

# **SUSTAIN JOB INTEREST AND PASSION AS A TOURIST GUIDE**



**ZURAI DA YAACOB | FAIZAH YUSOF**

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**ZURAIDA YAACOB  
FAIZAH YUSOF**

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ZURAIDA YAACOB  
FAIZAH YUSOF

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We hope this ebook can sharing knowledge about how to sustain job interest and passion, especially for a tourist guide.

**Thank you**

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# INTRODUCTION





# INTRODUCTION

**Who is Tourist guide? What are they doing?**

**This are among of the famous question that always people ask about career as a tourist guide.**

**Guides actually come with a variety of names such as tour guide, tourist guide, local guide, city guide, Eco guide and so on.**

**While there is considerable overlap in the responsibilities of guide working under different names, these names also reflect**





**so, Tourist Guide means a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority.**

**As a tourist guide, he/she need to have interest and passion towards their job. It very important to have that, so that he/she can sustain their job.**

**This book will be discuss about how tourist guide can sustain their job interest and passion towards their guiding profession.**

**They need to make sure that they always sustain their job interest and passion and always upgrade their knowledge about tourism products and services.**

**Besides that this book also discuss about the importance of why they need to sustain their job interest and passion.**



# SUSTAINING JOB INTEREST AND PASSION



## **SUSTAINING JOB INTEREST AND PASSION**

**It's important that tourist guide continue to love their job, because the minute they lose interest, they become less efficient and start making mistakes which could turn out to be costly in more ways than one.**

**Work on sustaining their passion for what they do and watch work turn out to be much more than just a job.**

**Passion also important to every tourist guide or all employee to ensure they perform well and indirectly produce productive and skilled workers.**

**But there are times when the spirit of work  
will fade or disappear.**

**This problem may stem from oneself or  
environmental conditions.**

**so, lets take a look what is the definition of  
job, interest, job interest and passion**



# JOB

**A group of tasks that must be performed for an organization is to achieve its goal.**



# INTEREST

- **Something that concerns, involves, draws the attention of, or arouses the curiosity of a person.**
- **It may include the things that hold the person's attention for short or medium periods of time (e.g. hobbies).**

INTEREST



## **JOB INTEREST**

- **Defined as "The extent to which people like (satisfaction) or dislike (dissatisfaction) their jobs"**
- **This definition suggests job satisfaction is a general or global affective reaction that individuals hold about their job.**
- **Traditional job satisfaction facets include: co-workers, pay, job conditions, supervision, nature of the work, and benefits.**
- **Identifying your interest can provide a good starting point for thinking about your career. As you identify the common features of your different interests, you can begin to explore jobs, education and training.**

# PASSION

- **Passion can be defined as any strong feeling of affinity, enthusiasm, desire, or love for someone or something.**
- **Any person can have several passions at a time.**
- **Passions evolve over time and can be brief (short periods) or forever (long periods)**





# IMPORTANCE OF SUSTAINING JOB INTEREST



## **IMPORTANCE OF SUSTAINING JOB INTEREST**

**Many people don't realize that they might have lost their passion in their professional life. Knowing and sustaining the passion or interest towards job is extremely important and necessary for career success.**

**Try to ponder upon these questions:**

**·How can you motivate and lead others?**

**·How can you define your career goals?**

**·How can you make the next successful career move?**



**Therefore, discovering and sustaining your passion is a lifelong process. It will be a great help as you climb up the corporate ladder.**



**The importance of sustaining job interest may also be perceived from the following perspectives:**

**1.**  
From a  
Guiding-  
Industry  
Perspective

**2.**  
From a Visitor's  
Perspective

**3.**  
From a  
Guide's  
Perspective

# **From A Guiding - Industry Perspective**

**To stimulate continuing demand  
towards guiding industry**

**To turn positive customer's experience  
to tourism industry's benefits**

**To create more job opportunities for  
the tourism industry**

# From A Visitor's Perspective

To satisfy visitors who are seeking for travel experience

To enhance visitor's knowledge on the visited destination & tourism industry



# From A Guide's Perspective

To make the guiding enjoyable, stimulating and fresh

To always be interested in searching for new information and update existing knowledge based on the current tourism development

To For self-satisfaction; being passionate towards his/her profession contributes to career success



JOB  
PROFESSIONALISM  
AS A  
TOURIST GUIDE



# JOB PROFESSIONALISM AS A TOURIST GUIDE



**There are 3 ways to upgrade job professionalism as a tourist guide as follows:**



**1 Update Information on Tourism Products and Services**



**2 Survey on New Places of Interest and Products**



**3 Conduct Field Studies and Evaluations**

A man wearing a grey hoodie and a black cap is seen from the side, carrying a child in a brown backpack. They are standing on a mountain ridge, looking out over a vast landscape that includes a large lake, green hills, and snow-capped mountains under a cloudy sky. The image has a torn paper effect at the top and bottom edges.

## Update Information on Tourism Products and Services

**It is very important for tourist guide to update his/her knowledge on new places of interest or products and service.**

**Tourist guide are walking encyclopedias filled with tantalizing information and amazing stories and myths of places and people and they love to share those stories.**



**Keeping current information is essential to tourist guides success.**

**People who involves in providing tourism services must always equipped themselves with current and relevant information on tourism destinations.**

**The information is required to develop travel itineraries and tour product.**

# The information may be gained from/by:

- o Colleagues, supervisors and managers
  - o Sales representatives
  - o Developing your own industry network
  - o Conferences and seminars
- Product launches





## Survey on New Places of Interest and Products

**It is very important for tourist guide to survey on new places of interest and products.**

**This is because they always need to update the current information about the tourism product.**

**This must be done continuously to ensure that the travel itineraries offered are current and updated**



## Conduct Field Studies and Evaluations

**Evaluations are done as to measure how well your organization or venue is achieving its goals with respect to participant or tourist satisfaction.**

**It helps in identifying the strengths and weaknesses of the services provided and allows you to make further improvements continuously.**



5

CONCLUSION



## **CONCLUSION**

**Job interest and passion plays an important roles as passionate tourist guide definitely will deliver their job with fully motivated and will pleased the tourists.**

**Besides that tourist guide also needs to upgrade their knowledge towards the tourism product and services in order to remain well-informed to maximize their tourist enjoyment of experience.**

**With job interest and passion tourist guide can perform good in every assignment or tour.**



# EXERCISES



# FIND THE WORDS ABOUT JOB INTEREST AND PASSION

JOB INTEREST  
 PASSION  
 LIKE  
 FOCUS  
 SUSTAIN  
 POSITIVE  
 BENEFITS  
 TRAINING

ACTIVITIES  
 ENJOY  
 TIME  
 IDEAL  
 TALENT  
 DESIRE  
 LOVE

A	A	J	G	N	I	N	I	A	R	T
C	B	Y	K	Q	F	O	C	U	S	K
T	P	O	S	I	T	I	V	E	V	B
I	C	J	L	P	S	T	R	K	G	E
V	D	N	L	O	V	E	V	I	H	N
I	E	E	M	I	T	U	W	L	I	E
T	E	I	M	N	I	D	E	A	L	F
I	N	O	I	S	S	A	P	W	V	I
E	F	B	N	O	T	A	L	E	N	T
S	O	H	S	U	S	T	A	I	N	S
J	G	D	E	S	I	R	E	X	T	U

**IDENTIFY THE THREE (3)  
PERSPECTIVE ON IMPORTANCE  
OF SUSTAINING JOB INTEREST**



# **DISCUSSION AND ASSIGNMENT QUESTIONS**

- 1. Define job interest.**
- 2. Discuss how to upgrade job professionalism as a tourist guide.**
- 3. Describe The importance of sustaining job interest from A Guide's Perspective.**
- 4. Survey of a new places of interest and product is very important to upgrade tourist guide job professionalism. explain methods that can be used to doing the survey.**
- 5. Elaborate the importance of sustainable tourism product or services .**

# TRUE AND FALSE QUESTION

STATEMENT	T/F
A group of tasks that must be performed for an organization is to achieve its goal is definition of job interest	
Knowing and sustaining the passion or interest towards job is extremely important and unnecessary for career success.	
Job can be defined as any strong feeling of affinity, enthusiasm, desire, or love for someone or something	
interest may include the things that hold the person's attention for short or medium periods of time .	
Identifying your interest can provide a good starting point for thinking about your career.	



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## **SUSTAIN JOB INTEREST AND PASSION**

towards tourist guiding profession is very important to tourist guide in order to make job is interesting.

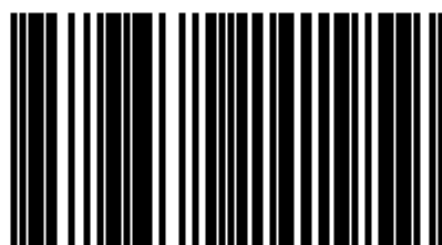
They need to know how to sustain their interest and passion towards their job and always upgrade their job professionalism.

This book can help tourist guide to find a way to sustain their job interest and passion.

**Zuraida Yaacob is a Senior Lecturer  
at the Department of Tourism and Hospitality  
Politeknik Merlimau, Melaka**

**Faizah Yusof is the Head of Programme  
at the Department of Tourism and Hospitality  
Politeknik Merlimau, Melaka**

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