

EVALUATION OF TOURIST GUIDE EDUCATION: AN APPLICATION TO PROFESSIONAL TOURIST GUIDES

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Abstract

As the person with whom tourists come across first, gain the first impression, spend time, gain information about destinations, help each other, speak with and sometimes share problems, professional tourist guides are the leading among the people who provide service to tourists. Having received a good education of tourist guides, to love the profession, self-development, to be competent in the profession will make it easier to offer better services to tourists. The main purpose of this study is to reveal whether professional tourist guides education is adequate for practice from guides' viewpoint. Interviews were conducted with the 12 head of and with 28 active working guides. According to the research results, education institutes have vital importance in training professional tourist guides but have concluded that profession in order to be able to perform theoretical training is inadequate. However, the survey results once again demonstrate the importance of addressing application guidance as well as in other tourism areas.

Keywords: Education, Tourism Education, Tourist Guides.