

Analysis of common problems and countermeasures in tour guide service

Zhang Xiaowei^{1,a,*}, Yao Suna^{1,b}

¹College of humanities, Jiangsu Maritime Institute, Nangjing, China
^a296947175@qq.com, ^b3301379795@qq.com

Abstract: With the rapid development of the society, it also provides a stable guarantee for people's material needs and the level of consumption also rises. More and more people yearn for spiritual satisfaction, tourism has become an important way for more and more people to relax. The rapid development of tourism is well known to all, and more and more people hope to have a high quality experience when they travel. The service quality of tour guides has a great influence on tourists' travel experience. In recent years, more and more people pay attention to the service quality of tour guides, and tourism enterprises also have a lot of dissatisfaction with the service quality of tour guides. This paper will aim at the problems in the tour guide service, discussing the reasons for the problems in the tour guide service, and put forward some Suggestions to improve the quality of tour guide service.

Keywords: Tour guide; Service quality; Salary system; countermeasures

1. Introduction

With the development of economic level, people's consumption concept is slowly changing, and people are paying more and more attention to the development of tourism. The key factor for the development of tourism lies in the service quality of tour guides, which are a vital part of tourism services. Therefore, the service quality of tour guides has a great influence on the overall quality of tourism services. At the same time, it also affects the tourism quality of tourists, the sales of tourism products, the promotion of tourist attractions, and even the image of the country. For such an important position, the threshold is not high, and many people with low quality and skills can also become a member of the tour guide team, which has a certain impact on the quality of tourism services and hinders the healthy development of the tourism industry [1].

2. The status and role of tour guides in tourism services

As we all know, tour guides are one of the most important components of tourism. The tour guide is like the soldier in the army, the tile on the roof. It is a small part of the whole, but it has an important influence and is indispensable. The times are progressing and the society is developing. People's hard work can not only meet the needs of normal life, but also have the ability to enjoy a better life outside of work. Some people earn money to eat, drink and have fun, but others want to explore the world outside work and life, to find and discover more beautiful thing. They don't want to be bound by work and life. The world is so big that it would be a proud achievement to leave its footprints on other lands. But when you enter unfamiliar territory, everything around you is so unfamiliar. You want to know the story here, the customs, the special food, etc. There are so many questions that make you dizzy, then you need a tour guide to help you answer the questions. Tour guides with professional qualifications not only have rich knowledge but also have good communication skills. If they accompany you on the journey, you can save a lot of trouble [2].

From the perspective of tourists, they need to understand a country, a city, and a place through the interpretive service of the tour guide. The tour guide can take you to experience the local customs and understand the local customs. Tourists' impression of tour guides directly affects their impression of travel agencies. In many cases, tour guides are the only yardstick for tourists to judge the quality of travel agencies' services. Even when traveling, people yearn for attentive service. If tourists can recognize the performance of the tour guide, then the tour guide can play a greater role in the tour. It is no exaggeration to say that when you are on a sightseeing tour, it will be a lot more interesting to have a tour guide to explain the itinerary [3].

As far as tourism destinations are concerned, if we want to develop tourism in a healthy way, we must rely on strong tourism products and increase the attractiveness of tourism products. In addition to the traditional six elements of eating, living, traveling, sightseeing, shopping and entertainment. This also includes six elements of development, namely culture, consultation, information, environment, science and education and diversified products. But whether it is the traditional six elements or the six elements of development, they all need to rely on the arrangement or publicity of tour guides. As tour guides of tourist destinations, their role is very important. In the process of face-to-face explanation with tourists, tour guides provide tourists with more intuitive information introduction through their professional skills. Its penetration effect is far more than simple and quick publicity, enabling tourists to absorb the information of the destination faster and better, improving the public's awareness of the tourist destination, and to a certain extent, affecting the future travel flow of other tourists.

3. Frequently Asked Questions in Tour Guide Service

3.1. The level of tour guide explanation is uneven and the professional quality needs to be improved

The rapid development of tourism has set off an upsurge of national tourism. Therefore, the demand for tour guides is also increasing. In order to meet the market demand, the entry threshold for tour guides has been lowered, resulting in a situation that the overall level of tour guides in today's tourism industry is relatively low [4].

At present, among the tour guide teams in China, junior tour guides account for a large proportion. The level of explanation of junior tour guides still needs to be improved. They have only learned relatively simple professional knowledge, and have not had a more in-depth and thorough understanding. The understanding of the tour guide knowledge they have learned is relatively shallow, and the quality of explanation may be greatly reduced. In addition, the tour guides' explanations of the scenic spots are mostly one-sided and dogmatic, lacking their own understanding. If the questions asked by tourists are slightly different, it is easy to catch them off guard, and various loopholes will appear.

For tourists, they must have learned about the scenic spot information in advance before traveling. At the same time, the relevant information provided by the travel agency also has an introduction to the scenic spot. At this time, if the tour guide still introduces some stereotyped things, the tourists will definitely be tired of hearing. At this time, the tour guide needs to introduce some anecdotes or folklore that ordinary people do not know to attract the interest of tourists. Therefore, whether the tour guide can understand and apply what he has learned and whether he can fully and deeply understand the tourist attractions is an important criterion for testing the level of the tour guide's explanation. During the trip, the tour guide not only has to answer the questions for the tourists, but also be responsible for everyone's personal safety and other affairs [5]. Some tour guides may be impatient due to excessive work pressure. This is a temporary problem caused by the imbalance of tour guides' psychological control, which is a normal phenomenon. Under normal circumstances, tour guides have undergone certain psychological training, but a small number of tour guides still cannot control their emotions, and may behave very impolite to tourists or even endanger the safety of tourists. Most of the tour guides in regular travel agencies have professional quality. However, it does not rule out that a few tour guides have bad attitudes, lack patience, and often yell at tourists, which is a lack of professional quality. Such tour guides not only damage the reputation of the tour guide industry, but also seriously affect the tourist experience. Therefore, companies should forcibly remove such tour guides from the tour guide team to regulate the industry atmosphere.

3.2. The phenomenon of tour guides taking kickbacks privately is serious

Among all the issues related to the quality of tour guides, tour guides force tourists to spend and then take rebates. It has become one of the unspoken rules of the entire industry and the most hated tourist phenomenon for all tourists. During the trip, the tour guide will hint or explicitly ask the group members to buy goods or eat at designated restaurants. When some tourists expressed resistance, some tour guides threatened them with various reasons. They even took some retaliatory measures, including such bad behavior as chasing tourists off the bus. In order to collect rebates, tour guides usually lead tourists to designated shopping malls for consumption. The more tourists spend, the more rebates they get. It has been previously reported that tourists are locked in shopping malls because they refuse

unreasonable consumption introduced by tour guides. Security guards are even employed to restrict the personal freedom of tourists. Tourists are not allowed to leave without spending a certain amount. For tourists, buying souvenirs or souvenirs is an indispensable item in the travel process, which is a proactive behavior. But in the process of forced consumption, this proactive behavior becomes a forced, reluctant negative behavior. Moreover, the prices of the items in the shopping malls selected by the tour guides are much higher than the market prices. Such forced consumption and blatant price hikes have caused a lot of negative emotions among tourists. So this is one of the main reasons why many tourists now choose self-service tourism. There are few perks to being a tour guide, so most people will find ways to earn extra income [6]. At present, the income of tour guides in my country is mainly composed of basic salary, travel allowance, tips, rebates, etc. Among them, the basic salary is very small, and some irregular travel agencies even deduct salaries. This unreasonable income structure is the reason why tour guides take rebates privately.

3.3. The service behavior of tour guides is not standardized

According to the 2020 Travel Complaint Analysis Report, complaints about bundled sales of tourism projects, compulsory consumption, and service quality accounted for 35%, which reflects that there are major problems in the service behavior of tour guides. The "Quality of Tour Guide Service", which was implemented in 1996, also exemplified the problems that may arise in the process of tour guide service. As long as the tour guide operates the group according to the regulations, it can be guaranteed that there will be no major problems in the quality of service. Illegal behaviors in the tour guide service process are deeply disgusting for tourists, such as tour guides leaving the group, not carrying out activities according to the itinerary, and arbitrarily increasing or decreasing the agreed itinerary. Many tour guides do not strictly regulate the operation but arbitrarily compress tourists' itineraries for private use.

On the other hand, some tour guides are in a perfunctory state during the travel process. They simply understand the background information of the scenic spot, but do not pay attention to the real-time dynamics of the scenic spot, and cannot adjust the tourists' itinerary according to the latest situation of the scenic spot. When explaining to the tourists, they are also perfunctory and even unfamiliar with the road conditions, which finally leads to the wrong way and detours, thus delaying the whole trip. The tour guide cannot actively and effectively meet the reasonable requirements of tourists [7]. They also did not carefully observe the emotions and difficulties of tourists, and did not provide personalized services in a timely manner. Some tour guides lack advanced awareness and do not know what the tourists are about to face and what services they should provide in a timely manner.

4. Analysis of the causes of problems in tour guide services

4.1. The entry threshold for tour guides is low

At present, tour guides can work as long as they hold a certificate and participate in pre-job training. In order to give tourists a more satisfactory experience, travel agencies need to train the professional knowledge, explanation skills, tour guide skills and overall quality of tour guides. At present, there are certain loopholes in the tour guide training system, and there are some problems in the acquisition of tour guide certificates. The tour guide major in regular schools can get a tour guide certificate after three years of study, but some training institutions can get it quickly in a short time, and the training effect is greatly reduced. It can be seen that the system for obtaining a tour guide certificate needs to be improved, otherwise it will provide opportunities for those who do not meet the standard. Due to the increase in the demand for tour guides in recent years, the tourism industry has relaxed the qualifications for tour guides. Most people get a tour guide certificate only to be able to visit scenic spots for free and enjoy preferential policies, which seriously affects the overall quality of tour guide practitioners, which leads to the general low education and quality of existing tour guide staff, which also brings some problems to the tourism market [8].

4.2. The salary offered by travel agencies to tour guides is low

For travel agencies, the group fee paid by tourists has almost become their only source of interest. In order to survive and develop in the competition, most travel agencies will create preferential activities to attract customers, usually adopting the same price, better service or the same service and lower prices. No matter which method is adopted, the income of the travel agency will be reduced. Therefore,

without infringing on the interests of tourists, the travel agency can only reduce the salary of the tour guide in order to increase the profit, so the interests of the tour guide cannot be guaranteed. For tour guides, the salaries of travel agencies are their main source of income. If they want to increase their income, they must work overtime during vacation. Compared with other industries, tour guides not only have to pay a lot of hard work, but also face special circumstances from time to time. The labor they pay and the salary they receive often do not match. When the travel agency refuses to give them the corresponding salary treatment, they may choose to squeeze the tourists and force them to make unreasonable consumption. Such improper behavior will allow them to extract rebates from it, so as to make profits and increase income.

It can be seen that the unreasonable salary system is the fundamental reason for them to force tourists to spend. This phenomenon pervades the entire tourism industry and is the fundamental key to the quality of tour guide services. Under the circumstance that the pay is far greater than the gain, the tour guide cannot maintain a good working condition or mood for a long time, and will naturally be criticized continuously during the service process [9].

4.3. The supervision of administrative organs is not in place

Only the supervision and punishment of the administrative organs is not enough to deal with the problems existing in the tour guide service. Regarding the behavior of tour guides changing itineraries and reducing tourist attractions without authorization, the administrative organs generally only pay attention to the superficial problems, but do not solve the problems from a deeper level, and these problems will recur in the future. Most of the administrative organs only focus on the management of penalties for tour guides, but ignore the importance of the incentive mechanism, which will reduce the enthusiasm of tour guides to a certain extent, and then affect the quality of tour guide services. Most administrative agencies only rely on some simple regulations to supervise tour guide services, and these regulations cannot be revised and improved in a timely manner. In the fast-developing tourism market, these regulations have not exerted their supervision effect. Secondly, administrative agencies need to pay close attention to changes in the tourism market. Only by formulating a more personalized policy and strengthening supervision can it play a positive role in improving the quality of tour guide services. 5 Countermeasures to improve the quality of tour guide service.

5. Countermeasures to Improve the Quality of Tour Guide Service

5.1. Improve the quality of tour guides

In view of the current situation of poor tour guide service quality, all travel agencies should actively introduce various safeguard measures. For example, the tourism management department conducts special training courses for tour guides and formulates the content of training according to the tourism market that keeps pace with the times. It is necessary to pay more attention to the training methods, expanding the training methods, and enrich the essence of training. The training is designed to help guides develop comprehensively, including not only service concept, professional ethics, etiquette, socialization, but also legal, business knowledge and professional knowledge. No matter when and where, the words and behaviors of tour guides not only represent the image of the travel agency, but also the image of the country and region. Therefore, we should pay attention to improving the personal training and knowledge level of tour guides. Advanced service awareness, excellent communication skills, extensive knowledge reserves, and good personal qualities are all abilities that an excellent tour guide should have. In daily learning, tour guides can learn independently or jointly learn knowledge in a learning platform built by relevant departments, thereby enhancing tour guides' awareness of self-improvement. In daily learning, tour guides can learn independently or jointly learn knowledge in a learning platform built by relevant departments, thereby enhancing tour guides' awareness of self-improvement [10].

Therefore, if an enterprise wants to establish a brand image, increasing its popularity, and develop the industry healthily, it must strengthen the construction of tour guide teams and focus on improving the quality of tour guide services.

5.2. Improve the tour guide salary system

According to differences in regions and consumption levels, the tourism industry and tour guide

management departments should uniformly formulate minimum wage standards, and the basic salary should not be lower than that of other occupational positions. In some small and medium-sized travel agencies, tour guides can earn very little commission, so their income mainly comes from basic salary. To this end, the related department must deeply investigate this industry, and formulate a more standard minimum wage level to meet the basic expenditure needs of tour guides. Travel agencies must perform corporate responsibilities in accordance with state regulations, establishing a social insurance system for tour guides, and provide welfare guarantees. Enable tour guides to get help from businesses and governments when they are in trouble. At present, the tour guides do not have national social insurance or housing provident fund. The subsidiary agreement they signed with the travel agency is a subordinate employment contract. The travel agency violated the rights and interests of the tour guide group based on the integrity of the contract. In the case of giving them a lot of work, it is not conducive for enterprises to take responsibility for their employees, and the welfare of employees is not fully guaranteed. Raising salary levels and benefits can help reduce the pressure on tour guides, thereby improving the quality of service. In other words, tour guides do not have to harm the interests of tourists for increasing income, and travel agencies do not have to engage in bad competition for snatching excellent tour guide resources and tourist routes. The status of tour guides can also be improved and the value of them can be attached more importance in travel agencies.

5.3. Strengthen the supervision of administrative organs

In order to rectify the tourism market and eliminate the vicious competition among travel agencies, the administrative organs need to strictly control the prices of tourism products and strengthen the supervision of the tourism market. Travel agencies should vigorously develop the spirit of self-discipline in the industry, paying attention to self-management, and create favorable working conditions and a good working atmosphere for tour guides. Administrative organs should take the credit status of tour guides as one of the contents of the assessment, establishing a career reputation file of tour guides, strictly controlling the tour guide scoring system, and make the credit status of tour guides open and transparent. All complaints and violations will be notified within the industry.

The tour guide is required to read out the service commitment letter to the tourists before departure, and all tourists have the right to evaluate or complain about the tour guide and all aspects of the tour. At the same time, when tourists find out that the tour guide has violated the rules, they can report anonymously and receive corresponding rewards.

Tour guides are in a dominant position in the sales of tourism products, and the quality of tour guides determines the quality of tourism products. Now in China, the tour guide team is expanding day by day, and the quality of tour guide service has become the primary issue.

Therefore, the relevant departments should solve the problems existing in the tour guide service to ensure the stability of the tour guide team and the improvement of the quality of the personnel, and provide a harmonious tourism environment for the majority of tourists.

6. Conclusion

In order to develop rapidly, the tourism industry must rely on the corresponding level of service system. As an important participant in the tourism process, the tour guide plays a very obvious role, and its service quality has a great influence on the enjoyment of tourists. In view of the current phenomenon that the overall service quality of tour guides in China is low, this paper analyzes and concludes that low salary is the core factor leading to the low quality of tour guide services. In order to improve this phenomenon, we must improve the salary system of tour guides and improve the welfare of tour guides, thereby reducing the heavy work pressure of tour guide practitioners and improving the quality of service. In addition, this paper also proposes to improve the entry threshold of the tour guide industry, strengthening the supervision of administrative organs, and jointly promote the overall improvement of the quality of tour guide services.

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