

## Tourist Satisfaction: The Role of Tour Guide Competence in Destination Management

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### Abstract

*In the context of tourism destination management, this study examines the relationship between tour guide competence and tourist satisfaction. Tourism publications often provide important input for tourists, particularly regarding their travel experiences or stories. This survey data involved a sample of 100 domestic and international tourists, predominantly respondents of productive age, who were national tourists. The data tabulation used in this study using SPSS v29 was used for descriptive data analysis, reliability testing, and regression analysis. The findings indicate that competency dimensions—communication competence, cultural knowledge, problem-solving skills, and professionalism—play a significant role in increasing tourist satisfaction. The implications of this research are useful for tourism destination managers and policymakers. A limitation of this study is that it does not yet address internal and external motivations and/or tourist objectives.*

**Keywords:** tourist satisfaction, tour guide competence, tourism destination management, SPSS analysis

### INTRODUCTION

Tourism is the industry of travel to a specific region with its own culture and communities, each with its own customs and traditions. This is crucial in shaping the competitiveness of a tourist destination. These factors influence tourist satisfaction and are the competencies presented by tour guides. Tour guides act as interpreters and/or cultural interpreters, facilitators, and mediators between destinations (Butler, 2025).

Tourism is one of the fastest-growing global economic sectors, and its success depends heavily on the quality of reviews and information tourists receive during their travels. One of the most important factors shaping these reviews is the role of travel publications, which act as providers of cultural information, tourism managers, and facilitators accessible to tourists. This makes the competence of tour guides crucial in meeting tourists' information needs at destinations (Luo et al., 2025).

Although the benefits of travel publications are well-known, much of the literature provides information on accommodation, transportation, and tourist attractions. Even as a few studies (Chwaja et al., 2025) emphasize the position of publications in shaping tourist delight, there stays a research hole in explicitly linking manual competence to pride in the framework of vacation spot control. moreover, present studies have largely targeted isolated abilities (consisting of information or communicate skills), leaving an opening in know-how how the general professional competence of guides contributes to holistic satisfaction outcomes.

Given this hole, the take a look at is guided via the following research query:

- To what extent does excursion manual competence impact vacationer pleasure in vacation spot control?

As a consequence, the intention of this research is to empirically look at the connection among tour manual competence and traveler delight using quantitative strategies, thereby imparting

evidence-based insights for vacation spot of destination management organization (DMOs) to enhance service best and traveler experiences.

## LITERATURE REVIEW

### *Traveler delight*

Traveler pride is widely identified as a mental final result derived from evaluating pre-journey expectancies with put up-level in perceptions. beyond enhancing instant journey enjoyment, pride influences essential behavioral intentions including vacation spot loyalty, repeat visitation, and nice word-of-mouth. pupils emphasize that satisfaction is multidimensional, related to both useful elements (e.g., carrier great, infrastructure) and emotional dimensions (e.g., cultural immersion, entertainment) within tourism studies, it is therefore considered a key determinant of vacation spot competitiveness (Yu et al., 2025).

### *Tour guide competence*

Tour courses, regularly appeared as the “frontline ambassadors” of destinations, play a critical role in shaping traveller studies. Competence encompasses more than one dimensions, along with effective communicate, correct expertise shipping, cultural interpretation, group control, and professionalism. Past authentic narration, guides also act as cultural mediators, safety managers, and facilitators of memorable experiences pressure that competence is each purposeful and experiential, requiring now not simplest technical know-how, but also interpersonal and interpretive abilities that enhance the vacationer enjoy (Carvalho, 2022).

### *Tour Guide Competence and Tourist Satisfaction*

Several empirical studies have examined the strong relationship between tour guide competence and tourist satisfaction. Communication and knowledge accuracy substantially influence tourist satisfaction levels (Düz & Sezgin, 2025). Similarly, the professionalism and interpretive potential of tour guides are crucial in enhancing memorable experiences for tourists. Competence in problem-solving and disaster management is also crucial in maintaining tourist trust and safety. In this context, competent tour guides enhance tourist satisfaction and loyalty (Luo et al., 2025).

### *Competence in Destination Management*

From a destination management perspective, tour guides are crucial for supporting communication strategies that benefit tourists. These guides support both destination and tourist management. Although the destination competitiveness model highlights the importance of tour guides as a key driver of tourist satisfaction by improving tour guide competence, DMOs can align tourist expectations, thereby enhancing tourist satisfaction (Ivars-Baidal et al., 2023).

### *Identified Gaps*

Although previous research has identified the important role of tour guides, it has focused on specific competency attributes or isolated case contexts (Khater, 2025). Few studies have explicitly modeled the direct dating among ordinary excursion guide competence and visitor pleasure within the framework of vacation spot control (Seyitoğlu et al., 2025). Furthermore, maximum existing work remains qualitative or descriptive, with restrained utility of quantitative, SPSS-based totally analyses which could offer more potent empirical evidence. Addressing this gap, the present have a look at seeks to have a look at the volume to which tour guide competence predicts visitor delight, supplying insights applicable for both principle and practice.

## METHODOLOGY

### *Studies design*

This study aims is to look at followed a quantitative correlational studies layout to examine the connection between tour guide competence and visitor satisfaction. A correlational method is appropriate as it lets in the measurement of statistical institutions between variables without manipulating them. by using this layout, the study aimed to establish the predictive impact of

excursion manual competence on delight in the context of destination control (Audy Martínek, 2021).

#### *Participants*

This study conducted from June 2024 to early January 2025. The populace of the have a look at comprised home and worldwide travelers who had participated in guided tours at Pantai Ancol Jakarta in the course of the take a look at length. A comfort sampling method was employed because of accessibility constraints and the voluntary nature of traveler participation. The very last pattern consisted of a hundred respondents, that's steady with the minimal requirement for correlation and regression analysis (Valer'evna, 2021). Inclusion criteria required that contributors had finished at the least one guided tour at some point of their go to. Demographic data including age, gender, nationality, and tourist destination were collected for demographic classification (Palacios-Fonseca et al., 2025).

#### *Instrumentation*

A structured questionnaire completed by respondents served as the data source. The questionnaire consisted of three sections:

- 1) Demographics – age, gender, nationality, type of trip (domestic/international), and reason for visit (Ruiz-Ballesteros et al., 2025).
- 2) The Tour Guide Competency Scale included items measuring verbal communication skills, destination knowledge, problem-solving ability, and professionalism (Boi et al., 2025). Responses were recorded on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) (Rui et al., 2025).
- 3) The Tourist Satisfaction Scale assessed satisfaction with the tour guide's service (Yap et al., 2025) and their experience at the destination (measured on a 5-point Likert scale).

This instrument will undergo an assessment for validity, clarity, and relevance.

#### *Records evaluation (SPSS)*

Information had been coded and entered into SPSS (v 29) for evaluation. the following steps were undertaken:

- Records Screening: Checking for lacking values, normality, and outliers.
- Reliability testing: Cronbach's alpha turned into computed to assess inner consistency of the scales (suitable threshold:  $\alpha \geq .70$ ) (Hussey et al., 2025).
- Descriptive records: manner and fashionable deviations had been calculated to summarize levels of tour guide competence and vacationer delight.
- Correlation evaluation: Pearson's correlation coefficient (r) became used to assess the energy and direction of affiliation between competence and satisfaction.
- Regression evaluation: simple linear regression turned into performed to determine whether or not excursion guide competence notably predicts traveler satisfaction. previous to regression, assumptions of normality, linearity, homoscedasticity, and lack of multicollinearity have been tested.

#### *Validity checking out*

To make certain the accuracy and appropriateness of the size contraptions, several forms of validity had been considered:

- Content Validity  
The questionnaire gadgets have been tailored from established scales. To make sure clarity, comprehensiveness, and relevance, the device was reviewed by using 3 tourism teachers and

two enterprise practitioners. Their feedback becomes included into the very last model, thereby organising content material validity (Basir et al., 2025).

- Assemble Validity

Construct validity refers to the quantity to which the measurement gadgets appropriately constitute the theoretical constructs of tour manual competence and traveler delight. even though the existing examine relied on formerly demonstrated scales, future studies should employ Exploratory thing analysis (EFA) or Confirmatory aspect analysis (CFA) to similarly verify the dimensional shape of competence (communication, cultural information, problem-fixing, professionalism) and pride (Basir et al., 2025).

- Criterion-associated Validity

Criterion validity becomes partly hooked up through regression evaluation. As hypothesized, excursion manual competence substantially predicted traveler pleasure, demonstrating that the tool behaves in line with theoretical expectancies.

Taken collectively, the examine provides robust proof of validity at the content material and criterion stages. future studies should decorate this in addition through element-analytic techniques to verify the robustness of the construct measures.

### *Hypothesis settlement*

Primarily based at the reviewed literature, excursion manual competence is expected to noticeably impact traveler satisfaction (Delgado et al., 2023). Earlier research has continuously proven that communicate abilities, professionalism, and interpretive potential of excursion publications undoubtedly affect vacationers' evaluation in their stories. similarly, competence in trouble-fixing and cultural mediation has been linked to better satisfaction and vacation spot loyalty (Amissah et al., 2022; Benhaida et al., 2025).

Drawing from this theoretical and empirical foundation, the prevailing observe proposes the following hypothesis:

➤ H1: tour guide competence has a tremendous and sizable dating with visitor delight. for the reason that regression analysis is implemented, the hypothesis will also be reformulated as:

- H1a: excursion manual competence drastically predicts visitor satisfaction.

### *Conceptual Framework*

The conceptual framework guiding this take a look at is supplied in Figure 1. It illustrates the hypothesized relationship between tour guide competence and vacationer pride, and the subsequent behavioral effects. Excursion guide competence, conceptualized as a multidimensional construct (verbal exchange, cultural interpretation, problem-solving, professionalism), is posited to definitely impact traveler satisfaction. In flip, tourist pride is predicted to make contributions to loyalty, positive word-of-mouth, and sustainable tourism effects.

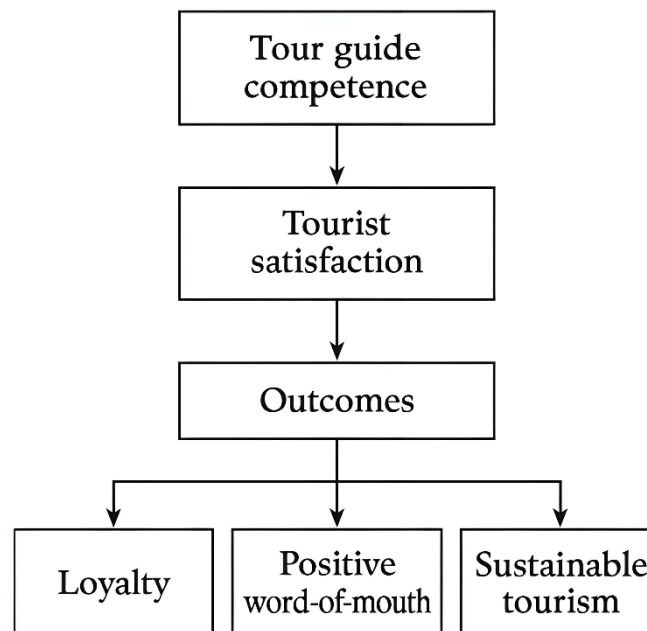


Figure 1. Conceptual framework showing the relationship between tour guide competence, tourist satisfaction, and outcomes.

## RESULT

### *Reliability valuation*

The reliability of the scales turned into assessed the usage of Cronbach's alpha. The results indicated excessive internal consistency for the tour guide competence scale ( $\alpha = .89$ ) and the traveler satisfaction scale ( $\alpha = .87$ ), both exceeding the recommended threshold of .70 (Xu & Yu, 2025).

### *Descriptive Statistics*

Descriptive statistics for the primary have a look at variables are offered in Table 1. The mean score for tour guide competence turned into 4.23 (SD = 0.45), even as the mean for traveler delight was four.11 (SD = 0.51). These values advocate that respondents commonly perceived excessive stages of competence and delight.

**Table 1** Descriptive Statistics of Key Constructs (N = 100)

Construct	Mean	SD	N
Tour Guide Competence	4.23	0.45	100
Tourist Satisfaction	4.11	0.51	100

Source: Tabulated

The descriptive records provide a top-level view of respondents' perceptions of the main examine constructs. As proven in Table 1, the mean rating for excursion manual competence becomes 4.23 (SD = 0.45) on a five-point Likert scale, indicating that respondents usually rated excursion courses especially in terms of communique, cultural interpretation, trouble-fixing, and

professionalism. The suggest score for traveler pride changed into in addition high at 4.11 (SD = 0.51), suggesting that usual, vacationers expressed sturdy pleasure with their guided tour reviews at Pantai Ancol Jakarta.

The noticeably low popular deviations for each constructs reveal constrained variability in responses, that means that most participants consistently agreed on the tremendous assessment of excursion guide competence and satisfaction. those findings advise that vacationers in this sample perceived their reports favorably, Thereby providing a strong basis for testing the hypothesized dating between competence and satisfaction in next analyses.

#### *Demographic traits of Respondents*

The demographic profile of respondents is summarized in Table 2 regarding age, the largest institution changed into 26–35 years (33.0%), accompanied by 18–25 years (27.0%), 36–45 years (24.0%), and 46 years and above (16.0%). This shows that maximum participants had been younger to middle-elderly adults, representing the dominant journey demographic at Pantai Ancol Jakarta.

Moreover, with admire to nationality, maximum members had been domestic travelers (70.0%), whilst 30.0% had been global site visitors. For motive of visit, the majority traveled for entertainment (59.0%), while others noted educational/cultural motives (20.0%), business (12.0%), and other functions (9.0%). Nevertheless, concerning nationality, the majority of respondents had been home travelers (70.0%), reflecting Pantai Ancol's reputation as a national destination, even as a smaller however amazing component were worldwide site visitors (30.0%), demonstrating the site's international attraction.

Table 2 Demographic Characteristics of Respondents (N = 100)

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	57	57.0
	Female	43	43.0
Age Group	18–25 years	27	27.0
	26–35 years	33	33.0
	36–45 years	24	24.0
	46 years and above	16	16.0
Nationality	Domestic (Indonesia)	70	70.0
	International	30	30.0
Purpose of Visit	Leisure	59	59.0
	Educational/Cultural	20	20.0
	Business	12	12.0
	Other	9	9.0

Source: Tabulated

In terms of visit motives, entertainment was the most common motivation (59.0%), reinforcing Ancol's position as a recreational tourist destination. Meanwhile, educational and cultural purposes accounted for 20.0% of visits. Furthermore, business-related trips accounted for 12.0%, and 9.0% of respondents cited other motives.

This demographic pattern provides important context for interpreting the main findings of this study. The predominance of young to middle-aged tourists indicates that cultural interpretation



and an informative guide style are tourist expectations. The dominant proportion of domestic tourists highlighted the appeal of national cultural diversity, while international tourists were more interested in intercultural competence. Furthermore, the predominance of tourists seeking entertainment prioritized the information obtained from tour guides.

#### Correlation Analysis

A Pearson correlation coefficient was used to test the relationship between tour guide competence and tourist satisfaction. As shown in Table 3, the results indicate a consistent positive correlation between the two variables,  $r(98) = 0.67$ ,  $p < 0.01$ . This value indicates a strong relationship, meaning that higher levels of perceived tour guide competence are associated with higher levels of tourist pride.

**Table 3** Correlation Between Competence and Satisfaction

Variables	1	2
1. Tour Guide Competence	—	
2. Tourist Satisfaction	.67**	—

Note.  $p < .01$  (two-tailed).

The strength of tour guide competence and tourist satisfaction are closely correlated, supporting tourist expectations.

#### Regression Evaluation

Linear regression determined whether tour guide competence influenced tourist satisfaction. As shown in Table 4, competence broadly predicted satisfaction,  $F(1, 98) = 115.23$ ,  $p < 0.001$ , with  $R^2 = 0.37$ . This indicates that tour guide competence explains 37% of the variance in tourist satisfaction.

**Table 4** Simple Linear Regression Predicting Tourist Satisfaction from Tour Guide Competence

Predictor	B	SE B	$\beta$	t	p
Constant	1.85	0.32	—	5.78	<.001
Tour Guide Competence	0.53	0.05	.61	10.73	<.001

Source: Tabulated

Version precis:  $F(1, 98) = 115.23$ ,  $p < .001$ ,  $R^2 = .37$

Note:

Regression analysis shows that tour guide competence significantly increases tourist satisfaction,  $F(1, 98) = 115.23$ ,  $p < 0.001$ , with an  $R^2$  value of 0.37. The notation  $F(1, 98)$  refers to an F-statistic with 1 and 98 degrees of freedom, where the first degree of freedom represents the number of predictors (tour guide competence) and the second degree of freedom represents the residual error in the model. The large F-value (115.23) and very large p-value ( $< 0.001$ ) indicate that the model provides a strong fit to the data. The coefficient of dedication ( $R^2 = .37$ ) indicates that 37% of the variance in traveler pleasure can be defined with the aid of excursion manual competence, confirming that competence is an extensive and significant predictor of pride consequences.

The unstandardized coefficient ( $B = 0.53$ ) suggests that for every one-unit increase in perceived tour guide competence, visitor satisfaction will increase with the aid of 0.53 units. The standardized beta coefficient ( $\beta = .61$ ) further confirms a strong positive effect, whilst the

surprisingly great t-value (10.73,  $p < .001$ ) provides evidence that this courting isn't due to threat. Usually, the findings support the study's hypothesis (H1), demonstrating that better levels of excursion manual competence notably decorate vacationer pleasure.

## DISCUSSION

### *Interpretation of Findings*

The effects confirm that tour manual competence is a massive determinant of tourist pride. Competence now not handiest correlates with pleasure but also predicts it, explaining 37% of the variance. This provides strong empirical support for hypothesis (H1) and underscores the multidimensional role of the course as a communicator, cultural interpreter, problem solver, and specialist.

### *Evaluation with Current Literature*

These findings align with previous research. The interpretive and service-oriented role of the course, while professionalism and communication skills are important in tourist reviews, are also important. Other studies examining tourist satisfaction reinforce the need to view guide competency holistically.

### *Practical Implications*

These findings also have managerial significance. Tourist satisfaction and pride influence their loyalty and promote word-of-mouth. Therefore, tour guide development is a strategic priority for DMOs. Training packages should include destination knowledge, intercultural competence, effective communication, and problem-solving skills. The importance of problem-solving in maintaining tourist trust during unforeseen situations supports sustainable tourism competitiveness.

### *Demographic Implications*

The demographic characteristics of respondents provide similar insights into the study results. The predominance of young to middle-aged tourists (60% aged 18–35) indicates that engaging communication, cultural storytelling, and an interactive guide style are essential skills, as tourists seek dynamic and immersive experiences. At the same time, the presence of older tourists (16% aged 46 and above) emphasized the need for professionalism and clarity, ensuring comfort and confidence during the guides' activities.

The majority of domestic tourists (70%) chose Jakarta's Ancol Beach as a local tourist destination, while 30% of international tourists highlighted its global appeal. This distribution reinforces the importance of language and communication skills.

Finally, the fact that the majority of respondents traveled for entertainment (95%) and tour guides contributed to the development of enjoyable and memorable reviews. but, the presence of cultural/instructional (20%) and business vacationers (12%) suggests that publications must also adapt to visitors who prioritize gaining knowledge of possibilities, cultural enrichment, or performance and professionalism. Taken collectively, these demographic patterns toughen the interpretation of the regression effects, demonstrating that multidimensional competence enables publications to meet the numerous expectancies of different visitor businesses, thereby improving pride.

Transition: “while those demographic insights increase the translation of findings, certain boundaries of the study ought to also be stated to contextualize the effects and guide future research.”

### *Boundaries and future research*



The have a look at has several boundaries. First, the usage of convenience sampling restricts generalizability, because the sample won't completely represent the broader visitor population. 2d, the cross-sectional layout prevents conclusions about lengthy-time period results of competence on delight and loyalty.

In terms of dimension, even as content material and criterion validity had been established, assemble validity turned into now not formally tested through element evaluation (EFA/CFA). destiny studies should incorporate such analyses to verify the dimensional structure of competence and pleasure. additionally, adopting probability sampling, longitudinal research designs, and testing moderating variables (e.g., cultural heritage, tour motivation, excursion kind) might give a boost to the proof base. Comparative research throughout locations and cultural contexts can also beautify generalizability.

#### *Novelty of the study*

Contextual contribution, even as many previous studies explored excursion manual competence in well-known tourism contexts, this look at specifically focuses on Pantai Ancol Jakarta, one of Indonesia's most visited destinations. This provides unique empirical evidence for a previously underexplored tourism destination.

#### **CONCLUSION**

This study shows that tour guide competencies significantly contribute to tourist satisfaction, accounting for 37% of the variance. These competencies integrate communication, cultural interpretation, problem-solving, and professionalism. For DMOs and policymakers, tour guide training improves tourists' satisfaction with service providers and enhances destination identification. This fosters tourist loyalty, contributing to the promotion of sustainable tourism.

#### Recommendations

For vacation spot management corporations (DMOs): spend money on comprehensive training programs for tour guides, emphasizing communicate competencies, cultural understanding, hassle-fixing, and professionalism; Broaden certification systems to standardize guide competence and make sure best across destinations.

For Tourism Policymakers: combine excursion guide competence requirements into countrywide tourism guidelines and accreditation structures; provide incentives for tourism operators who prioritize manual education and expert improvement.

For excursion Operators and Practitioners: undertake remarks mechanisms to frequently determine visitor delight and alter guide education as a consequence; encourage publications to increase multilingual competencies and intercultural competence, catering to both domestic and global site visitors.

Future research: enlarge research using probability sampling and longitudinal designs to strengthen generalizability and track long-term outcomes of competence on traveller loyalty.

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