

MALAYSIA'S TOUR GUIDE'S PERFORMANCE AND CHARACTERISTICS

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By
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To my family and 7.9 for their love and understanding.

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Abstrak

Industri pelancongan telah memainkan peranan yang penting dalam pertumbuhan ekonomi negara. Memandangkan keadaan sedemikian, kerajaan kita telah banyak membuat usaha dalam memasarkan industri pelancongan negara kita. Mengikut Laporan Tahunan Statistik Pelancongan 1997, lawatan ke Malaysia secara berkumpulan telah menjadi semakin penting, dan ini telah menyebabkan bilangan pemandu pelancong bertambah dengan cepat. Objektif utama kajian ini adalah untuk memahami prestasi dan sifat-sifat pemandu pelancong di Malaysia supaya agensi-agensi pelancongan dapat menawarkan perkhidmatan yang lebih cekap dan memastikan para pelancongan memperoleh kepuasan yang dikehendaki. Sebanyak 129 kettas soal selidik telah berjaya dikumpul dan perisian SPSS telah digunakan dalam menganalisa data. Keputusan penganalisaan menunjukkan bahawa para pemandu pelancong di Malaysia mempunyai prestasi kerja yang baik di mana para 'pelancong mendapat perkhidmatan semasa dalam pelancongan yang lebih tinggi daripada apa yang mereka ingini. Perbandingan antara para pelancong dan Asia Pasifik dan Amerika Utara dalam prestasi pemandu pelancong Malaysia telah membuktikan bahawa pelancong-pelancong dari Amerika Utara mempunyai kepuasan yang lebih tinggi dalam menikmati perkhidmatan yang ditawarkan oleh pemandu pelancong semasa dalam pelancongan di Malaysia. Disamping itu, kajian ini turut mengkaji apakah tugas-tugas yang dilakukan dengan baik oleh pemandu pelancong di negara kita juga dibuat. 10 tugas telah diuji dan didapati memperkenalkan tempat pelancongan merupakan tugas yang paling dilaksanakan oleh para pemandu pelancong Malaysia.

Abstract

Tourism plays an important role in Malaysia's economic development and our government has put much efforts to promote and market tourism industry in Malaysia. According to The Annual of Malaysia Tourism Statistics 1997, number of group travel to Malaysia had significantly increase and this directly lead to the increase in number of tour guide in our country. Thus, the purpose of this study is to understanding Malaysia tour guide's performance and their characteristics to ensure that tourists meet their desired service during their trip in Malaysia. 129 questionnaires have been collected and SPSS software has been used to analysis the data. The results found that Malaysia's tour guides have a good performance during the service encounter and exceed tourists' desired service level. A comparison among tourists from North-America and Asia-Pacific in their perception of tour guide's performance reveals that tourists from North-America have higher satisfaction in tour guide's service encounter than those from Asia-Pacific. Besides that, a study on the tour guide's characteristics also has been done and the result found that the best characteristics tour guides perform well is sights recommendations.

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Chapter 1

Statement of Objective

1.1 Introduction

Tourism plays an important role in Malaysia's economic development. According to the Malaysia Economic Report (1997/98), tourism industry ranked number five in the major foreign exchange earners after manufactures, crude petroleum, sawn logs and sawn timber, and palm oil. Tourism has contributed RM4,595 million of foreign exchange in 1996 and RM5,006 million in 1997.¹ Looking at the importance of the industry to our country's economic, a lot of efforts have been made to promote tourism sector. In implementing tourism promotion and marketing strategies, Malaysia Tourism Promotion Board has proposed 14 recommendations in tourism marketing policy.² According to the Report of Malaysia Tourism Statistics 1997, even though the percentage of tourists visiting Malaysia through group or package travel was low compared to the non-group travel or individual travel, but the percentage has been increased, that was 14.1% in 1996 and 15.1% in 1998³.

¹ The Annual of Malaysia Tourism Statistics, 1998, pp.25.

² Malaysia Tourism Policy Strategy-Marketing, 1997, pp. 5-14

³ The Annual of Malaysia Tourism Statistic, 1998, pp. 38.

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