, and among the most impactful of these internal work obstacles are as follows:

1. The absence of a unified system regulating the work of tourist guides with tourism companies.
2. The inability to extract tourist guides rights from tourism companies.
3. Information technology poses an obstacle to the continued work of tourist guides as it reduces the need for guides due to countless mobile applications and tourism-related websites ^(Melia, 2017).
4. The profession of tour guiding is affected by political and economic instability ^(Shidende, 2019; Yan, et al, 2023).
5. The absence of practical training, involves proper preparation for tourist guides before practising the profession.
6. Tourist guides are not allowed to have more than one job according to the law.
7. Seasonality and income instability ^(Nyahunzvi, et al, 2013).
8. Lack of life insurance for tourist guides.
9. Strict tourism laws.
10. One of the significant ethical problems facing the tour guiding profession is the absence of a professional hierarchy and the lack of respect for the principle of professional seniority ^{طوسون و آخرون، ٢٠١٩; Fares, et al, 2019)}.
11. The instability of the tourist guide's income due to the conditions affecting the tourism industry.
12. Renewing the license every five years makes the guide feel insecure and unstable.
13. Multiple steps for license renewal.

14. The Insufficient support for the tourist guides towards the different problems that the tourism industry faces (Melubo & Buzinde, 2016).

External work obstacles:

These are the work obstacles that a tourist guide faces in the external work environment through accompanying tourist groups to different attractions. Among the most impactful of these obstacles on the tourist guide (compiled from the opinions of a group of tourist guides) are:

1. Sudden weather changes such as rain and wind.
2. Irregular traffic flow, especially during peak hours.
3. Mistreatment of tourists by workers at tourist attractions.
4. Exploitation of tourists by various markets frequented by tourist groups.
5. Lack of cleanliness in service around tourist sites.
6. Insufficient monitoring of tourist sites by relevant authorities.
7. Mistreatment of the tourist guide by the tourism company.
8. Crowding at tourist sites by guides to obtain tickets for tourist groups.
9. Lack of completion of the tourist police representative for the trip with tourist groups.

However, the primary role of the tourist guide has become to take care of tourists, ensure their satisfaction, and avoid various obstacles that may affect their enjoyment of the tourism program (Cruz, 2008). This requires specific qualifications for guides working in these patterns, including the ability to maintain composure and control

nerves in different situations, as well as the ability to make tough decisions (Turner, 2003). They should also have the ability to quickly perceive potential obstacles, whether for themselves or others, and the ability to act appropriately to face these obstacles (Ewert & Jamieson, 2003). Although the responsibility for addressing various obstacles at tourist attractions mainly falls on the management of the site and legislative authorities in the host country. Due to the multiple work obstacles faced by tourist guides, hindering their ability to provide a service at a satisfactory level for tourists, the researchers found it necessary to conduct a questionnaire to gather opinions from a group of tourist guides regarding their job satisfaction and its impact on the quality of the provided service. The questionnaire also aimed to collect their opinions on the most significant obstacles faced by tourist guides during their work, which affect the quality of the service they provide, and to suggest the best ways to address these work obstacles. The researchers reviewed several previous studies that explored the relationships between job satisfaction and the improvement of the quality of provided service, such as the studies conducted by (Taleb, 2019), (Briah and Mousawi, 2016), (Bellow & Andronikidis, 2008), (Bouranta, Chitiris & Paravontis, 2009), (Al-Hadhrami, Al-Soufi, & Ataa, 2022), (Ming XU, 2015). Based on these studies, the researchers proposed the following model for the study, highlighting the direct and indirect relationships included in the study hypotheses, as illustrated in Figure (1).

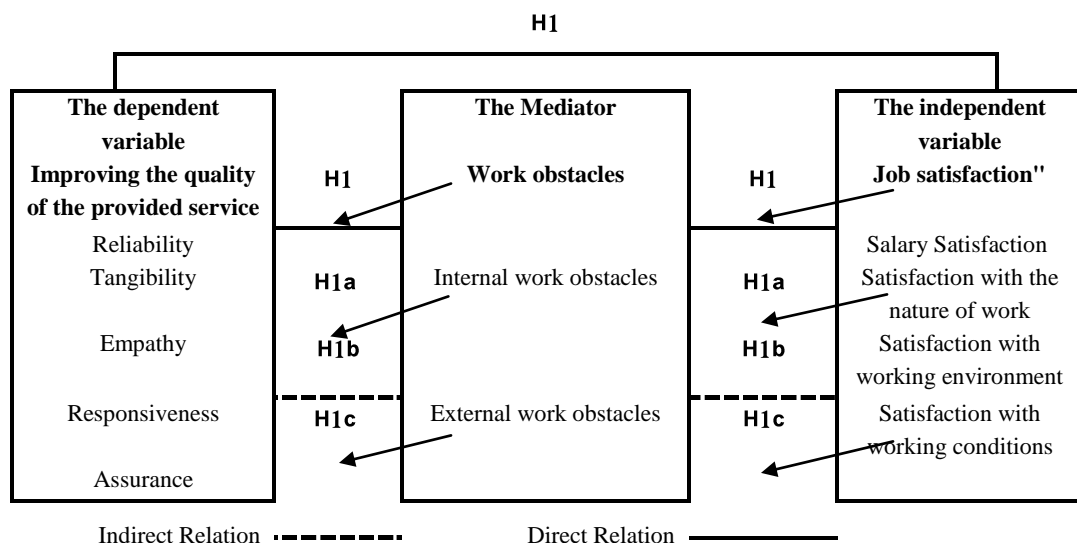


Figure 1
Conceptual Model of the Relationships Between the Study Variables

Source: the researchers based on the theoretical background, the variables the study, and reviewing the previous studies

Research Methodology

Methods, Population and, sampling

The current study followed the Descriptive-Analytical Methodology, To address the study's questions and achieve its objectives, a quantitative methodology was adopted. This involved utilizing data collected through the analysis of the questionnaire (رفعت, 2010), in addition to data extracted from secondary sources and theoretical studies.

The Population of the study comprises licensed tourist guides affiliated with the General Tourist Guides Syndicate in the Arab Republic of Egypt, totalling 19,189 divided by 10253 active members and 30 non-active members on pension or deceased (The Egyptian General Tourist Guides Syndicate, 2023).

A random sample of 373 tourist guides was drawn from active members. The questionnaire forms were distributed electronically via Google Forms to collect primary data. This approach was chosen to ensure the study's questions were answered comprehensively and to obtain relevant data from a representative sample of tourist guides. Table 1 demonstrates the distributed the questionnaire forms and the percentage of valid responses as follows:

Table (1): Distributed the questionnaires and Percentage of Correct Responses

Distributed questionnaire lists	number of received lists	number of correct lists	percentage of correct responses
373	360	343	92%

source: the researchers

To achieve the study's objective, The questionnaire comprises the main axes of the study and is divided into 60 items distributed across two main axes. The first axis discusses the dimensions of job satisfaction and service quality for tourist guides and consists of 37 items based on the studies of Talib (2019), Al-Shammari (2009), Munzer (2020), Al-Najjar (2015), Al-Hadrami and others (2022), Numan and others (2019). The second axis consists of 24 items discussing the most important work obstacles faced by tourist guides based on the study of Al-Hadrami and others (2022), Hawas (2017), WFTGA (2015), Abou al-Ata

(2017), Hournd (2001), Cruz (2008), Collins (2005), Abouelata (2010), and Tusun and others (2019).

Validity and Reliability

A. Validity Assessment:

The validity of the form has been verified through the following methods:

1. Face Validity:

The survey form underwent testing, where a set of preliminary survey forms were distributed to a group of tourist guides (17 guides). The objective was to assess their comprehension of the directed questions and to gauge the clarity of the wording. This process aimed to identify any unclear questions in advance, facilitating necessary adjustments to the survey form to enhance the precision of responses. The feedback obtained from this group of tourist guides played a crucial role in highlighting external work obstacles faced by tourist guides during their work. (King, 2020)

2. Content Validity:

The survey form was presented to a group of specialized faculty members in the field of tourism and tourist guidance (12 faculty members) and a group of statisticians (3 specialists) for evaluation. Their task was to assess the suitability of the survey form for its intended purpose, examine the appropriateness of its content, and ensure the accuracy of its wording. The experts unanimously agreed on the suitability of the survey form for measurement, with the condition that their recommendations be taken. Some statements were excluded based on majority agreement, while others were modified, emphasizing the importance of these adjustments. The incorporation of all recommendations from the experts indicates the validity of

the survey form for measurement, according to their opinions ^(Binti, 2021)

3. Self-validity:

Given that the essence of the reliability coefficient lies in the correlation coefficient for the true grades of the test, the correlation between reliability and self-correlation is intimate. The self-correlation is measured by calculating the square root of the reliability coefficient. ^(Roberts, 2006)

Reliability:

To calculate the reliability coefficient for the questionnaire using the Alpha Cronbach method, the overall reliability coefficient for the questionnaire form equals 0.979. This signifies a strong indication of the reliability of the questionnaire form. According to Hair et al. (2014), when the reliability coefficient calculated by the Alpha Cronbach method exceeds 0.70, it indicates the reliability of the survey form. The reliability coefficients for all dimensions of the questionnaire form are detailed in Table 2.

Table Number: (2) reliability Coefficients (Alpha Cronbach) and Validity for the Survey List (n=62)

serial	Variables	number of items	Cronbach's Alpha Value	Reliability coefficient
1	Salary Satisfaction	5	0.759	0.871
2	Satisfaction with the working content	5	0.771	0.878
3	Satisfaction with	4	0.945	0.972

serial	Variables	number of items	Cronbach's Alpha Value	Reliability coefficient
	working environment			
4	Satisfaction with working conditions	3	0.906	0.951
5	Reliability	3	0.929	0.963
6	Tangible	3	٠.٧٨١	0.883
7	Empathy	3	٠.٩٢٩	0.963
8	Response	5	٠.٧٤٤	0.862
9	Assurance	6	٠.٧٧٠	0.877
10	Internal work obstacles	16	0.942	0.971
11	External work obstacles	9	0.905	0.951
The total reliability of the form				0.973
0.947				

source: the researchers

The table above shows the following:

The values of the reliability coefficients for the independent variable (job satisfaction) range between 0.759 and 0.945. As for the dependent variable (quality of the provided service), the reliability coefficients range from 0.744 to 0.929. Finally, regarding the reliability coefficient for the mediator (work obstacles), it ranges from 0.905 to 0.942. The fact that all values exceed the threshold of 0.70% indicates an acceptable and high internal consistency of the

questionnaire items. Additionally, the overall reliability coefficient for the questionnaire is 0.973, indicating a high internal consistency for the entire questionnaire.

Statistical Analysis Methods

1. Calculating the stability coefficient for the survey questionnaire using Cronbach's Alpha.
2. Calculating face validity, content validity, and self-validity.
3. Utilizing statistical software (SPSS V 26) for data analysis, including obtaining percentages, and frequencies, and calculating the mean, standard deviation, and variance coefficient.
4. Pearson's correlation coefficient to determine the strength and direction of the relationship between research variables (independent, mediator, and dependent).
5. Stepwise Multiple Regression Technique to identify the type of relationship between the dimensions of independent variables and the dimensions of dependent variables (according to each hypothesis), and the percentage of variance that can be explained in the dimensions of dependent variables by the dimensions of independent variables.
6. Using Structural Equation Modelling (SEM) using the Path Analysis Technique to analyse the relationship between the mediator and both the independent and dependent variables, relying on AMOS V25

Considering the study's problem and to achieve its objectives, the researchers formulated the main hypothesis of the study:

H1-There is a statistically significant impact of the job satisfaction of tourist guides on improving the quality of tourism services through the work obstacles faced by the

tourist guide. This hypothesis is divided into three sub-hypotheses:

H1a-There is a statistically significant impact of the dimensions of job satisfaction for the tourist guide on improving the quality of tourism services.

H1b-There is a statistically significant impact of the dimensions of job satisfaction for the tourist guide on the obstacles faced during work.

H1c-There is a statistically significant impact of the dimensions of work obstacles faced by tourist guides during work on improving the quality of tourism services provided by the tourist guide.

Results and Discussion

Table (3): Results of mean, standard deviation, and coefficient of variation for study variables

Dimensions	Mean	standard deviation	Coefficient of variation	Arrange according to the coefficient of variation
Satisfaction with the nature of work	3.60	1.201	%33.36	7
Satisfaction with working environment	3.52	1.192	%33.86	8
Salary Satisfaction	3.43	1.122	32.71%	6
Satisfaction with working conditions	3.29	1.164	34.03%	9
Reliability	3.42	1.201	35.12%	11
Tangibility	3.55	1.058	29.80%	5
Empathy	3.42	1.167	34.12%	10
Responsiveness	3.72	1.088	29.24%	1

Dimensions	Mean	standard deviation	Coefficient of variation	Arrange according to the coefficient of variation
Assurance	3.66	1.081	29.53%	3
Interior work obstacles	3.83	1.126	29.40%	2
Exterior work obstacles	3.78	1.121	29.65%	4

source: the researchers

Table 3 showcases the following ^(Chakrabarty, 2020):

- The study sample shows, in terms of the overall mean for job satisfaction with work content, to acceptance by the community with a mean of (3.60), a standard deviation of (1.201), and a variance coefficient of (33.36%).
- The study sample also indicates, in terms of the overall mean for job satisfaction with the work environment, to acceptance by the community with a mean of (3.52), a standard deviation of (1.192), and a variance coefficient of (33.86%)
- Similarly, the study sample shows, in terms of the overall mean for salary satisfaction, to acceptance by the community with a mean of (3.43) with a standard deviation of (1.122) and a variance coefficient of (32.71%).
- The study sample also indicates, in terms of the overall mean for satisfaction with working conditions, to acceptance by the community with a mean of (3.29) with a standard deviation of (1.164) and a variance coefficient of (34.03%).

- Additionally, the study sample shows, in terms of the overall mean for reliability, to acceptance by the community with a mean of (3.42) with a standard deviation of (1.201) and a variance coefficient of (35.12%)
- The study sample confirms, in terms of the overall mean for Tangibility, to acceptance by the community with a mean of (3.55) with a standard deviation of (1.058) and a variance coefficient of 29.80%.
- The study sample indicates, in terms of the overall mean for empathy, to acceptance by the community with a mean of (3.42) with a standard deviation of (1.167) and a variance coefficient of (34.12%.)
- The study sample shows, in terms of the overall mean for responsiveness, to acceptance by the community with a mean of (3.72) with a standard deviation of (1.088) and a variance coefficient of (29.24%.)
- The study sample confirms, in terms of the overall mean for assurance responsiveness, to acceptance by the community with a mean of (3.66) with a standard deviation of (1.081) and a variance coefficient of (29.53%.)
- The study sample shows, in terms of the overall mean for internal work obstacles, to acceptance by the community with a mean of (3.83) with a standard deviation of (1.126) and a variance coefficient of (29.40%.)
- The study sample indicates, in terms of the overall mean for external, to acceptance by the community

with a mean of (3.78) with a standard deviation of (1.121) and a variance coefficient of (29.65%.)

The previous table shows that the dependent variable, the quality of service provided by the tourist guide represented in the responsiveness dimension, ranked first in terms of the importance of dimensions, followed by internal work obstacles, then service quality represented in the reliability dimension, followed by external work obstacles, and again, service quality represented in the tangible dimension. The independent variable, job satisfaction of the guide, is represented in the satisfaction with pay dimension, followed by satisfaction with work content, followed by satisfaction with the work environment, and then satisfaction with working conditions. This confirms the tourist guides' commitment to achieving the highest level of quality in the service provided to tourists despite not being entirely satisfied with the job itself, represented in its four dimensions. The ranking of job satisfaction dimensions came last, aligning with theoretical studies that emphasized that quality has become the primary if not more, goal. It has become a way of life for some tourist destinations that have managed, through quality, to gain a highly competitive advantage. The variance coefficient in the previous table also confirms that most of the study sample agrees on the existence of internal and external work obstacles that they face, affecting the quality of the service they provide to tourists and hindering them from performing their work adequately.

Table (4): The importance of the dimensions of job satisfaction.

Dimension	Mean	Standard deviation	Coefficient of variation	Arrangement
Salary Satisfaction	3.43	1.122	%32.71	1
Satisfaction with working environment	3.52	1.192	%33.86	3
Satisfaction with job content	3.60	1.201	33.36%	2
Satisfaction with working conditions	3.29	1.164	34.03%	4

source: the researchers

It is evident from Table 4 that satisfaction with pay is the most influential dimension of job satisfaction, and the least influential dimension of job satisfaction is satisfaction with working conditions. This indicates that satisfaction with pay is the cornerstone in providing a conducive environment for job satisfaction, followed by satisfaction with work content which corresponds to theoretical studies that emphasize that satisfaction with work content represents the main, and perhaps the sole, factor for happiness at work. Following that in terms of importance is satisfaction with the work environment, and theoretical studies have affirmed that if the guide is in a comfortable work environment free from obstacles, they will be satisfied with their work. Finally, in terms of importance, satisfaction with working conditions (temperature, cleanliness, ventilation) comes last. This

dimension has been ranked the least important, indicating that a tourist guide might overlook working conditions for the sake of pay, work content, and the work environment. This emphasizes the importance of pay for the tourist guide and its impact on job satisfaction.

Table 5: The importance of the dimension of improving the quality of tourism services

Dimension	Mean	Standard deviation	Coefficient of variation	Arrangement
Reliability	3.42	1.201	35.12%	5
Tangibility	3.55	1.058	29.80%	3
Empathy	3.42	1.167	34.12%	4
Responsiveness	3.72	1.088	29.24%	1
Assurance	3.66	1.081	29.53%	2

source: the researchers

Table 5 shows that responsiveness is the most important dimension for improving service quality. This confirms that tourist guides are fully prepared to assist and serve tourists. The guide responds to tourists' requests within safe limits and earnestly addresses work-related issues that may hinder their performance and the delivery of better service. This emphasizes the ability of the tourist guide to solve unexpected problems that tourists may encounter during the trip. It is also evident from the table that the reliability dimension is the least important for the quality of service provided by tourist guides. Trust develops over time through the guide's interaction with the tourist and their commitment to providing the best services.

Table 6: The importance of the dimensions of the work obstacles

Dimension	Mean	Standard deviation	Coefficient of variation	Arrangement
Internal work Obstacles	3.83	1.126	29.40%	2
External work Obstacles	3.78	1.121	29.65%	1

source: the researchers

Table 6 reveals that internal work obstacles are the most influential dimension for work obstacles, and the least impactful dimension for the work obstacles faced by the tourist guide during work is the external work obstacles dimension. This indicates that internal work obstacles, such as the instability of the guide's income, seasonality, the impact of the political and economic instability on the profession of tourist guide, the absence of life insurance for tourist guides, the renewal of the license every five years with multiple renewal steps, strict laws related to the guide's work, and other internal obstacles, have a greater impact on the job satisfaction of the tourist guide and represent the major hindrance to providing the service with the best possible quality. This also confirms that the external work obstacle faced by the tourist guide in the external work environment can be overcome more than the internal work obstacle faced by the tourist guide during his daily work, and therefore, it may lead to the tourist guide's feeling of discomfort and dissatisfaction with the job. To

test the validity of H1a, (There is a statistically significant effect of the dimensions of job satisfaction for the tourist guide on improving the quality of the provided service) the researchers used Stepwise Multiple Regression analysis (Kolasa, 2015) through the SPSS program. This was done to determine the significance of each independent variable individually in contributing to the mathematical model representing the impact of job satisfaction dimensions (satisfaction with salary, satisfaction with job content, satisfaction with the work environment, and satisfaction with working conditions) on improving the quality of the provided service.

Table (7)
illustrates the Stepwise Multiple Regression model to identify the job satisfaction dimensions that have the most significant impact on improving the quality of the provided service.

Independent variables	Estimated parameters (β_i)	T-Test		F- Test		R2 Determination coefficient	R Correlation coefficient
		Value	Level of significance	Value	Level of significance		
Constant term.	2.141	13.624	0.000	89.446	0.000	0.442	0.665
Salary Satisfaction	0.392	12.902	0.000				
Satisfaction with job content	0.215	7.436	0.000				
Satisfaction with working environment.	0.201	7.007	0.000				

source: the researchers

Statistically significant the level (0.05).

Through Table 7, the following is revealed:

- Correlation Coefficient (R):

There is a statistically significant positive relationship between (satisfaction with salary/satisfaction with job

content/satisfaction with work environment) and the improvement of the quality of the provided service, with a correlation coefficient (R) of (0.665) at a significance level less than (0.05). This indicates a correlation between the dimensions of job satisfaction for the tourist guide and the improvement of the quality of the service provided to tourists.

- Coefficient of Determination (R^2):

According to the determination coefficient (R^2), the independent variables related to the dimensions of job satisfaction were able to explain 44.2% of the dependent variable (improvement of the quality of the provided service), while the remaining 55.8% may be attributed to random error in the equation or perhaps the omission of other independent variables that should have been included in the model, or due to the difference in the regression model from the linear model.

- Significance Test of Each Dimension of Job Satisfaction as an Independent Variable Separately Using T-Test:

Testing the significance of each dimension of job satisfaction as an independent variable individually using the T-Test, it was found that the independent variables (dimensions of job satisfaction for the tourist guide) that are significant in the multiple linear regression model are (satisfaction with salary, satisfaction with job content, satisfaction with work environment) at a significance level less than 0.05. Only one variable, satisfaction with working conditions, did not prove its significance and was excluded from the model. The researchers suggest that this might be due to the affirmation of the study sample (tourist guides)

that they can work and feel job satisfaction if the other dimensions of job satisfaction (satisfaction with salary, satisfaction with job content, satisfaction with work environment) are present, regardless of the availability of the fourth dimension, which is satisfaction with working conditions (temperature, cleanliness, ventilation, availability of comfortable transportation, etc.). This confirms the willingness of the tourist guide to endure working conditions for the sake of the presence of other dimensions of job satisfaction that affect their satisfaction and, consequently, the quality of the service provided.

- Significance Test of the Regression Model Quality to Determine the Impact of Job Satisfaction Dimensions on Improving Service Quality

To test the significance of the dimensions of job satisfaction for the tourist guide as a whole, an F-test was conducted. The F-Test result was (89.446), which is statistically significant at a level less than 0.05. This indicates that satisfaction with salary is the most influential on improving the quality of the service provided by the tourist guide, followed by satisfaction with job content, and then satisfaction with the work environment. To test the validity of H1b, there is a statistically significant positive relationship between (satisfaction with salary/satisfaction with job content/satisfaction with work environment) and the improvement of the quality of the provided service, with a correlation coefficient (R) of 0.665 at a significance level less than 0.05. This indicates a correlation between the dimensions of job satisfaction for the tourist guide and the improvement of the quality of the service provided to tourists. the researchers used stepwise multiple regression

analysis by the SPSS program to determine the importance of each dimension of job satisfaction of the tourist guide (as an independent variable) separately in contributing to the mathematical model that represents the impact of the dimensions of job satisfaction (satisfaction with pay/satisfaction with the content of work/satisfaction with the work environment/satisfaction with working conditions) on the work obstacles faced by tourist guides

Table (8)

A multiple stepwise regression model to determine the most influential dimensions of job satisfaction on the internal and external work obstacles faced by tourist guides

Independent variables	Estimated parameters (β_i)	T-Test		F- Test		R2 Determination coefficient	R Correlation coefficient
		Value	Level of significance	Value	Level of significance		
Constant term.	1.540	8.465	0.000	105.930	0.000	0.556	0.746
Salary Satisfaction	0.316	4.546	0.000				
Satisfaction with the nature of work	0.316	9.437	0.000				
Satisfaction with working environment	0.306	9.188	0.000				
Satisfaction with working conditions	0.258	3.836	0.000				

Statistically significant at level (0.05)

source: the researchers

Table 8 shows the following:

- Correlation Coefficient (R):

There is a statistically significant positive relationship between (satisfaction with salary/satisfaction with job content/satisfaction with work environment) and (work

obstacles) (Internal, External) faced by tourist guides, with a correlation coefficient (R) of (0.746) at a significance level less than (0.05). This indicates a correlation between the dimensions of job satisfaction for the tourist guide and the (work obstacles) (Internal, External) faced by tourist guides.

- Coefficient of Determination (R^2):

According to the determination coefficient (R^2), the independent variables related to the dimensions of job satisfaction were able to explain 55.6% of the Mediator (work obstacles) (Internal, External) faced by tourist guides, while the remaining 44.4% may be attributed to random error in the equation or perhaps the omission of other independent variables that should have been included in the model, or due to the difference in the regression model from the linear model.

- Examining the morale of each dimension of job satisfaction as an independent variable separately using the T-Test, we find that the independent variables (dimensions of the tourist guide's job satisfaction) of significance in the multiple linear models are (satisfaction with wage, satisfaction with the content of work, satisfaction with the work environment, satisfaction with working conditions) at a level of moral-less than (0.05). This confirms that satisfaction with the wage is the most influential dimension on the job satisfaction of the tourist guide, which indicates that satisfaction with the wage represents the basic dimension for the satisfaction of the tourist guide for the currency that performs.

- Testing the significance of the quality of regression model reconciliation to reach the impact of job satisfaction dimensions on work obstacles.

To test the significance of the dimensions of job satisfaction of the tourist guide, the F-Test was used, where the value of (F) was (105.930). This is statistically significant at a significant level less than (0.05), which indicates that the dimension of satisfaction with the wage is the most influential on the work obstacles faced by tourist guides, followed by satisfaction with the content of the work, where the tourist guide helps to accept work and face various work obstacles, followed by satisfaction with the work environment. Then comes in last place the impact of satisfaction with working conditions on the work obstacles faced by the tourist guide during his work, which confirms that satisfaction with pay represents the most dimensions of job satisfaction affecting the work obstacles faced by the tourist guide during his work. To test the validity of H1c (There is a statistically significant effect of the dimensions of the work obstacles faced by tourist guides while working to improve the quality of service provided by the tourist guide)., the researchers used stepwise multiple regression analyses through the SPSS program to determine the importance of each mediator separately in contributing to the mathematical model, which represents the impact of the dimensions of the work obstacles faced by tourist guides (internal work obstacles/external work obstacles) on improving the quality of service provided by the tourist guide.

Table (9)
A multiple stepwise regression model to determine the dimensions of work obstacles that have the most impact on improving the quality of service provided by the tourist guide.

Independent variables	Estimated parameters (βi)	T-Test		F- Test		R2 Determination coefficient	R Correlation coefficient
		Value	Level of significance	Value	Level of significance		
The constant part	1.639	14.221	0.000	181.680	0.000	0.517	0.719
Internal work obstacles	0.488	8.431	0.000				
External work obstacles	0.054	0.929	0.354				

Statistically significant at level (0.05)

source: the researchers

Table 9 shows the following:

- Correlation Coefficient (R):

There is a statistically significant positive relationship between (work obstacles) (Internal External) and the improvement of the quality of the provided service, with a correlation coefficient (R) of (0.719) at a significance level less than (0.05). This indicates a correlation between (work obstacles) (Internal External) and the improvement of the quality of the service provided to tourists.

- Coefficient of Determination (R²):

According to the determination coefficient (R²), the Mediator (work obstacles) (InternalL External) were able to explain 51.7% of the dependent variable (improvement of the quality of the provided service), while the remaining 48.3% may be attributed to random error in the equation or perhaps the omission of other independent variables that

should have been included in the model, or due to the difference in the regression model from the linear model.

- Significance test of the Mediator (work obstacles) using T-Test
- It is found that that the intermediate variable is significant in the multiple linear models (internal work obstacles) at a level of significance less than (0.05) has come out of the model after external work obstacles where it did not prove its significance. It is also the most influential compared to external work obstacles on the job satisfaction of the tourist guide.
- Significant quality test of regression model reconciliation

To reach the impact of work obstacles (internal and external) as a Mediator on improving the quality of service provided by the tourist guide.

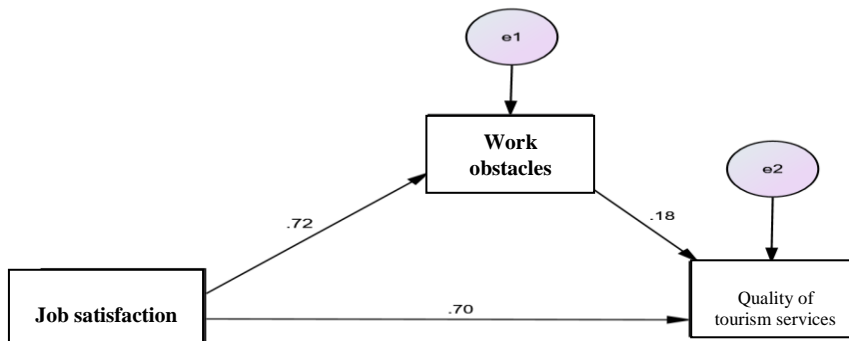
To test the significance of the mediator (work obstacles) as a whole, the F-Test was used, where the value of (F) was (181.680), which is statistically significant at a level less than (0.05), which indicates that the variables related to internal work obstacles are the most influential on improving the quality of service provided by the tourist guide.

To test the validity of H1(There is a statistically significant effect of the tourist guide's job satisfaction on improving the quality of service provided through the work obstacles faced by the tourist guide). the researchers used the Path Analysis method, which depends in essence on multiple regression analysis. The path analysis method is one of the

important statistical methods that gives more information than the correlation coefficient, as the path analysis works to find causal relationships between the dependent variable and the independent variable through the system of paths. The path analysis method can be used if the following assumptions are met: (Vaithingam & Nair, 2009). The relationship between the variables should be a linear relationship (Liner) and there is no interaction between the variables and also should be causal. In addition, there should be no correlation between the variables of the residues to each other, and there should be no correlation between the residues and the independent and dependent variables. The independent variables should be error-free.

The researchers used the program (AMOS Version 25) to find out the level of significance of direct relationships between the variables and can display the results of the statistical analysis of the model proposed by the researchers as shown in Figure 2.

Figure 2



Ch-square=0.000

DF=0

P = P

The proposed model for the impact of job satisfaction on improving the quality of service provided when mediating work obstacles

Source: Results of the statistical analysis using AMOSV25

To know the level of significance of direct relationships between variables, the indicators can be presented in Table 10

Table (10)

Significant indicators A model of the impact of job satisfaction on improving the quality of service provided when mediating work obstacles

The Index	Standard value	Computed value
Chi-Square(P-Value)	$0.05 <$	0.000
Goodness of Fit Index (GFI)	$0.90 >$	1
Comparative Fit Index (CFI)	$0.95 >$	1
Root Mean Square residual. (RMR)	$0.06 <$	0.000

Source: Results of statistical analysis using AMOSV25

Table 10 shows the values of the significant indicators, which confirm the possibility of testing the main hypothesis, as the calculated value is consistent with the standard value of all indicators (P-VALUE, GFI, CFI, RMR), while the direct impact of the variables can be expressed through Table (11).

Table 11: Main Hypothesis Test Results

Relationships (paths)	(Estimate standard parameter)	Standar error (S.E)	Value (C.R)	Significant level
Job satisfaction-----→ Service quality	0.098	0.040	2.453	0.014
Job satisfaction-----→ Work Obstacles	0.551	0.058	9.517	0.000
Work Obstacles-----→ Service quality	0.506	0.033	15.313	0.000

Source: Results of statistical analysis using AMOSV25

Statistically significant at level (0.01)

The mediator (work obstacles) is full media if the direct effect is not significant. While the mediator (work obstacles) is partial (i.e., partial mediation) if the direct effect is significant (Baron & Kenny, 2021). Looking at Table (12), it is found that the effect of job satisfaction on the work obstacles amounted to 0.551 with a standard error of 0.058 a value of (T) 9.517 and a level of significance of 0.000, and thus the effect is significant. Which indicates the effect of job satisfaction We also find that the impact of job satisfaction on the quality of service amounted to 0.098 with a standard error of 0.033 and a value of (T) 15.313, and a significant level of 0.000, and thus the impact is moral, which indicates that the job satisfaction of the tourist guide has a strong impact on improving the quality of service provided by him. It reached 0.506 with a standard

error of 0.037 a value of (T) 4.676, and a level of significance of 0.000, and thus the impact is moral and therefore there is an impact of the internal and external work obstacles directed by the tourist guide during the currency on the quality of service provided to the tourist and this indicates the acceptance of the main hypothesis that work obstacles are a partial mediator between job satisfaction and quality of service.

This confirms that the job satisfaction of the tourist guide affects the improvement of the quality of service provided through the obstacles to work they face.

The work obstacles

The frequency of the degree of approval, mean, standard deviation, and coefficient of variation were found to prioritize statements and dimensions. Table 12 shows the work obstacles in their two dimensions

Table (12) the work obstacles.

No.	Statement	Degree of agreement					Mean	Standard deviation	Coefficient of variation %	Classification
		Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)				
First: Internal work obstacle										
1	the instability of the tourist guide's income due to the conditions affecting the tourism industry	45	35	44	131	131	3.66	1.409	38.49	15
2	seasonal variations and income instability.	45	30	59	110	110	3.58	1.361	38.01	14
3	the absence of life insurance for tourist	27	55	66	105	105	3.56	1.278	35.89	12

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No.	Statement	Degree of agreement					Mean	Standard deviation	Coefficient of variation %	Classification
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree				
		(1)	(2)	(3)	(4)	(5)				
	guides									
4	The profession of tourist guiding is affected by political and economic instability	35	36	63	112	112	3.63	1.319	36.33	13
5	Some tourist guides exceed their work limits, which is limited to explanation, guidance, advice, and direction for tourists	21	23	58	106	106	3.82	1.127	29.50	1
6	the prohibition of tourist guides holding more than one job according to the law.	29	29	63	111	111	3.72	1.237	33.25	8
7	The Insufficient support for the tourist guides towards the different problems that the tourism industry faces	24	25	55	121	121	3.84	1.188	30.93	3
8	the inability to extract tourist guides rights from tourism	21	27	65	120	120	3.82	1.173	30.70	2

No.	Statement	Degree of agreement					Mean	Standard deviation	Coefficient of variation %	Classification
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree				
		(1)	(2)	(3)	(4)	(5)				
9	companies the lack of practical training in the proper preparation of tourist guides before practicing the profession.	31	35	62	121	121	3.79	1.229	32.43	6
10	the renewal of licenses every five years makes the guide feel insecure and unstable.	25	34	59	113	113	3.73	1.287	34.50	11
11	the absence of a professional hierarchy and the lack of respect for the principle of professional seniority	25	37	68	109	109	3.74	1.221	32.64	7
12	the stringent tourism laws related to the work of the tourist guide	24	25	55	121	121	3.69	1.228	33.27	9
13	the impediment caused by information technology, which reduces the need for tourists to rely on	21	33	63	128	128	3.81	1.219	31.99	4

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No.	Statement	Degree of agreement					Mean	Standard deviation	Coefficient of variation %	Classification
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree				
		(1)	(2)	(3)	(4)	(5)				
	tourist guides due to mobile applications and countless websites related to tourism and travel.									
14	the absence of a unified system regulating the work of tourist guides with tourism companies.	25	32	50	121	121	3.80	1.222	32.15	5
15	the complexity of the renewal process.	31	30	63	118	118	3.71	1.270	34.23	10
Mean							3.47	1.251	36.05	

No	Statement	Degree of agreement					Mean	Standard deviation	Coefficient of variation %	Classification
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree				
		(1)	(2)	(3)	(4)	(5)				
Secondly: External work obstacle										
1	changes in weather such as rain and wind	23	31	66	109	114	3.76	1.198	31.86	2
2	the absence of cleanliness in services around tourist sites.	27	38	76	123	79	3.55	1.186	33.40	8
3	the irregularity of traffic, especially during peak hours	24	29	65	162	63	3.62	1.094	30.22	1
4	crowding by	26	35	69	112	101	3.66	1.215	33.19	7

	guides at tourist sites to obtain tickets for tourist groups.									
5	the mistreatment of tourist guides by tourism companies	29	27	53	138	96	3.71	1.197	32.26	5
6	Lack of completion of tourist police representative for the trip accompanying tourist groups	30	31	67	110	105	3.76	1.243	33.05	6
7	the mistreatment of workers at tourist sites towards tourists	27	27	53	122	114	3.78	1.212	32.06	3
8	Insufficient monitoring of tourist sites by relevant authorities	29	53	63	122	76	3.48	1.230	35.34	9
9	Exploitation of tourists by various bazaars frequented by tourist groups	26	26	68	105	118	3.77	1.216	32.25	4
Mean							3.67	1.199	32.67	

The significance level of the averages is less than 0.001.

source: the researchers

Table 12 showcases the work obstacles faced by the tourist guide as follows:

The most impactful internal work obstacle on the tourist guide, according to the study sample and based on the coefficient of variation, is the instability of the tourist guide's income due to the conditions affecting the tourism industry. Following this, in order of impact, are seasonal variations and income instability. The profession of tourist

guiding is affected by political and economic instability, ranking fourth in terms of the extent of the obstacle's impact on the tourist guide's work. is the absence of life insurance for tourist guides, followed closely in the fifth position by the renewal of licenses every five years, which makes the guide feel insecure and unstable. Subsequently, in the sixth position in terms of the impact of work obstacles, is the complexity of the renewal process. Then, in order of impact, come the stringent tourism laws related to the work of the tourist guide, followed by the prohibition of tourist guides holding more than one job according to the law. One of the most significant ethical problems faced by the tour guiding profession, ranked ninth in terms of the impact of work obstacles, is the absence of a professional hierarchy and the lack of respect for the principle of professional seniority. In the tenth position is the lack of practical training in the proper preparation of tourist guides before practicing the profession. Following this is the absence of a unified system regulating the work of tourist guides with tourism companies, ranked twelfth in terms of importance. Finally, in the thirteenth position, is the impediment caused by information technology, which reduces the need for tourists to rely on tourist guides due to mobile applications and countless websites related to tourism and travel. In the thirteenth place is The Insufficient support for the tourist guides towards the different problems that the tourism industry faces, and in the fourteenth place comes the inability to extract tourist guides rights from tourism companies. From the previous table, it is evident that the income received by the tourist guide in exchange for their work represents the most significant obstacle for the guide, leading to job dissatisfaction. The income-related

obstacle occupies the first four positions in terms of the ranking of work obstacles, highlighting its strong impact on the job satisfaction of the tourist guide and their ability to enhance the service provided to tourists. This finding aligns with the applied study, which demonstrated that satisfaction with income is the most important dimension in terms of its impact on the job satisfaction of the tourist guide. Subsequently, according to the coefficient of variation in Table 12, it is observed that statements from number (6) to number (14) mainly focus on job satisfaction related to the content of work and the work environment. They also address licensing, renewal procedures, tourism-related laws governing the work of tourist guides, the inability to hold multiple jobs according to the law, the lack of job hierarchy and professional seniority, the absence of continuous training for guides, the absence of a unified system regulating the work of guides with tourism companies, and the impediment posed by information technology to the work of guides. As evident from the ranking of work obstacles based on their impact on job satisfaction for tourist guides and, consequently, their ability to enhance service quality, the dimensions of job satisfaction, represented by satisfaction with income followed by satisfaction with the content of work, and then satisfaction with the work environment, have the greatest impact on the job satisfaction of tourist guides. This aligns with theoretical studies indicating that satisfaction with working conditions influences the guide's commitment to their work, although it may not have the same level of impact as satisfaction with income, the content of work, and the work environment.

Regarding **external work obstacles** that hinder the tourist

guides from performing their work and impact their job satisfaction, according to the coefficients of variation in Table 12, they are as follows:

In terms of their impact on the job satisfaction of tourist guides and their ability to perform effectively, external work obstacles are ranked based on the coefficients of variation in Table 12. The most influential factor affecting job satisfaction is the insufficient monitoring of tourist sites by relevant authorities. Following closely is the absence of cleanliness in services around tourist sites. In the third position, crowding by guides at tourist sites to obtain tickets for tourist groups. The fourth position, in terms of impact strength, is the Lack of completion of the tourist police representative for the trip accompanying tourist groups, exposing tourists to danger, and increasing the tourist guide's responsibility for group safety. According to Table 12, the mistreatment of tourist guides by tourism companies is in the fifth position, representing an additional burden related to dealing with companies that may not fully appreciate the pressures faced by tourist guides to effectively complete tourist programs. Meanwhile, in terms of the impact of external work obstacles faced by tourist guides during their work on their job satisfaction and, consequently, on the quality of the provided service, exploitation of tourists by bazaars they frequent is ranked sixth. Following closely in the seventh position is the mistreatment of workers at tourist sites towards tourists, resulting in a negative image of tourist sites by tourists. This negative image increases the workload of the tourist guide to adjust this unfavorable tourist perception, emphasizing the importance of the guide's efforts to portray a positive image of tourist sites, which can be conveyed to

their acquaintances and, consequently, generate positive publicity about these attractions and destinations. In eighth and ninth place, respectively, come the changes in weather and the irregularity of traffic, affecting the timing of the agreed-upon tourist program. We find that these hindrances are related to working conditions, and their ranking at the bottom confirms what the theoretical and applied studies have concluded through Table 12: satisfaction with working conditions is not the primary factor affecting the tourist guide's ability to perform their work.

Implications

According to the above results, the study proposed ways of confrontation, and it is shown in table number 13 as follows

Table 13: How to Confront Work Obstacles for the Tourist Guide

Internal work obstacles	Proposed ways of confrontation
1. Instability of the income of the tourist guide	1- Amend the tourist guiding profession law to allow guides to hold multiple jobs, enabling them to seek alternative employment during any disruptions to their guiding career. 2- Provide a fair pension system for all tourist guides 3- Implement a life insurance system for all tourist guides to ensure their comfort and security during work, thus contributing to job satisfaction
2. Seasonality and income instability	
3. political and economic instability affects the career of tourist guide	
4. Lack of life insurance for tourist guides	
5. strict and inflexible tourism laws related to the work of the tourist guide	
6. According to the law, tourist guide is not allowed	

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Internal work obstacles	Proposed ways of confrontation
to combine more than one job	
7. Renewing licenses every five years gives the tourist guide a feeling of instability and insecurity in the profession	Eliminating the renewal requirement for the license to practice the profession of tourist guiding and granting tourist guides a permanent license, like the practice in other Syndicate that provide permanent licenses to their members. This is contingent upon tourist guides adhering to all conditions and regulations set by the Ministry of Tourism and Antiquities for obtaining a permanent license to practice the profession.
8. Multiple steps for license renewal	
9. lack of a clear career progression for tourist guides	Emphasizing the importance of respecting the principle of professional seniority through: <ul style="list-style-type: none"> - Granting professional ranks to tourist guides based on years of experience. - Establishing a specific system by the Ministry of Tourism and Antiquities to ensure equal opportunities for tourist guides.
10. absence of practical training in order to achieve good preparation for the tourist guide	1- The Ministry of Tourism and Antiquities should provide continuous training for tourist guides according to their job requirements and needs. 2- The General Tourist Guides Syndicate should offer training courses when the country opens new archaeological sites or tourist destination. This allows tourist guides to receive training on these

Internal work obstacles	Proposed ways of confrontation
	sites before starting their work with tourist groups.
11 lack of unified system that controls the work of tourist guides with tourism companies 12. inability to extract tourist guides rights from tourism companies.	1- Providing a high level of communication and cooperation between the tourist guide and the General Tourist Guides Syndicate 2- Applying the open-door policy efficiently from the General Tourist Guides Syndicate and from the Ministry of Tourism so that the tourist guide can seek assistance when facing problems or obstacles
13. Insufficient support for the tourist guides towards the different problems that the tourism industry faces	
14. Information Technology is an obstacle to the continuation of the profession as it reduces the need for tourists to have a guide due to the countless mobile applications and websites related to tourism and travel.	Providing training courses through the General Tourist Guides Syndicate to equip guide with the knowledge and skills to use technology in their work Additionally, they should be trained to create virtual tours, allowing guides to adapt to the changing demands of the era.

External work obstacles	Proposed ways of confrontation
1. Lack of adequate monitoring of tourist attractions by the concerned authorities	Establishing a committee by the Ministry of Tourism and Antiquities to address the work obstacles faced by tourist guides during their work:
2. Lack of adequate hygiene in the various services at tourist attractions	- The committee should include representatives from the Ministry of Interior, Ministry of Tourism and Antiquities, Ministry of Foreign Affairs, and Ministry of Health.
3. Sudden weather changes like rain and wind	

**The Effect of tourist guides' job satisfaction to Enhance the
Quality of Tourism Services: Work Obstacles as a Mediator**

External work obstacles	Proposed ways of confrontation
4. irregular traffic, especially at peak times, hinders the implementation of the entire tour, which affects the tourists' satisfaction with the service provided and thus harms the tourist image of the country as a whole	<ul style="list-style-type: none"> - The committee should operate continuously, 24 hours a day, seven days a week. - Representatives from each of the four participating ministries should take turns serving in the committee. - Tourist guides should contact the committee directly to report any work obstacles they encounter, eliminating the need to communicate separately with multiple relevant authorities.
5. Lack of completion of a tourist police representative for the trip with tourist groups.	<ul style="list-style-type: none"> - The committee should take necessary actions to overcome the obstacles faced by tourist guides at various tourist sites. - Committee members should submit a weekly report to the relevant ministries, detailing the obstacles encountered by tourist guides during the week, to ensure timely and effective solutions and prevent their recurrence.
6. Mistreatment of tourist guides by some tourism companies	<ul style="list-style-type: none"> - Activating a special section for complaints at the general Tourist guides Syndicate and the Ministry of Tourism and Antiquities so that guides can report any harm caused to them during his work by tourism companies
7. Crowding at tourist attractions when the guide attempts to purchase of entrance tickets for the accompanying tourist group	<ul style="list-style-type: none"> - The Ministry of Tourism and Antiquities should Provide a system for tourism companies to book entrance tickets electronically for tourist guides. This should be implemented across all tourist sites frequently visited by tourists to facilitate the work of the tourist guide.
8. Exploitation of tourists by the various bazaars	<ul style="list-style-type: none"> - The tourist guide should listen to various tourists' complaints, and it is

External work obstacles	Proposed ways of confrontation
frequented by tourist groups 9. Mistreatment of workers at tourist sites towards tourists.	necessary to convey them to the Ministry of Tourism and Antiquities. - Continuous communication of the tourist guide with the local community to establish protection groups for tourists and tourist sites. - The Ministry of Tourism and Antiquities should inform bazaar owners and employees at tourist sites that treating tourists well is a fundamental requirement to continue their work. - Ongoing communication of the tourist guide with employees at tourist attractions, educating them on how to interact with tourist groups to improve the overall tourist image of the country.

Conclusion, recommendation and future researches

The study found that job satisfaction for the tourist guide plays a fundamental role in improving the quality of tourism services and overcoming work obstacles. Additionally, the study revealed that the most significant obstacle faced by tourist guides during their work is the lack of income stability, attributed to the diverse conditions affecting the tourism industry due to political and economic instability. The study also highlighted the strict and inflexible laws governing the tour guiding profession, restricting guides from holding multiple jobs and contributing to income instability.

As the most impactful dimension on the tourist guide's job satisfaction is satisfaction with income, and the most influential obstacle is the lack of income stability, it is concluded that income stability plays a primary role in

achieving job satisfaction for tourist guides. Consequently, this impacts their ability to improve service quality and overcome work obstacles.

In conclusion, the study recommended addressing various work obstacles faced by tourist guides during their work. This includes potential amendments to rigid laws, such as those related to license renewal, to enhance job satisfaction for tourist guides and improve the overall quality of services in the tourism industry. The recommendation is as follows:

**Establishment of a Committee by the Ministry of
Tourism and Antiquities to Address Tourist Guide
Work Obstacles**

The Ministry of Tourism and Antiquities is to form a committee tasked with addressing the challenges faced by tourist guides during their work. This committee will comprise representatives from the Ministry of Interior, the Ministry of Tourism and Antiquities, the Ministry of Foreign Affairs, and the Ministry of Health. The committee is to operate continuously, working around the clock, seven days a week. Representatives from each of the four participating ministries will take turns serving on the committee. Tourist guides can contact the committee directly to report any obstacles they encounter during their work, eliminating the need to communicate with multiple relevant authorities. The committee's primary responsibility is to take the necessary actions to overcome the obstacles faced by tourist guides at various tourist sites. Members of the committee will submit a weekly report detailing the obstacles encountered by tourist guides during their work to the relevant ministries to ensure timely and effective

solutions, preventing further recurrence of these issues. Based on the theoretical and practical findings, the study suggests several measures to address the diverse obstacles faced by tourist guides during their work. The Ministry of Tourism and Antiquities should conduct training courses for tourist guides immediately upon the discovery of archaeological pieces or the opening of new archaeological areas to keep them informed and trained in all that is new in their field. Also, it should continually assess the level of satisfaction among tourist guides to ensure the quality of services provided, focus on achieving job satisfaction for tourist guides by providing all they may need to perform their tasks optimally and enhance their professional performance, prioritize all tourist guides, especially those with less experience, and eliminate any work obstacles that hinder their job satisfaction.

The General Tourist Guides Syndicate should conduct periodic training courses to keep guides informed of the latest developments in the tourism field ,and Establish an incentive system based on years of experience and dedication in the profession, which helps foster job satisfaction, provide professional growth opportunities, and career advancement for tourist guides, in addition, it must develop mandatory periodic guidance training programs to enhance performance levels among tourist guides. Moreover, the experience aspect within the General Tourist Guides Syndicate must be activated, and tourist guides should be given a job rank every few years, similar to other professions, to help them feel valued and important. Furthermore, it is essential to grant tourist guides a permanent license to practice their profession, providing them with a sense of security similar to another professional

Syndicate, in addition to providing financial incentives that are commensurate with the work performed by tourist guides, contributing to improved job satisfaction and service quality.

Given the significant impact of job satisfaction on various sectors, it is important to conduct further research on several aspects related to the job satisfaction of tourist guides. For example, future studies could explore the relationship between job satisfaction and the psychological characteristics of tourist guides. And also, the impact of job satisfaction among tourist guides on improving service quality through job performance as a mediator.

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