

The Professional Guide: Dynamics Of Tour Guiding

Factors Affecting the Service Quality of the Tour Guiding Profession in Macau *

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ABSTRACT

This study examines the factors affecting the service quality of the tour guiding profession in Macau. In-depth interviews were conducted with representatives from the Macau Tourist Guide Association, the Macau Government Tourist Office, and selected practising tour guides to explore the issues from multiple insiders' perspectives. The factors identified were classified into six categories: unhealthy business practices, market domination, immaturity of tourist market, changing tourist behaviour, intense competition between inbound tour operators, and human resource issues. The findings suggest that a number of these problems actually originated from the unhealthy business practices of the tourist-generating country, namely Mainland China in this study. Considering the growing importance of the Chinese outbound tourism market, the study findings will be of significant value to Macau and to other destinations targeting the Chinese market.

Keywords: tour guide, tour guiding profession, service quality, Macau inbound, Mainland China outbound.

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