The Effects of In-Service Training Seminars on the Tourism Marketing Role of Professional Tour Guides

Sezer KORKMAZ  
Gazi Üniversitesi  
sezerk@gazi.edu.tr

S. Pınar TEMİZKAN  
Mustafa Kemal Üniversitesi  
pinartemizkan@hotmail.com

Rahman TEMİZKAN  
Mustafa Kemal Üniversitesi  
rahmantemizkan@hotmail.com

Abstract

This study has investigated how the compulsory in-service training seminars have affected the attitudes composing marketing function of guides. Questionnaire has aimed to investigate that there are meaningful satisfaction level differences between or among the guides in respect to their various qualifications. Unstructured interview and participant observation methods have also been conducted. It has been seen that the satisfaction level of guides from in-service training seminars is quite low. The research findings show that there are meaningful differences between the attitudes of marketing function of guides who are not attended and attended to marketing related seminars. It has been seen that marketing related seminars have positive effects on guides’ marketing related attitudes.

Keywords: Tourism, Tourism Marketing, Professional Tourist Guides, Education, In-service training.