

THE VISION OF TOURIST GUIDES TO THE PROFESSION OF TOURISM IN TERMS OF ECONOMIC IN JORDAN

Mohammad Nayef Alsarayreh
Al-Balqa Applied University

ABSTRACT: *The study aims to know the direction of the prosecution's tour to the professional guide of tourism from an economic and in Jordan. Hence the study to see the look of the prosecution's tour to the professional guide of tourism from an economic and in Jordan and you can develop this skill in the future because of their essential role in the process of Tourism. The study found a range of results, the most important being that there is a significant relationship between seeing the prosecution's tour to the professional guide of tourism from an economic and in Jordan and job and monthly income, the study recommended a set of recommendations the most important stakeholders work to improve the economic reality of the counseling profession tourist disbursement of bonuses For be suitable for its work, and to encourage the tourist guide the amount, the need to actually improve job skills of tourist guides, and facilitate the work of the tourist guide.*

KEY WORD: tour guides, tourism, economic, career

INTRODUCTION:

The tour guide is an ambassador in his homeland and has a distinctive and prominent role in shaping the general impression of the tourist about the trip and the country visited, and the revitalization and growth of tourism in the Kingdom. The existence of the profession of the guide paid for is a service for tourists, in different languages and customs and traditions, which is an attractive idea, has a special luster.

The tourist guide is always responsible for the success of the tourist trip and to provide a positive image of the country to tourists, it is the main source of information they get about the cultural heritage, historical and cultural customs and traditions and social life experienced by residents in tourist areas accompanied by tourists to visit. The information that the tour guide conveys to tourists, with what they see on the ground, from landscapes, installations, landmarks, tools, and crafts, in the areas they visit is an integrated theme that satisfies the curiosity of tourists and answers their queries and solidifies the information and images in their minds, making them feel comfortable and satisfied.

The mentor must have a high culture and skills that enable him to communicate and direct contact with them; such as the skin and the polite behavior and smiley face, and must be available as a special and beloved caricature to make him receptive to tourists.

In addition, it is an excellent means of informing and promoting his country in other countries. The tourist transfers what he has seen and heard to his country. The guide is

commissioned by tourist offices or tourism and travel organizations or works independently.

LITERATURE REVIEW

Ziad Rawadia (2015) stressed that tourist guides and tourism group management tools. The tourism guidance sector is complementary to other roles, especially as the tour guides are among the most important elements of the service present and contact with the tourist, which makes the role of these guides sensitive and very important no one can ignore or reward them. The tourist guide may accompany the tourist on his entire journey from the moment of arrival at the airport through the hotel, to visit the tourist sites and roaming in the city facilities and shopping, to return the tourist to the airport again to leave to the home from which he was provided. This is not the case for hotel workers who communicate with their customers in the morning at breakfast, out of the hotel, in the evening when they return, and to those working in tourist restaurants and oriental shops whose contact with the tour is limited to the short period they spend in their shops and restaurants. In addition, communication between tourists, hotel owners, restaurants and oriental shops often passes through the tourist guide, who may take the initiative and lead his customers to restaurants, hotels and certain shops, exploiting the confidence of the tourists and reassuring him and his options, a trust usually generated by the personal relationship that Guide to building with his clients during accompanying with them in their various tours. To this end, the idea of this modest book came to highlight the profession of tourism guidance and its tools, its development and the nature of the basic tasks carried out by the tour guide with reference to the most prominent knowledge and skills that must be enjoyed by those engaged in this important profession.

According to Ashour Awla Boshra (2016), the role of employing terminology in the tourist guide – Tlemcen. The tourist guide Turgoman is a coordinator between translation and tourism, which plays a special role in shaping the general impression of the tourist about the trip and the country, because there is a picture that reflects the advancement of civilization in the region, and highlights his role in the transfer of a form of intangible cultural heritage is Not terminology, because his work requires the acquisition of private information intended to be delivered to the tourist. Based on these data, the problem of research revolves around a set of questions, the most important of which we summarize as follows: What is the relationship between translation and tourism? What is the role of the tour guide in reviving cultural heritage and translating it? What is the role of employing terminology in the definition of tourist places?

Abeer Bint Mohammed bin Rabia Aati (2012) note that Ethics of tourism guidance profession. That the practice of the tourist guide to ethical acts, according to the criteria of good awareness and awareness will leave the impact on the tourist, and on the guidance of tourism, but on the entire tourism process, this guide becomes a good person to do his work to the fullest, so the ethics are theoretical and practical knowledge at the same time, To the extent that tourism guidance is a profession through which it can exercise certain qualifications and standards, it is considered one of the main activities supporting the

success of tourism in the developed countries tourism, and this requires professional and ethical consideration by high economic and technical standards.

Belhadif Nasima (2014), the linguistic mark and its role in tourist guides "Baskra model agencies"

Tourism guidance is one of the most important tools for tourism work. The greatest cultural functions that the tour guide should be aware of are to determine the effectiveness and success of the tourism industry by: understanding and respect for different cultures, awareness and awareness of tourism heritage and integrated knowledge of tourist and historical places. This is natural because of the language of the site in the cultural arena and in the Algerian mindset; there are more than two languages, which include the Arabic language in its form and the language of the language, Amazigh language, which is the language and Nationalized by the Constitution as well as the language created and imposed by French colonialism and we mean the French language, and we find groups speak in English is the language of the stages that work in government and institutions in the process of communication with foreigners. Introduction The tourism sector and its institutions are one of the main pillars in the communication process, especially in the management of tourism guidance because of its potentials. Through this study, we decided to reveal the role of multilingualism in tourism guidance by choosing the tourism agencies in the state of Biskra as a research sample. : Multilingualism and its Role in Tourist Guidance "Biskra Model Agencies". Rawashdeh, Akram (2011), Trends of Tourism Guidance Students Towards Their Specialization in Yarmouk and Hashmiya Universities: Comparative Study.

The aim of this study was to identify the trends of the students in the field of tourism guidance in the universities of Yarmouk and Hashmiya and the extent of their conviction. The study included 112 students, 56 from Yarmouk University and 56 from Hashemite University from various years. The study showed that the percentage of males in the field of tourism guidance is more than the percentage of females. It was found that this scientific field serves as the entrance gate to the university. This is evidenced by comparing the number of admissions and the number of graduates, Admission rates that allowed students with low levels of high school to enter and then transfer to another specialty. The students of the Hashemite University also had a good sense of desire to specialize in tourism guidance more than Yarmouk University students, but they are afraid of the career future due to the procedures of obtaining the tourist guidance license. The majority of the sample of the study indicated the need to increase the number of tourism courses in general and tourism guidance in particular, because the specialization plan in the two universities is burdened with courses of archeology at the expense of tourism courses. The study recommended the need to review the tourist guidance plan in both universities and expand tourism courses, and the need to increase the number of scientific trips to various tourist sites in Jordan. And the need to focus on the foreign language taught to students and the expansion of the number of hours so as not to stand in front of them in obtaining a license to guide tourism in the future.

The importance of the study:

The influx of tourists has proved the need for the tourism industry to become a qualified guide who leads its locomotive to the Imam and knows the groups coming from homeland to the country with stories of antiquities and tales of hidden treasures behind their stones, and with the importance of the guide and its tourists find that documented digital statistics confirm that 40% Behind him is an absent or perhaps absent mentor who lacks highly sensitive professional tools.

Therefore, the study came to know the view of the tour guides to the profession of tourism significance in terms of economic in Jordan and whether this profession can be developed in the future because of its role in the tourism process.

Objective of the study:

- 1 - The study aims to know the trends of the tour guides and their view to the profession of tourism significance in terms of economic in Jordan
- 2 - To know the most important factors affecting the trends of tourist guides and their perception of the profession of tourism significance in terms of economic in Jordan
- 3- The role of some of the study variables (gender, age, years of service, income level) in the trends of tourist guides to the profession of economic significance in Jordan

Study Questions:

- 1 - What is the nature of the view of tour guides to the profession of tourism significance in terms of economic in Jordan?
- 2- Is there a trace of the gender variable in the view of the tourist guides to the profession of tourism significance in terms of economic in Jordan?
- 3 - Is there an effect of the variable level of income in the view of the tourist guides to the profession of tourism significance in terms of economic in Jordan?

Type of study and methodology:

This study belongs to the exploratory analytical studies and adopts the methodology of data collection and analysis to reach results. The study of the survey is conducted in Jordan. 170 questionnaires were distributed, of which 145 were returned and 45 were excluded. Relying on (100) questionnaires we were able to obtain and collected data from them through the questionnaire, representing the research community and the sample of the study.

Hypotheses of the study

- 1- There is no statistically significant relationship between the vision of the tourist guides to the profession of tourism significance in terms of economic in Jordan attributed to each variable gender, age, number of years of service, social status, level of education, income.
- 2 - There is no statistically significant relationship between the vision of the tourist guides to the profession of tourism significance in terms of economic in Jordan and monthly income

3 - There is no statistically significant relationship between the vision of tourist guides to the profession of tourism significance in terms of economic in Jordan and the field of employment.

Stability of the tool:

* The stability of the instrument has been tested by the cronbach Alpha test. In view of Table (1), the following is shown:

1 - The value of alpha for the special dimension paragraphs monthly income 0.80.

3 - The value of alpha for the dimensions dimension of the job is 0.70.

5 - The value of alpha for all paragraphs 0.85.

All these values are greater than 0.65 if there is stability in the study instrument.

Table (1): Results of the Cronbach Alpha test for axes:

Dimension	alpha value
Monthly income	0.80
Functional	0.70
Total	0.85

Describe the personal and functional factors of respondents:

Table (2) presents a description of the personal and functional factors of the sample members working in the tourist significance, as follows:

- Gender: 60% of the samples are male, 40% of who are female.
- Age: 45% of respondents are between 36 and 47 years of age, 25% are between 20 and 35 years old, 25% are between the ages of 48 and 55, and 5% are over the age of 56 years.
- Years of service: 40% of respondents are between 6 and 10 years of service, 30% of whom serve between 2-5 years, 10% serve 10 years or more, and 20% have years of service.
- The rate of income: 40% of their salaries range between 601 and 700 dinars, and 40% of their salaries between 501 and 600 dinars, and 5% more than 700 dinars and 15% of their salaries between 200 and 500 dinars.
- The social situation: 52% of the samples are married, and 48% of the sample is from the single.
- Level of education: 40% of the samples have bachelor's degree, 22% of the diploma, 30% of the graduate campaign, 5% of the sample of the secondary, and 3% less than secondary.

Table (2): Frequency and Percentages of Personality Variables for Respondents:

Percentage (%)	Frequency	Category	Variable
60.0	60	Male	Gender
40.0	40	Female	
25	25	35 – 20	Age
45	45	47 – 36	
25	25	55 – 48	
5	5	56 +	
15	15	500- 200	Income
40	40	600 – 501	
40	40	700 – 601	
5	5	701+	
3	3	Less than secondary	education level
5	5	High School	
22	22	diploma	
40	40	BA	
30	30	Postgraduate	
20	20	Years and less	Years of work
30	30	5- 2	
40	40	10- 6	
10	10	10 +	
48	48	Unmarried	Social status
52	52	Married	

Testing and analysis of hypotheses:

The first hypothesis:

There is no statistically significant relationship between the vision of the tourist guides to the profession of tourism significance in terms of economic in Jordan attributed to each gender variable, age, number of years of service, social status, level of education, income.

First: Gender:

Table 3 shows that there are no differences in monthly income due to the gender variable. Where the observed significance levels are greater than 0.05.

As for the functional field, the level of significance is less than 0.05. That is, there are differences in this area due to the gender variable, and for the benefit of females.

Table (3): Gender Variable Results:

Sig level for t value	T value for diff	Sig level of		Arith mean		Dimension
		F	M	F	M	
0.06	1.22	0.25	0.01	3.24	3.52	Monthly income
0.03	1.24	0.22.	0.01	3.26	3.22	Functional

Second: Age:

Table 4 shows that:

- The level of significance of the monthly income was greater than 0.05 that is, there are no differences in the monthly income due to the variable age.
- The level of significance of the functional field is less than 0.05, that is, there are statistical differences in this area due to the variable age.

Table (4): Results of a single test with respect to the age variable:

Dimension	F test Sig	level for F test of diff
Monthly income	2.64	0.07
Functional	4.25	0.04

Third: Number of years of service:

Table 5 shows that:

There are differences in monthly income due to variable years of service where the level of significance is less than 0.05. There are differences in the area of monthly income due to the variable years of service.

- The level of significance of the scenes of the functional field, the level of significance of the viewer was greater than 0.05 that is, there are no differences in the field of employment due to the variable years of service.

Table (5): Results of the Single Contrast Test in relation to the Variable Years of Work:

Dimension	F test Sig	level for F test of diff
Monthly income	0.40	0.03
Functional	1.26	0.09

Fourth: Social Status:

The data in Table 6 show that the functional field has no differences due to the variable of the social situation. Where the observed significance levels are greater than 0.05.

The monthly income is less than 0.05. That is, there are differences in this area due to the variable social situation.

Table (6): One sample test results for the social status variable:

Sig level for t value	T value for diff	Sig level of		Arith mean		Dimension
		F	M	F	M	
0.02	2.12	0.00	2.36.	2.64	3.05	Monthly income
0.08	2.14	0.00	2.63.	2.35	3.26	Functional

Fifth: The level of education:

Table 7 shows that:

- The level of significance of the monthly income is less than 0.05, that is, there are differences in this area due to the variable level of education
- The field of employment and the level of significance of the viewer is greater than 0.05, that is, there are no differences in this area due to the variable level of education.

Table (7): Results of the Single Contrast Test in relation to the Education Level Variable:

Dimension	F test Sig	level for F test of diff
Monthly income	3.79	0.09
Functional	2.59	0.01

Sixth: Income:

Table 8 shows that:

- The level of significance of the monthly income is less than 0.05, there are differences in this area due to the variable.
- The field of employment and the level of significance of the viewer is greater than 0.05, that is, there are no differences in this area due to the variable income.

Table (8): Results of the Single Contrast Test in relation to the income variable:

Dimension	F test Sig	level for F test of diff
Monthly income	1.20	0.03
Functional	1.56	0.10

The second hypothesis:

There is no statistically significant relationship between the vision of the tourist guides to the profession of tourism significance in terms of economic in Jordan and the monthly income

Table 9 shows that paragraph 1, which measures the appropriate extent of the income of the tour guide with the importance of his work, has obtained an average of greater than 3.00 and the level of significance of the viewer less than 0.05. This is considered to be an incentive to see the tourist guides to the tourist significance of the economy in Jordan and the monthly income.

As for the combined paragraphs which represent the monthly income, the calculation is 3.20, which is greater than 3.00. That is, the second hypothesis is rejected, that is, there is a statistically significant relationship between the vision of the tourist guides to the profession of tourism significance in terms of economic in Jordan and the monthly income.

Table (9): The arithmetic mean, the standard deviation, the t value, and the significance level of the t value of the monthly income:

Sig level	T-Value	Std. dev	Arithmetic Mean	Item	No.
0.00	1.02	0.40	3.39	My income is commensurate with my practical importance	1
0.12	1.06	0.30	3.10	Career Tour guides of the highest monthly income in jobs in Jordan	2
0.05	1.04	0.60	3.02	The rewards for the profession of the tour guides are considered to be advantages of this profession in Jordan	3
0.03	1.09	0.50	3.25	There are additional financial provisions for a tour guide career in Jordan	4
0.08	1.07	0.44	3.36	There is always a chance to increase your monthly income through overtime	5
0.09	1.05	0.45	3.24	Career tour guides have the opportunity to raise and increase income continuously	6
0.10	1.05	0.56	3.20	All items	

The third hypothesis:

There is no statistically significant relationship between the vision of the tourist guides to the profession of tourist significance in terms of economic in Jordan and the field of employment.

Table 10 shows that paragraphs 7, 8, 10 and 11 obtained more than 3.00 arithmetical relationships, that is, these things are represented by these paragraphs. And therefore are considered to be motivated by the profession of tourism guidance in Jordan.

Paragraph 9, which measures the clarity of the duties of the guide required from it, has obtained a mean of 0.11 and the level of significance of the scenes less than 0.05, that is, there is clarity in these duties, which is a motive for the profession of tourism guidance in Jordan.

Paragraph 12, which measures the ease of knowing the guide on the results of his work and achievement, obtained a mean of 5.32, and the level of significance of the viewer is more than 0.05. That is, there is a motive to practice the profession of tourism guidance is easy to know the guide on the results of his work and achievement.

As for the combined paragraphs, which represent after the professional field, the mean is 3.08, which is greater than 3.00. That is, the fourth hypothesis is not accepted, that is, there is a statistically significant relationship between the vision of the tourist guides to the profession of tourism significance in terms of economic in Jordan and the field of employment.

Table (10): The arithmetic mean, the standard deviation, the value t, and the significance level of the value of t:

Sig level	T-Value	Std. dev	Arithmetic Mean	Item	No.
0.00	5.06	0.15	3.11	My career is specialized in tourism	1
0.00	5.03	0.60	3.25	The profession of tourist guidance can work during the break of routine and not boredom	2
0.00	5.04	0.45	0.11	The tasks required for me as a guide are clear and easy	3
0.00	5.01	0.98	3.21	Career Tourist guidance has an opportunity for career development	4
0.00	5.06	0.85	3.35	The profession of tourism guidance is necessary and vital to contribute to the development of the tourism process	5
0.00	5.09	0.74	3.14	Always because of my work and my efforts I get constant thanks from my bosses at work	6
0.00	5.05	0.76	3.08	All items	

RESULTS

The study found the following results:

1- There is a statistically significant relationship between the vision of the tourist guides to the profession of tourism significance in terms of economic in Jordan and the field of employment.

2 - There is a statistically significant relationship between the vision of the tourist guides to the profession of tourism significance in terms of economic in Jordan and monthly income.

3 - There is a relationship of statistical significance between the vision of the tourist guides to the profession of tourism significance in terms of economic in Jordan attributed to the gender variable

4 - there are rewards appropriate for the work done, and opportunities for promotion and bonuses in the job.

5 - clarity of the duties of the guide required from him, and the ease of knowing the guide on the results of his work and achievement, and the existence of the powers of the tour guide make his professional role of relevance, and appropriate conditions of the field of work for the profession of tourism guidance as the availability of services and potentials.

Recommendations:

The study recommends that:

1- The concerned authorities should work to improve the economic reality of the profession of tourism guidance, by adjusting the salary scale for the better.

2 - pay bonuses to the guide be appropriate for the work done, and encourage the creative tourist guide.

2 - the need to improve the career status of the profession of tourism guidance, and facilitate the work of the tour guide.

3 - Working to raise the professional level of the tour guide, by trying to guide his knowledge of his specialization towards the development of his performance and in the interest of the profession.

4 - To find mechanisms to enable the guide to raise the level of practical and increase the practical experience, and raise the vitality of this profession to contribute effectively in the development of the tourism process.

References:

- Rawadiyah, Ziad (2015), Tourist Guidance and Tourism Group Management Tools, Zamzam Publishing House, Jordan.
- Boshra, Ashour (2016), The role of employing terminology in the tourist guide - Tlemcen, Master Thesis, University of Abu Bakr Belqayd, Algeria.
- Aati, Abeer (2012) Ethics of Tourist Guidance Profession, Master Thesis, Imam Mohammed University, Saudi Arabia.
- Belhadif, Nasima (2014), Language Mark and its Role in Tourist Guidance "Biskra Model Agencies" Master Thesis, Mohammed Khaydar University, Algeria.
- Al-Tai, Abdul Hamid (2006), Origins of Tourism Industry, Second Edition, Dar Al-Warraq Publishing, Distribution, Jordan.
- Al-Faouri, Osama (2006), Tourism Guidance between Theory and Practice, Al-Warraq Publishing and Distribution, Jordan.
- Houri, Muthanna (2006), Tourist Guidance, Al-Warraq Publishing and Distribution, Jordan.

Aweys, Ghassan (2006), The Significance and Tourist Guidance "Alam Kafan" Dar Al-Warraq Publishing and Distribution, Jordan.

Interview, Khaled (2006), The Art of Tourism, Wael Publishing and Distribution Library, Jordan.

Rawashdeh, Akram (2011), Trends of Tourism Guidance Students Towards Their Specialization in Yarmouk and Hashmiya Universities: A Comparative Study, derasat Al-Yarmouk Research: A Series of Human and Social Sciences Vol. 27, (2), 2011, Jordan.