



ANKARA  
HACI BAYRAM VELİ UNIVERSITY  
FACULTY OF TOURISM



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**IRFGT**  
**2021** ONLINE

BOOK of ABSTRACTS

7th International Research Forum on Guided Tours

*ANKARA-TURKEY*

MARCH, 26-27



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2021



# CONFERENCE PROGRAM

	
<b>OPENING SPEECHES</b> <a href="https://meet.google.com/xxm-srag-phq">https://meet.google.com/xxm-srag-phq</a>	10:00 Prof. Dr. Irfan YAZICIOGLU-The Dean of Tourism Faculty
<b>KEYNOTE SPEECH</b> <a href="https://meet.google.com/vhi-qbtj-zfd">https://meet.google.com/vhi-qbtj-zfd</a>	10:30 Prof. Dr. Betty WEILER- Southern Cross University-AUSTRALIA & Dr. Karun RAWAT- University of OTAGO-NEW ZEALAND
<b>THE IRFGT HISTORY SPECIAL SESSION</b> <a href="https://meet.google.com/yts-gkxr-bfw">https://meet.google.com/yts-gkxr-bfw</a>	11:30 Prof. Dr. Miguel BRITO- IRFGT Organizing Board Member- Senior Lecturer, Estoril Higher Institute for Tourism and Hospitality-PORTUGAL
<b>HOT TOPIC SPEECH</b> <a href="https://meet.google.com/tmi-dfob-jhm">https://meet.google.com/tmi-dfob-jhm</a>	12:00 Assoc. Prof. Dr. Jane WIDTFELDT MEGED- Roskilde University-DENMARK <b>“The Guide as Knowledge Entrepreneur”</b>
<b>12:45-13:30 LUNCH BREAK</b>	
<b>PRESENTATION SESSION</b> <a href="https://meet.google.com/nix-nxno-crt">https://meet.google.com/nix-nxno-crt</a>	13:30-14:50-EPHESUS
<b>14:50-14:55 COFFEE BREAK</b>	
<b>PRESENTATION SESSION</b> <a href="https://meet.google.com/bbh-fkvm-zxo">https://meet.google.com/bbh-fkvm-zxo</a>	14:55-16:15-HIERAPOLIS
<b>16:00-16:15 COFFEE BREAK</b>	
<b>KEYNOTE SPEECH</b> <a href="https://meet.google.com/waq-wcrn-wqk">https://meet.google.com/waq-wcrn-wqk</a>	16:15-17:00 Assoc Prof. Dr. Carol KLINE-Appalachian State University-USA <b>“Can We be more Ethical in Our Current Practices in Animal Tourism”</b>
<b>17:00-17:15 COFFEE BREAK</b>	
<b>KEYNOTE SPEECH</b> <a href="https://meet.google.com/rad-tsde-aoi">https://meet.google.com/rad-tsde-aoi</a>	17:15-18:00 Prof. Dr. Fevzi OKUMUS-University of Central Florida-USA <b>“Research Trends and Challenges in the Guided Tours Field”</b>
<b>END OF THE 1<sup>st</sup> DAY</b>	

*7<sup>th</sup>*  
**IRFGT 2021**  
**March, 27**



**PRESENTATION SESSION**  
<https://meet.google.com/ozj-bozk-rcc>

*7<sup>th</sup>* 09:30-10:50- *PERGAMON*

**PRESENTATION SESSION**  
<https://meet.google.com/cua-ofox-yne>

10:50-12:10- *LAODIKEIA*

**12:10-12:15 COFFEE BREAK**

**KEYNOTE SPEECH**  
<https://meet.google.com/jvb-tfqz-cqf>

12:15-13:00 Prof. Dr. Evangelos CHRISTOU- International Hellenic University- GREECE  
 “Post-pandemic Tour Guiding and Dark Tourism: The Day After”

**13:00-14:00 LUNCH BREAK**

**TEA WORKSHOP**  
<https://meet.google.com/pas-wjr-q-nmb>

Dr. Emir Hilmi UNER  
 14:00-14:20

**14:20-14:30 COFFEE BREAK**

**PRESENTATION SESSIONS**  
<https://meet.google.com/xsy-wojz-vue>

14:30-15:50- *GOBEKLITEPE*

**15:50-16:00 COFFEE BREAK**

**TURKISH COFFEE WORKSHOP**  
<https://meet.google.com/eat-wrvw-sgk>

Gizem ŞALCIGİL WHITE aka Turkish Coffee Lady

**KEYNOTE SPEECH  
 CLOSING SESSION**  
<https://meet.google.com/nxo-baud-vat>

16:45-17:20 Suat TURAL  
 The President of Turkish Tourist Guide Association  
 7<sup>th</sup> IRFGT ORGANIZING BOARD

**17:20-17:25 COFFEE BREAK**

**HAGIA SOPHIA-AYA SOFYA VIRTUAL TOUR**

Tourist Guide Ozge ERSU  
 17:25-18:45

**END OF THE FORUM**



# 7th IRFGT2021

## March, 26 (First Day) PRESENTATION SESSIONS

**13:30-14:50- EPHEBUS - Session Chair: Dr. Kurtuluş KARAMUSTAFA- Kayseri University**

**Participation link: <https://meet.google.com/nix-nxn0-crt>**

Researcher	Study Title
<b>Miriam L. WEIß,</b> Eurac Research, Institute for Regional Development	Smart City Tours – Innovative ways to (re)discover urban environments
<b>Ilidia CARVALHO,</b> Tourist Guide and Teacher at Lusiana University Lisbon	The Digitals and the Portuguese Tourist Guides
<b>Beatriz CHAMBEL</b> <b>Vitor AMBRÓSIO,</b> Estoril Higher Institute for Tourism and Hotel Studies	Information and Communication Technology: opportunity or threat for tour guides
<b>Dr. Dimitria PAPADOPOULOU,</b> International Hellenic University	Digital Transformation of the Greek Cultural Tourism: the case of virtual tours
<b>Dr. Areej Shabib ALOUDAT,</b> Yarmouk University	Resetting the Tourism Industry between Necessity and Priority: Jordan Tour Guides' Perspectives

**14:50-14:55 COFFEE BREAK**

**14:55-16:00- HIERAPOLIS - Session Chair: Dr. Ali YAYLI- Ankara Hacı Bayram Veli University**

**Participation link: <https://meet.google.com/bbh-fkvm-zxo>**

Researcher	Study Title
<b>Dr. Burcu KOÇ,</b> Pamukkale University <b>Kelly-Ann WRIGHT,</b> University of Waterloo <b>Dr. Kemal Gürkan KÜÇÜKERGIN,</b> Atılım University	Does my gender matter? Being a female tour guide
<b>Dr. Azade Ozlem ÇALIK,</b> Ankara University <b>Dr. Duygu YETGIN AKGUN,</b> Anadolu University	New Routes in Ankara for Tourist Guides: Early Republican Era Buildings Walking Tours
<b>Dr. Emine BALCI,</b> <b>Buse Dicle KOPAR,</b> Ankara Hacı Bayram Veli University	The Relationship Between Work and Family Life of Married Female Tourist Guides: Ankara Chamber of Tourist Guides Case
<b>Carla BRAGA,</b> <b>Dr. Cristina CARVALHO,</b> Estoril Higher Institute for Tourism and Hotel Studies	Tour guiding training through on-line media

**16:00-16:15 COFFEE BREAK**

**16:15-17:00/17:15-18:00  
KEYNOTE SPEECHES**

# 7th IRFGT2021

**March 27, (Second Day) PRESENTATION SESSIONS**

**09:30-10:50- PERGAMON- Session Chair: Dr. Ahmet UŞAKLI- Boğaziçi University**

**Participation link: <https://meet.google.com/ozj-bozk-rcc>**

Researcher	Study Title
Dr. Ali Turan BAYRAM, University of Sinop Dr. Jeet DOGRA, Indian Institute of Tourism & Travel Management Dr. Gül Erkol BAYRAM, University of Sinop	Relationship Between Technology & Tour Guiding and its Effects on Destination Promotion
Res. Asst. Gül Nur DEMİRAL, Res. Asst. Merve KALYONCU, Anadolu University	Determining the Features of Tour Guides Serving Private Tours: Tripadvisor Example
Res. Asst. Barış SEYHAN, Anadolu University	The Future of Cultural Heritage Tourism and Tour Guiding: The New Insights
Dr. Gül Erkol BAYRAM, University of Sinop Dr. Muthmainnah S.PdI., M.Pd, Universitas Al Asyariah Mandar	Women as Tour Guide: A sample from Turkey
Ramazan ÖZDEMİR, Ahmet BEŞOL, Ankara Hacı Bayram Veli University Alvaro Guterrez PALOMO, Universidad de Malaga	The Future of Tour Guiding

**10:50-12:10- LAODIKEIA- Session Chair: Dr. M. Mithat UNER- Atılım University**

**Participation link: <https://meet.google.com/cua-ofox-yne>**

Researcher	Study Title
Dr. Miguel BRITO, Estoril Higher Institute for Tourism and Hotel Studies	Guide's interpretation in Lisbon walking tours during the pandemic: A case-study
Cristina LEAL, AGIC	Tourist Guide's Associations' best practice 2020/2021. AGIC as a study case
Rosário Correia MACHADO, Duarte PINHERIO, Route of the Romanesque	Route of the Romanesque - An experience founded on History
Pamela Pastas TAPIA, Buket OZUGUZ, Adam Mickiewicz University	The effects of COVID-19 pandemic on the Ecuadorian tourism industry

**12:10-12:15 COFFEE BREAK/12:15-13:00 KEYNOTE SPEECH/13:00-14:00 LUNCH BREAK  
14:00-14:20 WORKSHOP**

**14:30-15:50- GOBEKLITEPE- Session Chair: Dr. Mehmet YEŞİLTAŞ- Cyprus International University**

**Participation link: <https://meet.google.com/xsy-wojz-vue>**

Researcher	Study Title
Katsiaryna SHAMIAKOVA, Buket ÖZUGUZ, Adam Mickiewicz University	Sustainable Tourism in the Belovezshakaya Puscha National Park, Belarus for tour guiding
Niura SEVERO, Tourist Guide	The relevance of spatial dimension in post-covid tourist behaviour – how to see the unseen
Dr. Abdelkader ABABNEH, Yarmouk University	Tour guides and interpretation, analysis of storytelling of francophone tour guides, the case of Jordan
Malin ZILLINGER, Lund University and Mid Sweden University	The role of free guided tours in the glocalisation of urbanity
János KLANICZAY, Budapest University of Technology and Economics	Local walking tours as a safe alternative for tourism during the pandemic in the case of Budapest

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## PREFACE

Distinguished guests and scholars from all over the world,

As the dean of the tourism faculty, we are delighted to have you with us in the 7th International Research Forum on Guided Tours. How I wish I had a chance to host you here face to face in person, but the unfortunate circumstances are beyond our control.

Please accept my heart-felt thanks to all who have made this forum possible, ranging from the organizing committee members and the participants from all over the world.

The 7th International Research Forum on Guided Tours, this very unique forum of its kind, since its inception, has paved the way for bringing the academics, students and professionals into tour guiding together at the international level. Probably the only forum on tour guiding, this special gathering makes it possible to discuss a number of issues related to tour guides, the tour guiding business as well as how the guiding business operates. Also called as the Cinderella of travel operations by some authors, tourist guides are a mandatory part of all packaged tours in our country, thanks to the law issued in 2012. However, on account of the circumstances caused by Covid-19 across the world, as in other countries as well, there was a specific focus this time in the forum.

Because of the travel restrictions implemented across the world, international tourism has nearly come to a halt and so has tour guiding. Plus, the outlook for tourism is not a positive one, remaining highly uncertain, for COVID-19 pandemic hit the global economy hard and continues to do so. This in mind, the central theme of the forum is on "Tour Guiding under Tough Times".

A very warm welcome to all of you. Without your support and participation, we could not have organized this event. Thank you once again for being with us here.

**Prof. Dr. İrfan YAZICIOĞLU**  
**Dean of the Faculty of Tourism**



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# INFORMATION AND COMMUNICATION TECHNOLOGY: OPPORTUNITY OR THREAT FOR TOUR GUIDES

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Nowadays, the tourism sector occupies a prominent place with regard to the economic growth of several countries through the creation of workplaces, creation and maintenance of infrastructures and preservation of cultural and natural heritage. For this reason, it is essential to pay attention to specificities of this area such as: creation of tourism products; work developed by the diverse stakeholders and features of the tourist's profile who is becoming more informed and demanding. This paper's focus is on tour guides, the tourism agents who interpret inheritance with the aim of allowing visitors to acquire significant knowledge about it. Additionally, this research's goal is to evaluate the impact of new technologies on the way these tourism professionals develop and provide services.

Technology is revolutionizing the world at various levels and in several sectors in which technological innovations are being applied. The tourism segment stands out because it is continuously changing due to paradigmatic shifts, so it is vital to understand the impact of these resources on the sector's working dynamic.

Tour guides are constantly being confronted with numerous obstacles that they must overcome to impose themselves in the labor market. One of the major challenges they are facing these days is directly related to the accelerated development of new technologies. These resources can bring countless advantages as they provide numerous tools that not only satisfy tourists preferences, but also improve the efficiency of stakeholder's operations. On the other hand, there are also some disadvantages associated to the use of new technologies in this field, that make consumers become more autonomous when it comes to choosing and enjoying a tourism service.

Consequently, tourists often fail to resort to tourism intermediaries such as travel agencies, tour operators or tour guides. Therefore, it was considered crucial to examine how technological utensils influence tour guide's work in Portugal. By using a qualitative approach, it was possible to conduct forty interviews to Portuguese tour guides. The questions were based on a script outlined by the researchers and professionals were divided according to four age groups. This was relevant to comprehend the various approaches in terms of academic training (that influences how the interviewees prefer to work), working methodology and future perspectives on the continuity of this profession. Besides that, it was also possible to analyze how professionals make the most of new technologies in terms of their working context and point out the most pertinent advantages and disadvantages associated to the use of these mechanisms. The data collected showed that the extracted points of view and future perspectives are dissimilar according to these tour guide's experience and that is why it was so appropriate to divide them into age groups.

New technologies are an indicator of a paradigmatic transformation in the tourism field which is already taking place. Thereupon, tour guides are now rethinking their role as interpreters and adapting themselves to this groundbreaking reality. This way, they will be able to envision the future of their careers and create strategies to reaffirm their position as vital humanizing elements of the tourism experience.

**Keywords:** tourism; new technologies; tour guides; threats; opportunities.

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# GUIDE'S INTERPRETATION IN LISBON WALKING TOURS DURING THE PANDEMIC: A CASE-STUDY

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Interpretation quality distinguishes tourist guides. According to an investigation carried out by the author in 2008 (Brito, 2013), tourists who travel with a guide claim that although guides have many different, relevant and complementary roles, interpretation is, no doubt, one of the most important dimensions of guiding, i.e., more important than mediation, leadership, animation and education. But do guides really know what interpretation is and how to create an interpretative walk?

This paper is a case-study that took place in January/February 2021, which aims to understand how Lisbon guides, who organize and perform their own walking tours, use interpretation strategies. The idea of conducting this study arose from the fact that, from March 2020, the Covid-19 pandemic left over 90% of the guides unemployed. Many of them changed profession, others live very much under their standards sometimes facing serious issues, and some of them decided to face the situation by creating their own walking tours in Lisbon and started selling them on the social media.

The methodology used in this paper to obtain data on the interpretation of guides was a questionnaire, which was sent over to all 24 licensed guides who were active in the last 11 months performing several different walking tours in Lisbon. Questions were asked aiming to understand who the guides are, what type of tours are designed, where they go to, which are the topics and themes, and specially how do tourist guides use interpretation strategies.

Results are expected to give an insight on how creative guides can become when they have to react to a pandemic situation such as the one we live in, how they use interpretation strategies and what are the trends that will last for the near (or far) future – “the day after” Covid-19.

**Key words:** heritage interpretation, tourist guide, Lisbon, walking tours

## References

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## THE GUIDE AS KNOWLEDGE ENTREPRENEUR

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The guide role and guides' work are always inscribed in a larger societal frame and of course therefore also affected by the process and changes taking place. Guides may be booked by an employer and perform guiding for a group, but they may also create a webpage from where they can be booked directly by clients, who may want to have a customized tour. In this case the guide moves from being an employee to become a micro-entrepreneur, working in their own business – developing their own products.

This in line with Fourth Industrial Revolution, which is defined by a total transformation in the nature of income-generating work (Gans 2016). The driving forces behind this transformation are robotization, informatization, artificial intelligence, and extreme focus on cost-efficiency due to growing globalization and individualization (Savage 2015, Wilson 2017 cited in Johannessen 2019, p.3). These forces offer new possibilities as well as threats to the guides. On the one hand, the globalization may be felt negatively when labor arrives from abroad offering guide services at very low costs such as the so-called guides light, who compete against the Certified guides on the market for standard tours in Copenhagen.

On the other hand, The Fourth Industrial revolution offers opportunities to the guides to develop their own business in an emerging platform economy. Johannessen (2019) argues that with the Fourth Industrial Revolution we will see a growing precariat, but some precarious workers, whom he baptizes 'knowledge worker' and 'knowledge entrepreneurs' are highly skilled and the latter also highly innovative and they enjoy their independence, and therefore are rather satisfied with their working life.

This presentation will draw on a number of studies on guides' working life (Meged, 2020, Meged & Kæe, 2020) where we will explore guides forging their role as 'knowledge entrepreneurs' through a large Danish Innovation Fund Project called INUT (Innovation and Development of Urban Ecotourism) Through a period of 3 years 2017-2019, 21 guides who have their own small businesses or who simply develop tours offered to various clients were invited as key actors to develop urban ecotours and experiences in Copenhagen and the adjacent Nature Park Amager as well as in the City of Roskilde, which is situated inside the National Park Skjoldungernes Land. 10 workshops were designed by the Tourist Guide Diploma program at RUC who was work package leader, to stimulate the innovations. The guides produced 11 urban ecotours and experiences and the guides became equipped to 'educate the travelers' in spirit of the 17 sustainable development goals from the UN.

The project has had a more profound impact on future guides as the curricula at Tourist Guide Diploma Program now includes sustainability at its' core and two modules are developed on innovation and entrepreneurship. These modules are offered to the students but also as continuing education for the certified guides and other small-scale entrepreneurs in tourism. This is a point, that different actors can meet and network through projects and education. At the

hearth of the fourth industrial revolution is knowledge, education, network and hence innovation, and the universities must be at the forefront.

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## THE DIGITALS AND THE PORTUGUESE TOURIST GUIDES

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Tourist guides are a highly qualified professional class and in continuous training in the many subjects of their interest. Because of the health crisis of Covid-19, which has seriously affected their profession, leaving them with no work, they certainly had more time to study and this was also a way to positively fulfill their free time during quarantine. The new technologies in their different formats played a key role then and people have had to adapt to other forms of life, never expected so soon and the pressure of digital has increased on everyone, and the tourist guides were no exception. Nevertheless, many of these professionals seem to have certain limitations in terms of properly using new technologies, since many of those, working today, were not born with digitals. These professionals are constantly facing the need to learn how to use these new tools, which turned essential for both their personal and professional lives.

We can't forget that it is also expected these technologies to be increasingly implemented in the future, what can perhaps be seen as a threat for the tourist guide profession if any adaptation will take place. This threat has two aspects: the tourist market has undergone major changes with regard to the means of communication currently used. We are now in the Era of business to consumer and the professionals have to adapt not only to new tools but also to new rules. Because of this new reality some people who dominate the digitals, despite not being certified tourist guides, have been increasing their market share, leaving certified guides in the background. This situation has to be changed in order to prepare these professionals for the future of the profession and assure the quality which is expected when obtaining a tourist guide service and that greatly contributes to the tourist's satisfaction regarding their touristic experience.

We therefore consider it pertinent to better understand how these professionals, namely the Portuguese tourist guides, are dealing with these new information and communication technologies. Through a survey applied to three Facebook groups constituted, exclusively, by certified tourist guides in Portugal, we intend to know the valorization that these professionals attribute to the new technologies, what are their main difficulties, as well as the strategies developed to overcome them. We hope that this work will allow us to better know the actual situation, giving us leads to solve some of the existing problems, which will make possible for these professionals to adapt to the new tourism trends.



## TOUR GUIDES AND INTERPRETATION, ANALYSIS OF STORYTELLING OF FRANCOPHONE TOUR GUIDES, THE CASE OF JORDAN

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Hiring a professional authorized tour guide is optional when visiting countries or sites, despite that, many tours and tourists include in their itinerary the provision of a tour guide. The increased awareness and curiosity as well as the desire of exploration have led tourists to travel wide and participate in tourism experience and activities worldwide. These tourists are looking for engaging experiences, in addition, they are likely to have an interest in finding out more about the local culture and thus they are most likely to participate in a guided tour experience. According to scholars (Ababneh 2018, Aloudat 2010, Armstrong & Weiler 2002), tourists hire guides for different reasons including gaining knowledge, exploring, and experiencing local nature and culture. Hence, the first expectation of visitors from the tour guides is explanations, information, storytelling, and interpretation. Guided visits and tours are a great way to tell the stories related to culture, nature, society, sites, traditions and life ways of local communities, tour guides enable tourists by storytelling and interpretations to develop their comprehension of the local nature and culture and stimulate their experience.

This study is based on the argument that tour guides deliver and interpret different topics to tourists but there are specific topics, subjects and issues receive more focus and more attention than other topics; the narratives centre on specific features. French tourists are focusing on specific topics while discussing with their guide during the tour, in some cases; they have predetermined topics to be discussed. The analysis will reveal that the narrative journey provided by tour guides has key themes with variations in intensity across the length of the French tourist's visits. Thus, tour guides dive into specific themes and stories more deeply than others. In this research, I explore the specific topics and subjects which are the object of tour guides' commentaries. This study poses the question of what are the major topics constituting the core of storytelling and interpretation delivered by Jordanian francophone tour guides while accompanying French tourists in Jordan (The terms interpretation and storytelling are used in this study to denote the entire process of interpretation delivered by tour guides including, narratives, stories, commentaries, storytelling, interpretation, themes and discussions, therefore, they will be used interchangeably and in the same fashion), the tour guide communicate a variety of themes and narratives across the different phases of the tour, however, French tourists care about certain themes more than others. The study aims to explore the major subjects of the storytelling and commentaries delivered by Jordanian francophone tour guides while guiding French tourists in Jordan. Another purpose of this research is to determine the reasons behind this variation, intensity, and focus.

In theoretical terms, the study builds on concepts of interpretation, storytelling and tour guides collected, conceptualized, and analyzed by means of documents and literature research. In empirical terms, the study is based on data collected from Jordanian francophone tour guides.

Thus a series of meetings and discussions were held with different guides to capture insights on the topic of this study, participants were asked different questions about the most and the preferred topic to be told and discussed with French tourists, and what they believe as the most important interpretations and stories during the tour, thus participants were encouraged to share their experience. Other data were collected by means of observation and professional personal experience as long as the author is an authorized professional guide. The overall data have informed the ideas of the findings and their discussion. The analyses yielded that there are three major themes which were the object of focus and care, thereby the study recommend that a balanced storytelling and interpretation should be delivered. this study is believed to be important document for the enhancement of the profession of tour guiding in Jordan as well as the enrichment of scholarly work.

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## TOURIST GUIDE'S ASSOCIATIONS' BEST PRACTICE 2020/2021. AGIC AS A STUDY CASE

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As a result of the first confinement in Portugal, which lasted from March to early May, tourist guides were jobless and confined to their homes. In June there were some expectations that international tourism would resume during the second semester and that domestic tourism would bring some work during the holidays, which proved not to happen due to occasional outbreaks of severe Covid19 infection in several parts of Europe, other continents, and in Portugal itself, which gave way to red and orange zones policies, making travelling quite impossible. The National Tourism Board-Turismo de Portugal, in association with AGIC, put together a series of on-line security measures' training for guides, as well as, later in the year, digital and marketing training and strategies. AGIC itself pursued the on-line training with academic presentations, webinars, lives and indeed a two-days national Congress. During the congress new skills such as virtual and streaming tours were presented and as well as the use of augmented reality for conducting tours. Guides were encouraged to outline new tours dedicated to the rural world, theme tours versus generic and focus on sustainability and inclusion. AGIC designed a new website and new strategies to promote these tours and visits. We propose to share with the IRFGT the results of these measures and view AGIC as a case study.

Methodology: to follow up on the results of the measures, among other inquiries, 3 on-line surveys were run during 2020 (April, June, and August) e 1 in 2021 (January) amongst AGIC's members, national tourist guides and international tour managers. The results of which AGIC presented to the World Federation of Tourist Guides Associations-WFTGA in the programme «Associations' Journey 2020». The questions are: are guides evolving from being free-lance to being entrepreneurs? and from generic tours to more specific themed tours to meet the visitors' new expectations in high standards of sustainability, safety and authenticity? are tourist guides smoothly coping with the transaction to the digital era?

**Keywords:** Confinement, New skills, Resilience, New normal, Safety, New trends.

# LOCAL WALKING TOURS AS A SAFE ALTERNATIVE FOR TOURISM DURING THE PANDEMIC IN THE CASE OF BUDAPEST

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Global tourism has been hit hard by the Covid-19 pandemic, but an exception can be seen among local walking tour companies, who have seen a rise in demand for their tours. In Budapest due to the complex architectural fabric of the city, these alternative tours have been around for decades.

Budapest is the capital city of Hungary, with 1.7 million inhabitants it is the largest city in the country, and a regional center, comparable with Vienna and Prague (Kádár, 2014). Located in Central-eastern Europe it was always in a unique position on the continent, being the connection between East and West. The core of the built heritage of the city consists of late 19th century historical buildings, from the time Budapest was one of the most rapidly evolving metropolises of Europe, but during the course of its history a complex urban fabric of many different styles has developed. Architecture, as one of the main attractive elements of tourist-historic cities (G. J. Ashworth, 2009), plays a key role in defining the cultural identity of a city. After the change of regime in 1989 the city struggled to define its new identity to attract tourists (Puczko et al., 2007). Following the global trends (G. Ashworth & Page, 2011) of the expanding urban tourism market, Budapest became a popular destination among tourists in the past decades, but due to the rich complexity of the architectural fabric, combining styles from different eras, it is problematic to define a clear identity, an easily brandable character, even though many attempts have been made (Smith & Puczko, 2012).

Guided walking tours play a key role in unlocking a city's secrets and translating the otherwise too complex urban heritage to visitors (Reisinger & Steiner, 2006). Academic research on guided tours is getting more attention in the past decades (Black et al., 2019; Chen et al., 2018; Galí & Camprubí, 2020; Zillinger et al., 2012), with special focus on measuring tourists' movements (Shoval & Ahas, 2016), the role of the tour guide (Cohen, 1985) and other various sub-themes.

A big market of alternative walking tours has emerged since the early 2000s in Budapest, creating a new form of experiencing the city. These walking tours are mostly created for the niche market of tourism, reaching mainly tourists in search of off-the-beaten-track experiences, and also a great number of local citizens trying to find out more about their city (Rátz, 2017). During these walking tours local guides provide explanations of the city's tangible and intangible heritage, giving a more complex overview for visitors to understand the city, which in the case of Budapest is often necessary due to the complex urban fabric.

The Covid-19 pandemic hit the global tourism scene extremely hard, and Budapest was no exception with more than 90% decrease in international visits in 2020. It is questionable whether the industry can get back to its pre-covid state. But there is one form of urban tourism which seems to have survived the drop of international tourist

visits. Walking tours in Budapest have seen a spike in popularity during the summer of 2020. Alternative guiding companies were able to survive because local citizens took to the streets, and instead of travelling abroad they discovered their own neighborhoods. During the times of social distancing walking tours seemed to provide an adequate opportunity for people to experience the city in safe ways, while also consuming the cultural riches of the built environment.

The aim of this paper is to investigate why thematic walking tours are in such a high demand among locals in Budapest, and how thematic tours can provide a safe alternative for the tourism industry during the pandemic.

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# DIGITAL TRANSFORMATION OF THE GREEK CULTURAL TOURISM: THE CASE OF VIRTUAL TOURS

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The pandemic crisis of COVID-19 had a huge impact on tourism industry, and especially on the sector of cultural tourism. The restrictions imposed by the governments all around the world kept museums and archeological sites closed for several months, and the physical distancing rule rendered the conducting of walking guided tours impossible. Thus, a whole sector of tourism industry was left with no object.

Crisis management plan led cultural institutions and travel agencies to look for new products and new ways to stay in contact with their audience. Research has shown that countries which had faced effectively the SARS pandemic crisis were more prepared in facing the COVID pandemic crisis also. The same applies for cultural institutions and travel agencies as well: those that had integrated digital transformation in their strategic plan beforehand used their digital resources, while those that hadn't developed crisis management plan based on digital transformation were found unprepared to face the challenge of their closure.

Cultural institutions and travel agencies providing guided tours have responded to the crisis using virtual reality to enhance their resilience. As a result, new kinds of tours and products were developed and old ones were re-used in order to replace physical presence and to keep stakeholders of cultural tourism active during the periods of confinement: digital exhibitions, digital tours, virtual tours, virtual museums, virtual live guided tours, 360° tours, self-guided virtual experiences are only some of these products. Thus, terms like virtual/digitized/online/digital were used in order to describe and define several kinds of cultural products, experiences, and guided tours. The use of these terms raised questions like the followings: how are these terms used? What kind of experience or product they describe? And what kind of experience does the term "virtual tour" describe?

To answer these questions, we conducted a research collecting data from the websites of Greek cultural institutions and travel agencies that included the products proposed using one the terms mentioned above. The first aim of this research was to make a typology of the different digital products used by cultural institutions and travel agencies in Greece during the pandemic crisis and suggest a definition based on their components and their practical use.

More precisely, among all these experiences, our research focuses on the different types of "virtual tours" developed in the Greek tourism industry. Since the concept remains undefined and vague both from the academic and its practical point of view (Yong-Hyun Cho, Youcheng Wang & Daniel R. Fesenmaier (2002) Searching for Experiences, *Journal of Travel & Tourism Marketing*, 12:4, 1-17), the purpose of our research is to try to conceptualize the notion, based on its specific use in the Greek cultural tourism industry. For this purpose, we used specific criteria (live or recorded, video or picture, 2D video or 360° tour, indoors or outdoors, requiring equipment from the visitor or not, with interaction with the visitor) in order to create a typology of the different experiences to which the term "virtual tour" corresponds.

Even when the pandemic crisis disappears, some of these virtual experiences will remain since they can also be used to give access to sites, museums and places either to people with disabilities, or during confinement or over crowded periods, offering to the visitor an "actually being there" experience. The core question is whether the digital transformation is a threat for the physical experience or it is an add-on value that can contribute as key factor to the resilience, the accessibility and the sustainability of tourism industry in the new post covid era.

# THE RELEVANCE OF SPATIAL DIMENSION IN POST-COVID TOURIST BEHAVIOUR – HOW TO SEE THE UNSEEN

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The spatial dimension of human behaviour is unconscious. We don't see it; we don't think about it; we just do it. It makes part of our innate skills battery like to breath or recognise a smile as a warmth reaction. And then we learn a little bit more depending on the culture we are living in.

The way we occupy space both in our personal or professional life reflects who we are in a very profound way but also where and how we were brought up.

Working as a guide for more than 30 years and having study Environmental Psychology, it has always surprised me how poor acknowledgment we, tourist guides, have about the importance of this behaviour dimension.

Where we choose to receive the client, how we adapt our proxemia depending on the client origin, where we put ourselves during presentations, what place we choose among the group, what kind of spatial tips we give depending on the client nationality, how we manage space in the presence of other groups, how we accept to seat our groups in restaurants... those are only some of the questions I always wanted to answer but the amount of work never allowed me. Thanks to COVID-19, now I do have a lot of time to search for these answers.

Despite not being part of any formal education institution for quite long time – after being a teacher of Environmental Behaviour for future Psychologist and Architects – it is intended to present you a mixed of basic theoretical knowledge along with the results of a set of interviews with some colleagues.

## **A - Theoretical Framework**

What is the spatial dimension of human behaviour?

Processes of environmental knowledge and evaluation

Different contexts of behaviour

Urbanisation, travel, and space

## **B - Why is this subject important for the future of tour guiding?**

### Pre-COVID – The challenge of Mass Tourism

Up until 2019, all around main tourist destinations, it was obvious how overloaded were touristic places. Theories about the danger of over-tourism had become our day-by-day reality.

We may think that COVID-19 saved us from over-tourism (and unfortunately for some years, that will be the reality) but in fact, in the near future, this pandemic will have a huge impact on tourist spatial behaviour.

### Post-COVID – Assuring safety without compromise the touristic experience

Since March 20 all over the world humans are being told to keep distance, not to touch each other, to avoid crowds, to avoid seating face to face... Do we expect people to behave in the same way after 2 years of forced lockdown?



This presentation does intend to highlight some key issues about how to use the spatial dimension of behave with tourist in the coming future, knowing how important will be to assure the client a sense of health safety.

Issues to be addressed:

- Guide positioning
- Using the space as a message
- Assure a comfortable experience through space
- Share space with other groups
- How to deal with the silent battle for the best viewpoint without stressing the client
- Recognise environmental stress as a risk for the touristic experience
- How to deal with environmental stress as a tour guide

## ROUTE OF THE ROMANESQUE – AN EXPERIENCE FOUNDED ON HISTORY

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In the Sousa, Douro and Tâmega valleys, in the heart of the North of Portugal, stands an important piece of architectural heritage of Romanesque origin. Its richness and uniqueness were at the genesis of the Route of the Romanesque project, an itinerary that takes visitors on a discovery of over fifty heritage elements, from monasteries to churches, chapels, memorials, castles, towers and bridges, mainly built between the 12th and 14th centuries, closely linked to the foundation of Portuguese nationality and testimonies of the relevant role that this territory once played in the history of the nobility and of religious orders in Portugal.

Since its creation, in 1998, the Route of the Romanesque positions itself as a public supra-municipal project, which aims to contribute to the integrated and sustained development of the whole region, fostering territorial competitiveness, cohesion and identity, through the qualification and economic enhancement of a set of distinctive endogenous resources – the dense and rich heritage of this territory, both in terms of buildings and intangible elements. Anchored in a set of monuments of great value and exceptional characteristics, this Route intends to take on a role of excellence in the scope of cultural tourist, able to position the region as a reference destination for Portuguese Romanesque.

The improvement of the environmental quality and the physical restructuring of the territory, protecting it and boosting its correct redevelopment, through a tourism-based planning of resources, support infrastructures and tourist support facilities; the development of a new productive chain, associated with tourism and with a strong potential for stimulating related activities, which could mitigate the region's traditional mono-dependency on industry; the promotion of courses and training initiatives that contribute to qualifying professionals for tourism and associated activities, promoting an increase of qualified employability; and, finally, the enhancement of the internal and external image of the region where it is located, reinforcing the collective self-esteem, are also other important objectives of the Route of the Romanesque.

### **How the project was born**

In 1998, 21 monuments of the six municipalities (Castelo de Paiva, Felgueiras, Lousada, Paços de Ferreira, Paredes and Penafiel) comprising VALSOUZA - Association of Municipalities of the Sousa Valley were selected and, in 2003, the concrete development of this project was initiated, through measures aimed at preserving and enhancing the previously selected monuments.

In addition to the infrastructural component, it was decided that the action plan for the Route of the Romanesque should include an immaterial component that would allow for the elaboration of informational materials promoting the region's Romanesque heritage.

Even before the public presentation of the Route of the Romanesque, which would take place on 18 April 2008, a set of communication materials was developed, including a scientific publication,

a tour guide, a brochure, a promotional video, a pocket map, a website ([www.rotadoromanico.com](http://www.rotadoromanico.com)) and a line of merchandising.

Bilingual information boards were installed, with historical, architectural and geographical information, at all monuments of the Route of the Romanesque, and a tourist and cultural signage system was placed throughout the whole region's road network.

Since it was imperative for citizenship to promote mobility and accessibility for all, the Route of the Romanesque's Accessibility Promotion Plan has been under development since 2008, identifying the needs for intervention in the monuments, their surroundings and in terms of access to public transportation. Within the scope of accessible communication and information accessibility, information materials in braille and a promotional video with subtitles and sign language were produced. A tool that allows creating a spoken version of the contents of our website in real time was also implemented.

In 2008, the Route of the Romanesque began a process of dialogue involving the various economic agents in the region, both public and private, with the aim of presenting a true strategy for collective efficiency around a common goal – promoting the Route of the Romanesque.

In March 2010, the municipalities of Amarante, Baião, Celorico de Basto, Cinfães, Marco de Canaveses and Resende signed a protocol of accession to the Route of the Romanesque. The process for the selection of Romanesque heritage sites in these municipalities culminated in the inclusion of 34 heritage elements located in Lower Tâmega/Southern Douro and three others in the Sousa Valley, so the Route of the Romanesque currently comprises 58 monuments.

## SMART CITY TOURS-INNOVATIVE WAYS TO (RE)DISCOVER URBAN ENVIRONMENTS

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In many European cities, various types of guided city tours have added to the touristic offer of classical historical guided city tours over the past years, proposing innovative ways to (re)discover urban environments to foreign and non-foreign visitors as well as inhabitants. Smart, innovative tours emerge in response to global (mega)trends of their time in that they cover current novel themes and apply didactic and technological innovations (cf. Weier 2005; Rátz & Irimiás 2016; Winsky 2020), tailored place- specifically. Such tours arouse interest among visitors and especially inhabitants for different reasons: For example, they guide participants off the beaten track, address challenges and problems of a city, open one's eyes to the invisible and hidden, apply unconventional methods to impart and reflect on knowledge, have a distinctive thematic focus that is interesting for one's own professional or personal development, cover the tourist hotspots on the sidelines or not at all, take place on foot or by public transport, visit small stores or restaurants and so on.

Guided are such tours often by actors that are not at home with the tourism but other sectors. Smart tours build on expertise in a specific field(s) (or their combination) like social welfare, social services, migration, integration, performing arts, architecture, mobility, renewable energies, to name just a few. Exemplary tour providers are architects, cooperatives and artists who jointly develop a tour on social housing; renewable energy experts, scientists and entrepreneurs who guide green energy tours, as well as socially deprived people and welfare organizations that offer social and good deed tours. They provide new perspectives on a city, seek not to disturb the local environment but to contribute to the benefits of the local population (cf. European Commission 2020).

Against this background, the author seeks to elaborate the development potential for smart city tours in the Northern Italian Alpine city of Bolzano. Meetings with stakeholders in the pandemic year 2020 have demonstrated that regarding the city's history and present time, the variety of topics is large but the potential for innovative, creative, and sustainable tours is currently not being exhausted. Also, structurally, there are development opportunities, e. g. regarding ways of communication to impart knowledge and parameters such as group size, choice of route, means of transportation, use of new technologies, etc. As far as potential target groups are concerned, it can be assumed that these new city tour formats will appeal to different age groups and guest segments, including residents of South Tyrol, most likely a (specialist) audience with specific interests instead of the "mass tourist" (Rátz & Irimiás 2016).

The author considers that tour guides and managers are currently seeking ways to restart their activities in a more sustainable way. They want to contribute to offering tours in the future that are more environmentally friendly, more social, closer to the locals, more creative and have a lasting impact on the behavior of participants. Their possibilities and resources to take influence

on the tour offer is however rather limited as they depend on their clients/client firms demands, even though scientific studies concede tour guides and managers the ability to change visitors' sustainability understanding and behavior through their explanations (Weiler & Black 2015, Weiler & Kim 2011, Hu & Wall 2012, Zatori et al. 2018).

The research assumes that Bolzano offers the thematical diversity and governance for new tours, which can attract both visitors and inhabitants, that depends however on networking, actor cooperation and further training for successful realization. The objective is to find out what is necessary to expand the offer of guided tours, how to create links among the different actors/guides and their offers, how to facilitate and foster cooperation and governance among them, and to identify dissemination measures to raise awareness for smart city tours.

Bolzano, capital of the Autonomous Province of Bolzano-South Tyrol, with almost 108,000 inhabitants, about 340,000 arrivals and more than twice as many overnight stays per year (ASTAT 2020) is an interesting excursion destination due to its northern European, Alpine and Mediterranean influences that is tangible e.g. in culture, architecture, food. Bolzano is home to several internationally recognized research institutions, a university with trilingual education offer, a mix of industries and manufacturing as well as starting point for mountain excursions by cable car.

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# THE ROLE OF FREE GUIDED TOURS IN THE GLOCALISATION OF URBANITY

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Guided tours act as hubs of interpretation, and storytelling plays a major role in this process. Guided tours have come to play an increasingly important role for the understanding of a place, as guides are important actors in spreading different stories about places. There is an increasing variety of guided tours, and this development has gone alongside the generic increase of urban tourism around the world. In this system, the individual guides have a key role in choosing the stories to tell the incoming visitors. Focusing on free guided tours, which are based on tips instead of on official participant fees, guides play a central role because they freely choose which stories to tell (cf. Widtfeldt Meged & Zillinger 2018). Implicitly, they tell local stories. But who is actually a local, and who is able to tell the local stories that participants in guided tours are presented to? This presentation is based on an empirical study, which assembled perspectives of place, storytelling, glocalisation, and free guided tours (Nilsson & Zillinger 2020).

Guided tours are contributing to people's perceptions of places. Salazar (2005) argues that guides are key actors in the process of localizing stories being told. All places, in which significant places have taken place, are by nature contested. Therefore, the participation in guided tours means that individuals are presented to a selection of both places and histories. The focus of this presentation is on storytelling in guided tours, departing empirically from four European cities: Berlin, Copenhagen, Tallinn, and Warsaw. Results show that guiding companies have a strong power to choose attractions, movements, and therefore also stories. Most stories being chosen are based on well-known narratives from the twentieth century. On the one side, they relate to local and national histories; on the other, they are influenced globally by free guided tours being an international business model. Such global influences are embodied in the individual guiding practices.

In a conclusion, the research project has found strong tendencies of glocalisation. In this process, the individual places clearly influence the prerequisites for human agency. Guides are key actors in the process of localizing stories and by this means contribute to the glocalisation of urban places. In this way, they are key players in the process of glocalisation, as they both sustain and challenge controversial perspectives. This is done on a local scale, but with global influences. Such influences are based in guides' global experiences, by participants' geographical backgrounds, or by the increasingly global tendencies of the guiding organisations.

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## TOUR GUIDING TRAINING THROUGH ON-LINE MEDIA

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ESHTE – Estoril Higher Institute for Tourism and Hotel Studies, located in Estoril has been known for the training of Tour Guides since 1992.

In the Tour Guide course, held in ESHTE, the theoretical lessons have been complemented with field trips with students to the main monuments or touristic spots of Portugal.

This practice in ESHTE has been a plus for the education and training of our students, and an appealing way to attract new students and a quality mark for the tourism trade who employ students from ESHTE.

With the Corona Virus pandemic and all that was to follow, the teaching technics were completely changed. The practical and technical teaching on the spot had to change to a completely new kind of teaching: virtual lessons about monuments and touristic places.

Suddenly, teacher and students had to prepare the presentations in a Portugal living a complete lockdown (from March to May), where we could not visit the spots to film and prepare the virtual tours.

The tools we had were just the virtual tours provided on the internet by each museum or monument, but to what extent would these virtual tours be useful to our work, considering they were filmed with a different aim and not serve the purpose of the Tourist Guides' goal to reveal and interpretate the Top View Priorities of each spot?

Our aim in the current study is to explain the different methodologies used in the training of the future Tour Guides during the pandemic period - from March to December - in order to improve their skills and prepare for the real work as Tourist Guides .

We will also point out the results obtained with students and the findings about new technologies in the training of future Tour guides.



## SUSTAINABLE TOURISM IN THE BELOVEZSHAKAYA PUSCHA NATIONAL PARK, BELARUS FOR TOUR GUIDING

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The paper entitled " Sustainable Tourism in the Belovezhskaya Pushcha National Park for tour guiding, Belarus "is dedicated to assessing the impact of tourism on the protected nature area. Belovezhskaya Pushcha National Park is the largest remnant of a relic original lowland forest, which was created in prehistoric times in Europe. The Białowieża forest was the main object of this work because of the special protection regime that restricts human recreational activity, which allows to reduce anthropogenic impact on specially protected natural areas. On the other hand, the worldwide fame and recognition of the little-disturbed forest area creates a huge potential for the development of the tourism industry in this area. Due to its unique natural conditions, the Belovezhskaya Pushcha belongs to the IBA list of bird sanctuaries and is on the UNESCO World Heritage List. Due to the uniqueness of the area internationally, it is extremely important to conduct tourism policy within the park in a way that does not cause environmental devastation. This form of tourism requires tourists to follow strict rules for visiting the park and to have a high environmental awareness.

The global change in the ecological worldview has increased the popularity of ecotourism. There was a tendency to travel with ecological purposes within specially protected natural areas. Due to the growing level of urbanization and every year the increasing number of tourists in the "Puszcza Białowieska" National Park, it is important to conduct research on the impact of tourism on the environment under special protection. Because such environments are very often placing of occurrence of relict or endangered species of flora and fauna.

A key term in this paper is sustainable tourism, which can be understood as " tourism that meets the needs of both tourists and host regions, while protecting them and supporting their development opportunities in the future. Sustainable tourism should not be seen as a type of product or service, but as an ethos for all tourism-related activities. Ecological tourism is one of the most dynamic and prospective forms of tourism. Accordingly, the number of people visiting the national park increases every year. In order to reduce the negative impact of tourism in the "Białowieża Primeval Forest" and increase the potential benefits, it is necessary to effectively plan and manage tourism activities in the national park. Therefore, the impact of tourism and recreation on the natural environment should be constantly monitored, especially if it is an object of such international importance. The aim of this article is to assess the positive and negative effects of tourist traffic in the protected area "Puszcza Białowieska".

**Keywords:** sustainable tourism, ecological tourism, protected nature area, National park

# THE EFFECTS OF COVID-19 PANDEMIC ON THE ECUADORIAN TOURISM INDUSTRY

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The crisis caused by the coronavirus pandemic (COVID-19) affected numerous industries around the world. Mobility restrictions, border closures, and other measures taken by governments in an effort to contain the number of infections, particularly harmed the tourism industry. The revenues generated directly and indirectly by tourism activities represent an essential contribution to the economy of several countries, such as Ecuador. The condensed data up to April 2020 indicate that the tourism sector produced around 2,287.5 million (USD) of net income for the country in 2019, as a result of the entry of around 1.5 million tourists, excluding percentages estimated by migratory phenomena in the region. The arrival of the pandemic reduced the number of visitors to 31,167 in 2021, risking almost half a million people employed in hospitality services. This situation has had a greater impact on tour guides, given that most of them report to work mostly with foreign visitors.

Since activities related to touristic purposes are of great concern for the country, it is imperative to assess the real impact of the pandemic in the tourism sector. This short study aims to identify the main areas affected by the COVID-19 crisis in the Ecuadorian tourism industry. The first part of the study will comprise a comparative analysis of the official statistics related to tourism in the country from the last 3 years, to have a general idea of the economic impact on a national scale. The second part will collect data from analytical surveys with mixed (open/closed) questions, performed under online mode. The surveys will provide a closer insight into the concerns, and expectations from members of the industry regarding the current situation. In the final part, a global analysis of the results will allow us to have an improved notion of how the industry is being affected even beyond economic factors. The data obtained can be employed as a guide in the design of strategies to deal with the tourism crisis, by targeting the most urgent needs, and therefore, responding to them in a more efficient way.

On a positive assessment, the crisis has also been an opportunity for the innovation and digitalization of the tourism sector in the country. Training and investment for guides and Tourist Police raise the quality of services, becoming a guarantee for potential travelers. It must be taken into account that the needs and preferences of tourists have also been modified due to the pandemic. Even at the end of the crisis, people will take issues such as health and safety regulations more into account in their considerations prior to choosing a tourist destination.

The tourism industry has had to reinvent itself and seek creative solutions to deal with both the sanitary, and economic crisis. Despite the limitations, various actors in the tourism sector are working in alliances and cooperation, both between local communities and with other countries in the region. All agree that the total recovery of the tourism market could take between two and three years; however, the efforts to reverse the effects of the pandemic have already yielded their first results, and the trend is expected to continue to increase with special expectations set on the development of rural and local tourism.

**Key words:** crisis, pandemic, tourism industry, Ecuador

# RESETTING THE TOURISM INDUSTRY BETWEEN NECESSITY AND PRIORITY: JORDAN TOUR GUIDES' PERSPECTIVES

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Crisis including diseases and pandemics have major impacts on tourism. However, there is limited literature that focused on pandemics as an opportunity to transform industry practices. COVID- 19 which is considered as the greatest global health crisis of our time, hits the whole world's economy, which faced immediate and overwhelming effects that influenced markets, behaviors, and expectations. The pandemic has affected most industries, and it has heavily thrown its weight around an inherently fragile industry, which is the tourism industry.

According to the ILO (2020), the full or the partial lockdown measures affects 2.7 billion workers, representing around 81 per cent of the world's workforce. In the tourism industry, it resulted in the loss of 20 million direct tourism jobs (UNWTO, 2020) with the uncertainty of when travel will resume. However, despite the harmful effects of COVID-19 on the tourism industry, research should look at such effects as a stimulator and a transformative opportunity to reset the industry rather than focusing on the impacts of this crisis. Thus, to recover post-illness.

Accordingly, this paper is responding to the call for transformative tourism research to advance the knowledge and to offer understanding of possible recovery strategies from the perspectives of the tourism workforce. In specific, the paper is exploring this possibility from the perspectives of tour guides " the soul of tourism" and the key information givers f tourism destinations.

The study applies exploratory research design based on qualitative research technique. The data were collected through semi-structured interviews conducted with a purposive sample of Jordanian tour guides.

The preliminary findings revealed four main themes, namely: 1) tour guides' need to recover is conditioned with the safety and protection during work; 2) suggested recovery strategies included focusing on local and more sustainable forms of tourism with the engagement of tour guides as influencers of tourists' behavior to be aligned with the forthcoming health requirements;3) re-emphasizing the tour guides' role as educators by their involvement in the teaching process as remote trainers for students majoring in tourism- related programs; and finally 4) tour guides refocused their role as information givers and promoters for the destination and the tourism bodies through social media platforms participations, however, they assert the need for upskilling their digital skills. The findings of this study are predicted to be important in giving insights and implications for resetting the tourism industry and advancing the tourism research.

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## NEW ROUTES IN ANKARA FOR TOURIST GUIDES: EARLY REPUBLICAN ERA BUILDINGS WALKING TOURS

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In domestic and international tours made by travel agencies to Ankara, the tour route has been limited around historic center; Ulus; where is known as Roman, Anatolian Seljuks and Ottoman ruins for years. In addition to this tour route, another tour destinations are Anıtkabir, the mausoleum tomb of the founder of Turkish Republic; Mustafa Kemal Atatürk and Atakule; the observation tower for the Ankara city view. Regardless of the historical significance of the destinations at this point, interesting tours that will make a difference in Ankara should begin to take place. There are also many buildings that are Ankara locals and the travel agencies are not aware of enough have existed in this city since it became the capital city of Turkey in 1921. They were generally used by public institutions or where people who had important works, like writers, artists, politicians etc. during the foundation of the Republic lived. These buildings, which were built between 1921 and 1933, serve as the memory of the Early Republican period of Ankara in a way. On the route from Ulus center to the Meclis Junction, 9 of 280 residences and 18 of 31 public buildings have survived until today. Foreign architects coming by calling Atatürk's Turkey, Turkish architects working up to this building, they offer a significant contribution to the establishment of the capital of the new Republic. The aim of this study is to prepare a walking tour route on the buildings that were built together with the process of building a city from a plain and steppe valley in the years of the Republic, and present it through tourist guides. It is thought that these tours will appeal to local tourists who are more interested in the history of the Republic period of Turkey. Qualitative method has been used in the research. The history and inventory records of the buildings were examined from various publications, and the walking route was created by the researcher. The study itself is a suggestion. At the same time, building placarding and detailed signage including photographs of the first construction of the buildings and the people living or working in that building (for public institutions) are also proposed. For this, NGOs and public institutions should also take action. It is also thought that this kind of research will give an idea to the next touristic product development researches.

**Keywords:** Ankara tours, walking routes, Early Republican Period buildings, tourist guiding.

## DOES MY GENDER MATTER? BEING A FEMALE TOUR GUIDE

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There is no denying that women gain many benefits from working within the tourism sector including employment and entrepreneur opportunities, economic empowerment, increased access to education, agency, and other freedoms (UNWTO, 2019). However, it can be argued that despite these advantages, disparities persist between men and women working within the tourism sector, particularly with regards to access to promotion opportunities, safe working conditions, job security, and equitable pay (Carvalho et al., 2019). In fact, even though women make up 54% of the global tourism labor force, there is a wage gap of almost 15% between men and women working in the tourism sector (UNWTO, 2019). Negative stereotypes and perceptions of women's abilities, such as their failure to tolerate emotional pressure, physical and verbal violence, and the assumption that women lack the competency to manage their subordinates when promoted to senior positions, all contribute to this gender disparity. The fields that are deemed appropriate for women to work in are often restricted due to the roles that have been assigned to them in society (Trupp & Sunanta, 2017). For instance, it should be noted that the majority of hotel employees working in housekeeping, public relations, and reception are women. Or one can think about how women are relegated to customer service jobs where they are required to address customer-related problems due to society's assertion that women are more nurturing than men. The reason for that may be that women are expected to act within the organization as objects facilitating the work of others rather than as a manager. Furthermore, the perception that motherhood is incompatible with a professional career or that women's emotions may be carried over into the work environment, serve as obstacles to the career progression of women. It is evident that men can easily find themselves at positions requiring more responsibility/power and containing more decision authority (Carvalho et al., 2018). Therefore, the challenges which women face cause them to either become fully detached from the tourism sector or adopt an "act like a man" mannerism in order to be accepted within the work environment.

Even though the workplace experiences of tourism employees in accordance with their genders have been a subject of study on a few occasions (e.g., Gentry, 2007; Levy & Lerch, 1991), it is believed that studies which explicitly demonstrate the gender gap are insufficient in number. Of special interest are the negative experiences of female tour guides who have no fixed place of work and who have to travel between cities, or even abroad, as required by the tour itinerary. Within this scope, the purpose of the present study is to identify the factors complicating the work

of female guides within the sector. It is also among our fundamental objectives to investigate how women cope with mobbing (workplace bullying), be it implicit or explicit, and to find out whether they think the female perspective does indeed have an effect which alters performance.

To achieve the objectives of the study, an interview was conducted with seven Turkish female tour guides in July-August 2020. In selecting the participants from which to collect data, snowball sampling was utilized. Firstly, three guides who had personal connections to the researchers were contacted directly and the experiences of these people as women within the sector were heard in detail. With the help of the participants of the pilot stage, three different questions to be used in the main study were prepared: (1) What are the most significant factors which make it difficult for female guides to work in the sector? (2) How do you tackle the challenges of the sector as a woman? (3) What are the advantages and disadvantages provided by feminine instincts in tourist guidance? Later, a sample of seven participants was then formed, consisting of the guides who attended the first stage and four other guides with whom they were familiar. The structured interview method was utilized while collecting the main data. Feedback compiled as study data were re-sent to the participants in the final stage for review and the validity and reliability of the study was thus tested.

All of the tour guides participating in the study are within the 30-40-year age range and 4 of them have been working as professional tour guide for more than 10 years. According to the findings, the most significant factors which make work difficult for female guides include: 1) issues such as inequality between men and women; 2) mobbing; 3) marital status; 4) mobility; 5) sexual harassment; 6) motherhood; 7) long lasting tours; 8) a perspective which argues that the occupation of tour guiding is more suited to men; 9) male tourists, employees, or business managers' misunderstanding of female courtesy; 10) the patriarchal society; 11) the perception that women are weaker compared to men; 12) the beliefs that men are better in tour management and non-conscious work mates (such as tour bus drivers). Methods adopted by our participants in handling and coping with these issues are rather diverse. Some examples are 1) refined communication skills; 2) occupational and legal knowledge which facilitate legal remedies; 3) avoiding long out-of-town tours; 4) avoiding sharing personal information; 5) giving no concessions to ground rules; 6) standing one's ground; 7) always approaching situations with a professionalism and minimizing emotional expressions; 8) maintaining a high degree of motivation and not taking bad experiences personally; 9) being patient and acting with a solution-oriented mindset in times of crisis. However, one of the most striking responses is that female guides tended to modify their appearances, preferring to dress plainly and minimize their femininity, in an attempt to decrease the risk of harassment.

Some very well-rounded responses were provided for the question of "What are the occupational advantages and disadvantages provided by being a woman?" Accordingly, even though female guides may think that they are naturally emotional, they do not accept that such a characteristic feature diminishes their performance. To the contrary, they believe that emotionality should be a part of tourist guidance as much as any occupation and that this especially makes it easier for them to understand the moods of people. Although being married or being a mother could be perceived as a disadvantage from afar, the dominant opinion is that such roles which women play in their personal life helps them to empathize with coworkers or tourists. Likewise, women being



more detail-oriented than men allow them to foresee possible issues which may arise during the tour and to take advance precautions. Women being more controlled, attentive, meticulous, devoted, and conscientious are some of the other examples participants gave. These advantages assist in the successful completion of tours, including tours where discrimination based on gender was a problem at the beginning. However, it can also be said that feminine instincts also carry some disadvantages. First of all, there are examples where interactions may become tense when information of a personal nature is shared with male colleagues, the kindness of the female guide is misunderstood, instructions given by the courteous female guide is not taken seriously (even by tour employees such as bus drivers or attendants), emotional expressions are perceived as weakness, and control and leadership over the tourists are lost. Lastly, while underlining that the familial devotion of women are stronger than that of men, the participants also state that sometimes they worry "whether they are around for their families sufficiently due to workload or irregular working hours", which increases their level of exhaustion.

In summary, there are many challenges which female guides face in their career. However, gender inequality and the social perspective on women are among the greatest obstacles on their path. At this point, it can be said that avoiding the categorization of the workforce as female or male and allowing employees to use their personal attributes in the work life in a controlled manner would bolster performance. Emotionality, which is generally attributed to women, should be coded as a positive phenomenon which boosts success under certain conditions. Trainings should be provided to improve the attitudes of male employees towards the female coworkers. Selecting the most competent individuals for advancement without concern for gender can, over time, minimize the discriminatory attitudes toward women in the workplace. Likewise, supporting female entrepreneurs in tourism and promoting the prioritization of female workers during the recruitment and hiring process, would help bring gender equality to the sector in the coming times.

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# THE FUTURE OF CULTURAL HERITAGE TOURISM AND TOUR GUIDING: THE NEW INSIGHTS

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Theoretic approaches and analytic foundations developed by passing through phases that include the solutions for problems encountered. Correspondingly, tourism studies have shifted from analysis of tourism potential and development plans to impact assessment studies by associating the sustainability concerns (Jansen-Verbeke, 2009). In parallel with the technological developments, it can be argued that tourism industry is at the gates of new era as it has been frequently mentioned in science fiction movies. After the beginning of space tourism and the establishments of private initiatives, related debates about the phenomenon brought new insights to the travel market and tourism industry with a focus on cultural heritage of human. The core of the debate is not only about the scope of the cultural heritage but also how impacts of space tourism are going to trigger new problems. To be more precise, our understanding of our past and the contemporary embodiment of it such as The World Heritage Sites are going to leave its place to a more holistic scope -either both meaning and material- which is embracing the whole footprint of the mankind in space. Therefore, new concepts such as “spacescape” for space tourists come up to stage and the future of the tour guiding has shifted from worldwide profession to a multiplanetary scope. The integrative reviewing method has been employed for the paper and the current researches about space tourism are evaluated to reveal the possible trajectories in the future of tour guiding. Integrative review method is described as an approach that allows for the inclusion of diverse methodologies and contributes to the presentation of varied perspectives on a phenomenon of concern. It can summarize past empirical and theoretical literature on a topic of interest and incorporate diverse methodologies in order to capture the context, processes, and subjective elements of topic (Whittemore & Knafl, 2005). The method consists of five steps: problem identification, literature review, data evaluation, data analysis and presentation. The overall results suggested that the new technological developments may bring unlive experiences to forefront during the application and operational dimension of tour guiding as the unprecedented experience become more popular among potential tourists and the people. However, on the other hand, the concept of cultural heritage -especially tangible heritage- seem to be in question and a controversial topic in a wide variety of sub-headings such as law, economics, or politics. While the tangible heritage and the footprints of the mankind in the space become the most popular touristic attractions of space tourism, on the other hand, they become contentious in terms of ownership and protection after the beginning of the touristic activity of human in space. Moreover, there is a possibility of creation of a new polar in the concentration of tangible heritage by moving tangible heritage assets to space or outside of the world. The future of tour guiding profession seem to be change in parallel with the shifting in concentration of tangible heritage and with the technological developments by creating virtual and augmented space experiences to the people on earth.

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## DETERMINING THE FEATURES OF TOUR GUIDES SERVING PRIVATE TOURS: TRIPADVISOR EXAMPLE

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The package tour is the final product, which means that the products and services previously purchased from the producer enterprises are brought into a single package and sold to the customers at a single price (Sezgin & Demiral, 2016, p. 104). Package tours consist of elements such as transportation, accommodation, transfer, food and beverage, and tour guiding. Package tour concept is related to mass travel. Mass travel has transformed the tourism industry to industry that focuses on the sea-sand-sun holidays, targets large masses, offers cheap products, includes high seasonality, and cannot adequately protect natural resources (Akoğlan Kozak & Bahçe, 2009). However, nowadays, tourists have been more conscious and travel behaviors of tourists have changed. This change reshaped the tourism paradigm in a consumer-oriented manner. Tourists take part in the production process of tour operators and contribute to the redesign of the tourist product. This participation allows tour operators to customize the package tour according to the expectations of the tourists (Arica, 2019, p. 500). Private tours can be defined as customized boutique tours that require special interest and preparation differently from the monotony of standard package tours or mass tourism. These tours change according to many variables such as the tastes, expectations, travel purposes and time of the tourists for their travels through travel designers. They offer a completely different travel experience with travel programs. Within this scope, the examples of private tours prepared by tour operators are Underground İstanbul, Strolling through Byzantine İstanbul, Ayasofya by Night, gourmet tours as in the Footsteps of Mimar Sinan, and Street Flavors, etc.

For tourists who prefer private tour instead of a standard package tour, one of the important factors is to travel with a sufficient tour guide. This is because few tourists participate in the private tours, the communication between tour guide and the tourists is more intense and the tourists are eager to pay more than the standard package tours. Therefore, tourists expect from the tour guide who will accompany them on these tours to be qualified, well-equipped, and able to provide an unforgettable holiday experience. Tourists share their own experience about their trips in different ways. One of these ways is social media. A tourist's views on intangible and non-standardized products and services also may affect other tourists. Social media influences the masses and is almost one of the sources of information for today's tourists. Thus, views on social media about tour guides are very important. In this context, the purpose of this study is to determine the characteristics of tour guides serving in private tours. For this purpose, the universe of the study consists of the reviews of the tourists participating in the private tours in İstanbul on

the official website of TripAdvisor. This study is based on phenomenology design and qualitative research approach. Tourist reviews were determined by the purposive sampling method. Tourist reviews from TripAdvisor.com on private tours in İstanbul are carefully examined. It was found that 810 tours using the keyword "Private Tour". Among these, a private guided tour which is the most purchased (by 2571 people) and has the most reviews (998) was chosen. The collected data were examined with content analysis. After this examination two themes named "personal characteristics of private tour guides" and "professional skills of private tour guides" have been acquired. As a result, it is found that the private tour guides are more patient, tolerant, and accommodating in comparison to standard package tour guides. Furthermore, it is stated that the private tour is so flexible that the tourist can decide where to go and what to eat commonly. The leadership role of the tour guide has been changed in private tours that the tourist values the guide as her/his friend. The private tour guide customizes the tour according to the customer's preferences, demands, and needs. It is expected that implications for theory of this present study will contribute to the gap in the literature and implications for practitioner tour guides should be careful about their features while guiding the private tours.

**Keywords:** Private tours, Private tour guides, Features of tour guides, TripAdvisor

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## THE RELATIONSHIP BETWEEN WORK AND FAMILY LIFE OF MARRIED FEMALE TOURIST GUIDES: ANKARA CHAMBER OF TOURIST GUIDES CASE

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The increasing rates of female employees working in the service sector since the 1990s have started to show itself in the labor-intensive tourism sector as well. The UNWTO Report 2018 indicates that the female labor participation rate in the world tourism sector is 54%. According to the 2019 data of the International Labor Organization, the rate of women employed in the tourism sector worldwide is 54%, whereas this rate is 25.2% in Turkey. An important part of the female workforce in the tourism industry, on the other hand, is composed of female tourist guides. In Turkey, as of 2021, there are 3725 female tourist guides in total who were registered to 13 professional chambers affiliated to the Tourist Guides Union, including 3370 nationwide and 355 regional guides. Considering the female workforce rates in the tourism industry worldwide, women seem to have an important place in this sector. However, women in the industry have considerable problems. Matters such as being employed in lower-positions, insufficiency of their participation in entrepreneurship, insufficient representation in higher-positions, gender pay gap for similar jobs are the main problems faced by women in the tourism industry. Our argument in our study was based on the fact that these problems arise from gender inequality. Because professional tourist guidance is a profession laid down by the laws and it can be thought that they have the opportunity to work under fairer conditions compared to those working in the accommodation and food and beverage services in the tourism sector. However, with an assumption of contrary to popular opinion, that is, based on the assumption that also female tourist guides experience problems similar to those problems in other service areas in tourism; the relationship between the work-family-life of the married female tourist guides was analyzed, under the argument that gender roles of men and women which are not based on equality make it difficult for women to perform the tourist guiding profession. Women to take the role of working mothers and spouses with their participation in business life may cause conflict in family and job roles from time to time due to the influence of gender roles and prevent them from carrying on their profession. In this regard, the relationship between work and family life of female tourist guides was discussed in our study.

Tourist guides to perform their profession successfully is an important factor in enhancing tourist satisfaction and increasing tourism receipts in this sector consequently. Women's equal employment in each profession like men, apart from those defined for women within gender roles such as nursing, secretary, teaching, and stewardess, etc., and carrying out their presences is essential for achieving gender equality. Because the representation of women in the tourism

industry, which has an important share in the development of countries, under equal terms with men, is believed to be effective both in ensuring gender equality and in gaining an even more upward acceleration in the development of the country.

Within this argument, the relationship between work and family life of married female tourist guides registered in the Ankara Chamber of Tourist Guides (ANRO) was investigated in our study. The population of our study consisted of a total of 303 female tourist guides registered to the ANRO, whereas 85 married female tourist guides out of these 305 guides were our sampling. In our study, a three-section questionnaire was applied to the 85 married female tourist guides. As a result of the questionnaire, we obtained data supporting the argument of our study that married female tourist guides have a conflict between work and family life and have negative attitudes and perceptions about the relationship between work and family.

## WOMEN AS TOUR GUIDE: A SAMPLE FROM TURKEY

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Since the human population began to exist in the universe, women have occupied different status in working life. Women in the historical process; It has changed in parallel with social dynamics and economic and sociological changes. In the primitive society, men hunted, and women gathered. They have been concerned with issues such as taking care of their children, feeding them, and protecting them from different factors. These issues caused society, which is a matriarchal structure, to be supported by the concept of religion. The concept of woman, expressed as a sacred concept, was above the man at that time and was seen as a woman goddess in this period. The phenomenon of goddess accompanied by different periods such as Cybele and Artemis is the basic belief of many cities (Arkan, 2003). As the ages progressed, women's participation in the labor force has also improved and has shown a great rise. Especially in recent years, the increase in female employment in service-intensive sectors has gradually increased this need.

In recent years, international organizations such as the United Nations, ILO and OECD have identified the tourism sector as an opportunity for women to participate in employment and empower them. While the tourism sector enables women to work in a global and regional context, it expresses that it is heavily influenced by gendered business lines. In the tourism sector, women work in positions such as cleaner, waiter and chef. Although many incentives make it easier for women to rank at higher levels today, there are still serious problems in perception management for women employment. The issue of gender equality has been researched for many years in the tourism sector where women labor is extremely intense.

Tourist guide playing a special role in intercultural interactions that are particularly important in the tourism industry; It provides information and stories about the sites visited, the places photographed and the people encountered and provides an interpretation of the silent panorama outside the tour bus windows (Leclerc & Martin, 2004). The tourist guide has broad responsibilities, such as tourism service providers, to meet the needs of visitors, employers, and local communities (Ham & Weiler, 2002). The tourist guide is in a situation that gives the tourist an idea and information about the society and the country as a result of his behavior. As a matter of fact, the tourist group coming to another country; Although they may have static guides such as books, maps, and brochures with them, these arguments are not enough for them. In the end, reasons such as not knowing the language, traditions, and customs of the country to be visited and this situation of unknown causing fear and anxiety reveal the need for a guide to guide tourists. In addition to meeting this need, the tourist guide is in the position of providing tourists



with the opportunity to better introduce them to the country and society, and to correct the possible wrong and erroneous information that tourists have. Therefore, it is possible to emphasize the importance of the tourist guide by being a volunteer tourism ambassador representing his country and society.

Women guides, one of the most important stakeholders of the tourism industry and they have different challenges. Female tour guides have some problems on social and family issues, travel agencies and tourism industry stakeholders, the nature of tour guiding job, from the nature of the job, problems with customers, audit, and education-related issues (Arslan & Şimşek, 2018). Some of the troubles and problems experienced in their work affect their motivation, productivity, and performance, job sustainability. Women guides are in a position to strengthen, develop, and increase the value of the profession. In this context, the study aims to take a closer look at the female guides who contribute greatly to tourist guides. The dependence of the tour guiding on women's labor and the necessity of the presence of women in the tourism sector is proof that tourism cannot exist without women in general. At this point, the article evaluated the tourist guiding profession from the perspective of women and discussed the change and development of women in the historical process based on existing research. The current situation and the problems faced by female tour guides were examined within the scope of existing studies by literature review. According to the research results, Female tour guides have some challenges as being Turkey tourism industry mainly based on patriarchal system, role conflict and role in bilateral approaches, gender discrimination, sexual harassment Some suggestions were made according to the results of the research.

**Keywords:** Professional Tour Guide, Women tour guides, tourism sector, women empowerment

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## THE FUTURE OF TOUR GUIDING

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People, from past to present always felt the need to travel. While in ancient times people traveled for religious purposes such as pilgrimage today travel is an essential need of masses and it can be in the form of business, educational and social. From beginning of the traveling, guiding service has always been one indispensable compound in order for travelers to be informed and orientated. Guides also bear an important role in promoting a country. They are cultural ambassadors of the countries. Thanks to them countries are promoted and dynamism in tourism is maintained.

Tourist guidance has an important place in the field of tourism. When considered in terms of Turkey tourist guidance profession has reached a legal statue and accepted as a profession legally due to profession law officialized in 2012 (Arslantürk, 2003).

The tourist guiding profession is a profession that needs to be realized in a very organized, planned, disciplined manner and enables individuals to participate in the profession through special training at universities. It is one of the professions which's popularity is rising each day and in this way more tourists are getting in touch with tourist guides. But of course, tourist guiding has been through changes and most recent of these changes is technological change. Thanks to advances in technology the destination can be grasped in the palm of hands only in matter of seconds. For this reason, expectations from tourist guides have increased and a desire to obtain more different and interesting information other than accessible information on the internet has arisen. In line with these expectations, competition among tourist guides has increased and alternative tour routes and technology-related tours have started to be made.

While this radical change is taking place on the tourist side, a professional tourist guide who wants to maintain his profession at the highest level in his field, where there is a lot of controversy, must comply with changes, be open to innovations, use the various platforms and applications that come with this digital transformation, disseminate and produce if necessary.

In addition, 'Augmented Reality' and 'Virtual Reality' applications, which have recently found much more efficient usage areas with the rapid transformation of technological developments into practice and the increase in bandwidth in information transfer, have started to form important milestones in this profession, on the other hand, directly or indirectly it also exposes and even endangers the limitations of the practice of the profession with traditional methods.

It is now envisaged to use virtual reality and augmented reality applications in guidance activities. In this case, it may lead to new developments and changes in tourist guiding activity (<http://ozge.ersu.net>).

In recent years not only cultural or museum tours, but also gastronomy, trekking routes or camping tours are requested from tourist guides. For such reasons, tourist guidance tends to different trends in the future.

In today's information age tourist guiding profession has also adapted to the circumstances came with it and will gradually begin to integrate the concepts of virtual reality and augmented reality into tours. Augmented reality will be very popular in the future as it attracts the interest and curiosity of young and middle-aged people. This will provide both positive and negative feedback to tourist guides.

With the advantages of technology, things will be handled easily, and guides will shorten the time to tell people, but as a disadvantage, the guidance profession will be deformed and perhaps many colleagues will be unemployed. Recently, developments in the field of experiential tourism are also beginning to be seen.

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## RELATIONSHIP BETWEEN TECHNOLOGY AND TOUR GUIDING AND ITS EFFECTS ON DESTINATION PROMOTION

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A tourist guide has duties such as organizing the work, coordinating with the auxiliary businesses, listening to, and solving the problems of the visitors for the smooth functioning of the tour. Among these tasks, it is seen as one of the critical tasks is to convey information to tourist who come to visit a destination. However, the development of technology has led to some changes in information transfer. For example, methods of accessing information, sharing experiences, and conveying information to tourist / visitors have become easier. In addition, there have been changes that allow visitors to travel individually / independently in countries or regions that they do not know about. It is possible to handle these changes in two different ways, positive and negative in terms of tour guiding perspective. If the changes make the tourist guide's job easier, they can be treated positively, or negatively if they make his job difficult or endanger the future of the profession. In this context, the aim of this study, which deals with the innovations brought by technological changes, is to examine the relationship between technology and tour guiding in a conceptual framework.

From a positive perspective, by considering the relationship between technology and tour guiding, this study has mentioned those systems that will enable the tourist guide to establish a more interactive dialogue with his group. For example, using a wireless tour guide system that will provide sound transmission during a tour with a crowded tour group or in a wide field, or using the in-bus tour guide system where you can present in different languages to a busful of people speaking different languages as a positive technological development that will easily provide a tourist guide is seen. In addition, technology facilitates access to information, allowing both the tourist guide to develop himself and the visitors to participate in tours with better equipment. From the perspective of the visitors, they can spend their free time on the tours more efficiently due to the availability of online maps or social media sharing, which affects the overall satisfaction of the tour.

Whereas from the negative side, this study has mentioned those technological developments which may pose a threat to the future of the tour guiding profession. When the academic studies on this subject are examined, it is seen that the academic interest in the systems named as

"Electronic Tour Guide" is increasing day by day. Apart from academic interest, sectoral interest is also increasing too, and some companies now rent these systems to tourist or tourist groups in certain regions. There are many mobile applications or similar systems either have already been developed or in the pipeline. While mobile applications work with the support offered by mobile phones, the electronic tourist guide systems work by being supported by GPRS and previously added information.

Although the relationship between technology and tour guiding is analyzed from two perspectives, it is possible to identify a situation where the location is not fully determined. It is a necessity to examine the positive and negative aspects of these activities, which are called virtual tour guiding or e-guiding and allow visitors to participate in guided tours from their homes by using communication technologies. As a result, reinforcing the positive relationship between technology and tour guiding is an important issue for the future of this profession. Because no matter what profession or occupation group it is, now it has become a necessity to follow technological developments and to create harmony with it. Although the traditional perspective provides an authentic experience, the changing visitor profile with the demands and needs of the visitors is always important as a matter to be taken into account. On the other hand, in compliance with the technology, it may support the elimination of the negativities in the relationship, either partially or mostly. The study of two varied perspectives, this study will provide the better insights to synergize tour guiding and technology which ultimately contribute towards destination promotion.

**Keywords:** Tour Guiding, Technology, E-tour guiding, Destination promotion.





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