



## CORRELATIONS BETWEEN JOB AND LIFE SATISFACTION: A STUDY OF OCCUPATIONAL CHARACTERISTICS

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### KEYWORDS

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### ABSTRACT

The study aims to conduct a relationship analysis to explain the perceptions of job and life satisfaction with occupational information of tour guides. Tour guides are the first people tourists encounter when they go to a destination. Considering the service offered in forming the perception, image, and trust idea about the destination, it is crucial to determine whether tour guides are satisfied with their job and life. Tour guides working in Turkey, who led about 51 million visitors annually, constitute the research universe. 747 questionnaires were distributed, but only 408 of the collected data were considered valid. Based on the data obtained, a significant and positive relationship was found between the participants' job and life satisfaction levels. As job satisfaction increases, life satisfaction increases, and as life satisfaction increases, job satisfaction increases as well. A significant and positive relationship was also identified between job satisfaction sub-dimensions such as management, career, wage and job structure, and life satisfaction. However, no significant relationship was found between colleagues and life satisfaction.

## 1. INTRODUCTION

Rapid changes and developments in technology, communication and industry have transformed the economic activity in the world into a more global condition, which forces individuals, businesses and even states to live in a more competitive world. The importance of working, producing and being successful in this competitive environment becomes even more prominent. However, with these developments, the conditions of intense competition and the working conditions of the employees, which are the basis of working life, are getting more complicated. However, with the change experienced, consumers started to care about the working conditions of the employees performing the production, and how the product they are planning to buy has been produced. In this respect, businesses have become concerned about the existence of employees as individuals, and in this sense, they have become curious about the social and psychological conditions of their employees. Thus, businesses that produce goods and services have disengaged from a product and production-oriented approach, and have become attentive to their employees' emotions, psychological and social lives, wages, occupational safety, and working hours. The tourism sector, which grows daily in the globalizing world markets, is intensely competitive. Due to the high competition in the world tourism market, businesses need to use their resources effectively and efficiently for competition and sustainability and increase their overall performance. Therefore, tourism enterprises make considerable investments in a competitive environment to fulfil the demands of tourists and compete with other businesses and thereby get the

maximum share of the tourism pie. Considering the general working order of tourism enterprises, the importance of the employee factor in increasing the business performance is clear (Mamur, 2014: 28). Thus, it can be said that employees need to get enough satisfaction from their jobs and lives to work with high performance and efficiency.

With the transition to a process-oriented approach from a product-oriented approach in production and management, the priority of academic studies since 1930 has been to examine employees' perceptions of job and life satisfaction. However, the perception of the job and life satisfaction and its impact on performance and productivity are among the most studied subjects in management (Erdil et al., 2004: 17-18). Due to the labor-intensive nature of the tourism sector, the most fundamental element of the production is the individual. As such, tourism vocational high schools, universities, and vocational courses uptrain human resources in accommodation, gastronomy, recreation, travel agency, and tourist guidance. The world tourism sector, which has a revenue volume of 1.5 trillion dollars in 2019, should act with an employee-oriented focus to maintain its revenues and survive in an intensely competitive environment. However, according to the findings obtained from the real tourism environment, there are many breaks from the tourism profession due to the problems arising from business and social

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life (Gokdemir & Hacioglu, 2018; Guzel et al., 2013). Therefore, measuring tourism employees' satisfaction with their job and social life environment in a continuous routine should aim to ensure that qualified personnel trained for tourism sustainably remain in the tourism sector. In this sense, the tourism sector must find the reasons that negatively affect the perception of job and life satisfaction and address them.

Tour guides are tourism professionals playing a key role, who introduce the historical, cultural, and natural beauties of tourist regions to tourists, guiding them, entertaining them, assisting with communicating with the local people and playing an essential role in ensuring tourist satisfaction. Considering that a visitor's satisfaction affects other tourists, tour guides are of great importance in presenting a positive image and promoting the country and gaining an international competitive advantage. Thus, the main purpose of this study is to examine the correlation between tour guides' job-life satisfaction and their occupational characteristics. Thus, this study differs from other studies in the literature in that it examines the relationship between tour guides' job and life satisfaction and their demographic and occupational characteristics. The findings to be obtained are important to make the qualified workforce in tourism employment sustainable and contribute to the national and international future of tourism.

## 2. CONCEPTUAL FRAMEWORK

### 2.1. Job Satisfaction

People spend most of their lives in workplaces to meet their general needs. They maintain this routine for at least 20-25 years throughout their lives (Keser, 2005: 78). As a result, a job is a force that shapes people's personalities and meets their needs. Job satisfaction is an important phenomenon that people encounter in their working life, affects them economically and psychologically and directs their lives. For this reason, the concept of job satisfaction is a field of study that finds comprehensive coverage in international studies (Al, 2018: 5; Cakir, 2010: 58). The concept of job satisfaction was first introduced in the 1920s to measure employees' job perceptions. In the 1930s and '40s, it was found to affect life satisfaction, and thus the individual physically and spiritually, and its importance was better understood (Sevimli & Iscan, 2005: 55). Maslow and Alderfer, the first to research the concept of job satisfaction, explain the idea of job satisfaction as "meeting the needs of employees". However, according to Maslow, employees can't reach total satisfaction in an environment of limited opportunities and unlimited desires because the individual whose needs are not met fails to reach a higher level of intended achievement (Turk, 2007: 71). In the period between 1950 and 1960, the perspective of the employees changed from the instantaneous benefit dimension to the sustainable employee view. Thus, the idea that employees should be examined socially and psychologically has emerged. In other words, it was emphasised that the financial gain provided by the enterprises to the employees does not affect the job satisfaction of the employees, is not sufficient by itself, and that the job satisfaction should be provided spiritually (Davran, 2014: 7). People gain a

lot of experience in their work environment, and the business they work in, during which there may be different emotions such as happiness and sadness they observe and experience. As a result of this feeling and knowledge, an attitude towards people's job and workplace occurs. Job satisfaction thereby explains how well the employees are physically and mentally due to these attitudes (Sevimli & Iscan, 2005: 56). According to Cranny et al., job satisfaction is defined as the emotional response that occurs to a person's job expectation (Cranny et al., 1992: 372). Locke defined job satisfaction as an employee's positive and satisfactory workplace and work-life (Silva, 2006: 319). In other words, job satisfaction is a concept that can give an idea about an individual's general thoughts about his job and the business they work for. In other words, it refers to the expectations of the employee from his/her job and the workplace and his/her general attitude towards his/her job (Miner, 1992: 116). Job satisfaction varies according to the individual's characteristics, expectations, and instant feelings. Yet, employers and managers do not understand the importance of job satisfaction sufficiently. Keeping employees' perception of job satisfaction positive leads to better performance, higher productivity, lower cost, and higher income (Cakir, 2010: 58). In light of the research literature, it can be concluded that when the level of satisfaction with their work, colleagues and managers, the wage policy and promotion opportunities in their institution are sufficient, employees are satisfied with their job, they are committed to their job, and have no plan to quit (Ozer & Gunluk, 2010: 463). In other words, job satisfaction can be achieved by improving the quality of working life, working conditions and environment, meeting the psychological, economic and social needs of the employees and eliminating the problems arising from business life (Kubilay, 2013: 12).

### 2.2. Life Satisfaction

Since the concept of life satisfaction is generally related to whether or not individuals are satisfied with their lives, it has led many researchers to research this subject (Batan, 2016: 15). Considering that individuals work under stressful working conditions for insufficient wages and insufficient leisure time in the modern world, the life satisfaction of the individual can be said to be low. To keep their employees in their business for a long time and to increase their commitment to the organisation, businesses have started to care about and research the business social lives of their employees. For this reason, the concept of life satisfaction increases its importance day by day (Turgut, 2010: 40). The concept of life satisfaction, introduced by Neugarten et al. (1961) is a social, cultural, and political concept that is constantly used in daily life and is widely used in academic literature. Life satisfaction, a vast area of use, differs personally in terms of where it is used, so a rational definition framework cannot be drawn. Changing time, age, gender, and culture constitute these semantic differences (Buber, 2017: 97). There are many different definitions regarding life satisfaction in the literature, as people have different expectations, needs and priorities due to the continuity and dynamic nature of life. In its simplest form, life satisfaction is the emotional reaction of an individual outside of work-life (Keser, 2005: 80).

According to Veenhoven (1996), life satisfaction is a rating of the positive developments of life as a whole. The determining factors of the degree of life satisfaction are life changes (Dalkiran, 2015: 27). According to another definition, life satisfaction is the positive evaluation of one's life by following the criteria set by him(herself). Life satisfaction is an indicator of the comparison of these criteria that the person attributed himself/herself and living conditions or the value specified by that person for his/her own life (Cecen, 2007).

### 2.3. Tour Guide

For thousands of years, people have been engaged in travel and tourism activities with the curiosity of discovering new places and learning the history, culture, and geographies of different societies. In addition, the need for guidance has always arisen during intercontinental migrations, wars, trade routes, visits to sacred places, and land and sea travels. As with most professions, the profession of guidance was born out of this interest and learning need. The guidance services needed in trade and transportation have evolved throughout history and turned into the current tourist guiding profession (Toker, 2011: 24). With the increase in welfare and travel opportunities globally, the number of people participating in tourism activities increases every year. There is a tremendous international competition to get a more significant share of the world tourism movement and to attract more tourists. In this respect, it is the quality of the service that highlights the destinations in this intensely competitive environment. The quality of the touristic service is directly proportional to the quality of the employee providing the service. It is the tourism employers who make the tourists feel satisfied with the destination and visit again.

A tour guide, as a tourism employee, is the person who eliminates for tourists the risk of getting lost during their travels, provides safety of life and property, provides more detailed information about the places visited and provides the best service they can get (Buyukkuru, 2015: 9). A tour guide is defined in the Vocational Regulations of the Tour Guide prepared by the Ministry of Culture and Tourism as "provided that it is not like travel agency activity, the person who provides guidance for the trip of the local or foreign tourists in the form of individuals or groups to the cultural, tourism, historical, environmental, natural, social and similar values and assets of the country by promoting thereof and by using the language they have chosen before the trip in line with the culture and tourism policies, or who carries out, on behalf of the agency, management of tours organised by travel agencies by conducting them as defined and sold to the consumer in the written documents of the travel program" (Tourist Guidance Professional Regulation, 2014). According to another definition, the tour guide is the person who helps the tourists who come to the region and provides information on the historical artefacts regarding the country and the region and who is primarily responsible for tour management by applying the specific travel program or the program specified by the agency. For this reason, tour guides are among the crucial elements of the tourism sector, and the performance of the tour guides is of great importance for the industry to be thriving (Ulusoy,

2017: 7). According to the Ahipasaoglu (2001), a tour guide is a staff affiliated with tour operators who transfer information, promotes the country and the region to the tourists in a destination, guides them, establishes one-on-one contact with tourists due to their job descriptions and duties, deal with their complaints, and ensure high quality with their observations and experiences, and thus shape the future of the tourism sector. According to the European Federation of Tour Guides Association (EFTGA), a tour guide is a person who guides the trips, tells to, and accompany all visitors coming from inland or abroad, in their preferred language, the artefacts, museums, natural and historical sites in that region or cities (Ap & Wong, 2001: 551). On the other hand, in the definition made by the World Federation of Tour Guides (WFTGA), tour guides are people who lead the tourists in the language they speak, explain the cultural and natural beauties of the region they are in and are qualified by the competent authorities of the country they are in (Acun, 2016: 52).

As can be understood from the definitions, considering the destination service quality and tourist satisfaction of tour guides, who are one of the most important actors in the tourism sector, the performance of tour guides, their interest in the guests, and their ability to implement tour operations and problem-solving have a fundamental role in tourist satisfaction and so in the naturally occurring image of the country and destination. (Yazicioglu et al., 2008: 2).

## 3. METHODOLOGY

### 3.1. Data and Variable Selection

Studies in job and life satisfaction in the international tourism literature have been mainly conducted on hotel and restaurant employees. In this sense, the research focusing on the relationship between job and life satisfaction levels of employees serving in different fields other than hotels and restaurants in tourism and their mutual effects is quite limited. As such, the research subject of the current study is how the job, and the life satisfaction of professional tour guides affect each other and the relationship between them. The study aims to determine the job and life satisfaction perceptions of tour guides and calculate the arithmetic averages related to these. Turkey, which hosts a total of 51 million visitors annually, is an important tourist destination. The fact that the visitors generally have different nationalities requires a multicultural structure in the service provided. In this sense, it is crucial to examine tour guides' job and life satisfaction perceptions, representing a factor that determines the destination quality in touristic service presentation, and examining the relationship and effect between tour guides' demographic and professional characteristics and their job and life satisfaction perceptions will be very useful for the tourism literature. The study universe consists of tour guides who actively work in Turkey. Due to the restriction of reaching the entire population, the sample group to represent this was determined. The data collection method to be used in the study was explained, and information was given about the validity and reliability levels of the scales. The correlation and regression analyses were performed

to explain the relationships between the perceptions of job and life satisfaction of tour guides.

### 3.2. Hypotheses Development

The hypotheses that will serve the purpose of the research have been developed by examining the scientific research in the literature. Considering the studies focusing primarily on the relationships between job and life satisfaction, 384 people working in hotels were interviewed in the study conducted by Ozel (2015). Employees' job and life satisfaction relationship was analyzed regarding demographic variables such as professional experience, education level, department, and monthly income, and it was found that there are significant differences in terms of job and life satisfaction of other demographic variables other than professional experience. 747 people working in hotels were interviewed in the study conducted by Gul (2016), titled job and life satisfaction relationship among employees which found a significant and positive relationship between job satisfaction and life satisfaction of the employees. The study also determined that only the co-workers' dimension among the job satisfaction sub-dimensions does not affect achieving life satisfaction. In addition, 146 healthcare workers were interviewed in the study conducted by Kaplan (2014), which found that job satisfaction has a significant and positive effect on life satisfaction, and life satisfaction has the same effect on job satisfaction. Thus, the hypotheses H1, H1a, and H1b below were developed:

H1: The job satisfaction of tour guides affects their life satisfaction.

H1a: The management dimensions of the job satisfaction of tour guides affect their life satisfaction.

H1b: The career dimension levels of the job satisfaction of tour guides affect their life satisfaction.

Mafini and Dlodlo (2014) gave a questionnaire to 246 employees working in a public institution in South Africa and determined that the dimensions of the wage, the structure of the job and the colleagues have a significant relationship with job and life satisfaction. Gupta and Garg (2017) collected data from 150 employees working in hotels. In their study, the job satisfaction of hotel employees was examined by various variables, and a significant relationship between employees' jobs and colleagues and their job satisfaction was found. Jiang and Hu (2015) collected data from 246 people working full time in China and investigated the effects of gender and colleagues on life satisfaction. They found that the impact of colleagues on life satisfaction was significant. Ozyer et al. (2015) collected data from 223 healthcare workers working in the healthcare sector and determined that colleagues have an effect on job and life satisfaction at work. Thus, hypotheses H1c, H1d and H1e were developed, as can be seen below.

H1c: The wage dimension levels of the job satisfaction of tour guides affect their life satisfaction.

H1d: The colleagues' dimension levels of the job satisfaction of tour guides affect their life satisfaction.

H1e: The job structure dimension levels of the job satisfaction of tour guides affect their life satisfaction.

In a study conducted by Pan (2015), 474 hotel employees working in Taiwan were interviewed and the effects of employees' work environment,

colleagues, audits, and demographic data on job satisfaction were investigated. It was determined that there is a significant relationship between the job satisfaction and variables such as the education level of the employees, duration of their professional experience, and relationships with their colleagues and departments. In addition, 453 tour guides were interviewed in the study conducted by Kabakulak et al. (2018). In addition to the demographic characteristics of the tour guides, the effects of the variables of their working style, the nationalities they serve and the foreign languages they work with on job satisfaction were examined in the study. Sevimli and Iscan (2005) interviewed 454 doctors, and the relationship between the job satisfaction levels of doctors and their age, duration of service and career was examined. It revealed a significant relationship between job satisfaction levels and duration of service and career variables. In the study conducted by Koroglu (2011), 437 tour guides were interviewed and the relationship between the variables of educational status of tour guides, nationalities they work, their extra income status, their way of doing the profession and the job satisfaction were examined. It was found that demographic variables significantly correlated with the job satisfaction of tour guides. In Ozdemir's (2016) study, 200 tour guides were interviewed. In the research, the relationship between the variables of the way of execution of the profession of tour guides, their educational status, the language they work with, and their job satisfaction was examined, and it was found that such demographic variables were significantly correlated with job satisfaction. Thus, the following hypotheses were developed for the current study:

H2: There is a significant relationship between tour guides' job satisfaction and life satisfaction.

The hypotheses developed for this study based on the results of other studies in the literature are shown in a model. Figure 1 shows the hypotheses in a model.

The main universe of the study consisted of active working tour guides in Turkey. Since the research covers a wide area, it causes time and cost problems in reaching the whole area in question. The sample determination was chosen based on the population determined in the research. Determining the sample size that will represent the population and having the sample size represent the population in scientific research is a significant step for this research. Since sample size in research is affected by various factors such as the sampling method to be benefited, the size of the population, homogeneous or heterogeneous structure of the population in terms of research variables, the type of variables being qualitative or quantitative, the number of groups for variables, etc., the sample size of the research should be calculated by considering the factors in question (Ural & Kilic, 2006: 36).

The "simple random" sampling method was used, in which no systematic person selection was made for the sample universe. In this context, 7864 tour guides are working under TUREB (2018-2019). The study of Yazicioglu and Erdogan (2004: 50) was used to determine the number of samples representing the universe. According to the chart, the number of samples with a universe with a margin of error of 0.05 should be 367 people. Some formulas have been developed to calculate the sample size,

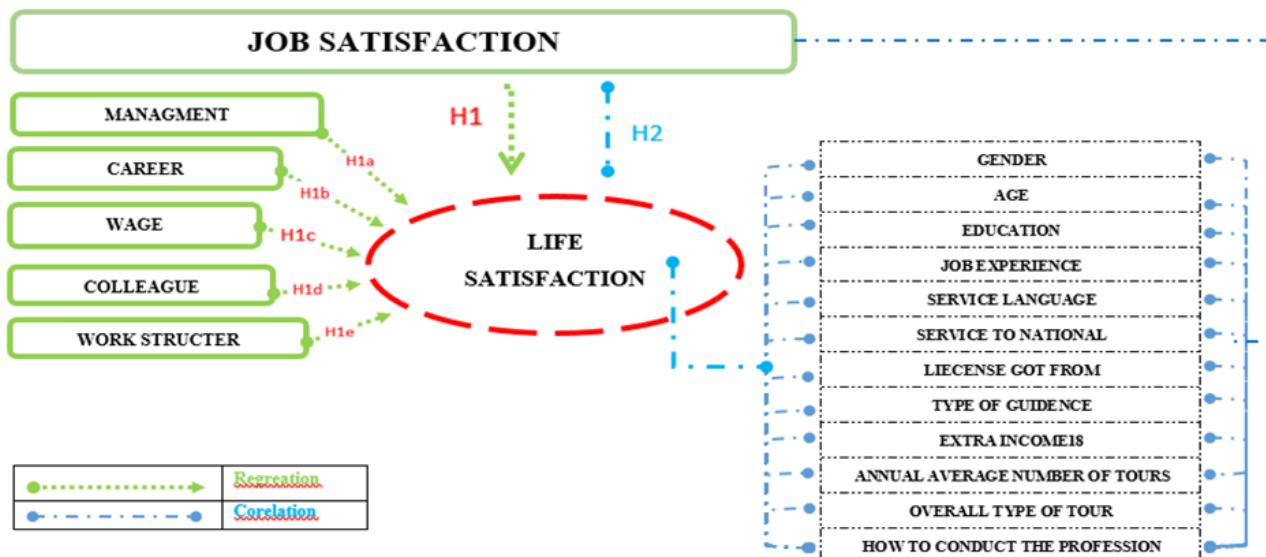


Figure 1: Research Model

considering determinants such as the size of the population ( $N > 10.000$  or  $N < 10.000$ ), the type of variables (qualitative or quantitative) and the level of confidence ( $1 - \alpha$ ) are taken into account. (Koroglu, 2011; Ozdamar, 2001; Sahin, 2007; Ural & Kilic, 2005):

During the research process, the data were collected by the questionnaire method. 735 active tour guides working under all professional chambers affiliated with the Tour Guides Association (TUREB, 2019) were reached in person or via e-mail. At the end of this process, only 408 questionnaires were

satisfaction scales are given in the table below. The scale of job satisfaction is divided into five factors: management, career, wage, colleagues, and job structure. The statements on the job satisfaction scale were obtained from the original Job Descriptive Index dimensions developed by Smith et al. (1987).

According to the results obtained in Table 2, the expressions in the job satisfaction scale are divided into five different dimensions. The KMO is 0.647 for the dimension of Management; 0,672 for the dimension of Career; 0,666 for the dimension of Wage; 0,728 for the Colleagues, and finally KMO is

Table 1: The Sample Size Formula

Formula	Result	
Sample Size = $\frac{2500.N.(1,96)^2}{[25(N-1)] + [2500*(1,96)^2]}$	=?	Sample Size = $\frac{2500.7864.(1,96)^2}{[25(7864-1)] + [2500*(1,96)^2]}$ 366,22

found suitable for analysis. It was predicted that the number of data (408) obtained from the tour guides participating in the study and the size of the sample (366,22) calculated were adequate to represent the population and sufficient for generalizing to the population.

### 3.3. Data Collection Method

Two scales were benefited as data collection tools. Diener's life satisfaction scale was chosen among these as the life satisfaction scale. This scale has been used by many researchers in similar studies. The Job Descriptive Index, developed by Smith et al. in 1969 and revised in 1987, was chosen as the job satisfaction scale. Many studies have tested its validity and reliability. The five-point Likert system was useful to explain these expressions in both scales numerically. The scale includes 23 questions on the dimensions of management, career, wages, colleagues, and job structure that affect job satisfaction. Considering the working structure and characteristics of the tourism sector and tour guides, some expressions in the original form of the Job Satisfaction Scale were modified.

### 3.4. Validity

Factor analysis regarding life satisfaction and job

Table 2: Factor Analysis of Job and Life Satisfaction Scale

Job Satisfaction Scale	1	2	3	4	5
M1- I am satisfied with the support and assistance of the tour guides association.	0,578				
M5- I am satisfied with the activities and inspections of the tour guides association.	0,549				
M3- Agency officials are fair and respectful to the guide.	0,545				
M2- I can share ideas with operation officials and senior management	0,524				
M4- I am satisfied with the attitude of the agency management I work with.	0,51				
Sampling Adequacy KMO: 0,647 / x <sup>2</sup> : 1036,162 / p: 0,000 / Variance: 52,997					
C1- I am appreciated after the tours.			0,787		
C2- The guidance profession contributes to my personal development.			0,657		
C3- The guidance profession gives me confidence in my plans.			0,552		
C5- The agencies I work with work according to my success and skills.			0,504		
C4- I have a goal to work in a different position in the tourism sector other than guidance.			0,466		
Sampling Adequacy KMO: 0,672 / x <sup>2</sup> : 275,137 / p: 0,000 / Variance: 40,919					
W2- The Wage I earn is suitable for the job I do.			0,633		
W4- The wage I earn is less than the work I do.			0,6		
W1- The wage I earn from the guidance is sufficient for my annual expenses.			0,511		
W3- The wage I earn is higher than the work I do.			0,504		
Sampling Adequacy KMO: 0,666 / x <sup>2</sup> : 432,954 / p: 0,000 / Variance: 56,802					
C02- My relationships with my colleagues are good.				0,597	
C04- My colleagues are responsible people.				0,55	
C01- My relationships with my colleagues are good.				0,512	
C03- The vocational training of my colleagues is at a high level.				0,507	
C05- My colleagues are boring.				0,458	
Sampling Adequacy KMO: 0,728 / x <sup>2</sup> : 582,155 / p: 0,000 / Variance: 51,717					
WS2- My job is sufficient for my plans.					0,707
WS4- I think I can do my job until later on.					0,682
WS1- I am proud of my work.					0,593
WS3- This is the best job I have done.					0,59
Sampling Adequacy KMO: 0,762 / x <sup>2</sup> : 378,968 / p: 0,000 / Variance: 57,935					
Life Satisfaction Scale	1				
My life is close to my ideal in many ways.	0,669				
My living conditions are perfect.	0,65				
I am satisfied with my life.	0,639				
In life, I have achieved the important things I wanted so far.	0,608				
If I were to start life again, I would not change anything immediately.	0,555				
Sampling Adequacy KMO: 0,850 / x <sup>2</sup> : 777,417 / p: 0,000 / Variance: 62,003					

0,762 for the Structure of the job. Thus, it can be said that the calculated sample size represents the population in all dimensions since the KMO values

obtained in all dimensions are more significant than the referenced  $KMO > 600$ . The fact that the considerable value obtained in all dimensions as a result of the analysis is  $p < 0.005$  ( $p: 0.000$ ) can be interpreted as the factor analysis decision is correct.

#### 4. FINDINGS

The data on the demographic and professional characteristics of tour guides are given in Table 3. According to Table 2, 73.8% of the participants are men, and 26.2% are women. It is observed that 12.2% of the participants are between the ages of 21 and 30, 42.6% between the ages of 31 and 40, 31.6% between the ages of 41 and 50 and 13.5% are aged 51 and over. Examining the educational status of the participants, it was observed that 8.3% were high school graduates, 16.7% were associate degrees, 56.6% had bachelor's degrees, and 18.4% had master's degrees. Considering their professional experiences, 6.9% of the participants had 1-5 years, 16.9% had 6-10 years, 55.4% had 11-20 years, and 20.8% had 21-30 years of professional experience. Considering the languages, they work with, 49.3% of the participants worked in English, 10.5% in German, 27.9% in Russian, 1.7% in French and 10.8% in other languages. When asked the tour guides participating in the survey, about the tourist groups they work with according to the nationality they serve, it was observed that 20.8% worked with Turks, 72.8% with foreigners and 6.4% equally with both Turks and foreigners.

Table 3: Demographic and Occupational Factors

Gender	n	%	Service Language	n	%
Male	301	73,8	English	201	49,3
Woman	107	26,2	German	43	10,5
Age	n	%	Russian	114	27,9
21-30	50	12,2	French	6	1,5
31-40	174	42,6	Other	44	10,8
41-50	129	31,6			
51 and over	55	13,5	Type of Guidance	n	%
			Freelance (Seasonal)	92	22,5
Education	n	%	Freelance (Year-Round)	143	35
High school	34	8,3	Affiliated to the Agency (Temporarily)	129	31,6
Associate Degree	68	16,7	Affiliated to the Agency (Permanent)	44	10,8
Undergraduate	231	56,6	Annual Average Number of Tours	n	%
Postgraduate	75	18,4	1-100 Round	213	52,2
Experience	n	%	101-200 rounds	169	41,4
1-5 Years	28	6,9	201-250 Tours	17	4,2
6-10 Years	69	16,9	251 and over	9	2,2
11-20 Years	226	55,4	Overall Type of Tours	n	%
21-30 Years and over	85	20,8	Daily Tour	271	66,4
License Got From	n	%	1-4 Day Tours	61	15
Ministry of Tourism and Culture	224	54,9	Anatolian Tour (5 Days and more)	76	18,6
Associate Degree	107	26,2	How to Conduct Profession	n	%
Undergraduate	77	18,9	The main job	337	82,6
Service To Nationality	n	%	Side job	71	17,4
Domestic	85	20,8	Extra Incomes	n	%
Foreign	297	72,8	Yes	142	34,8
Domestic and Foreign	26	6,4	No	266	65,2

participants were analyzed according to the institution they received tour guidance training, it was observed that 54.9% received their education from the relevant ministry course, 26.2% with a 2-year university education and 18.9% with a 4-year university education. According to the way they work, 22.5% of the tour guides worked freelance and seasonal, 35% freelance and annual, 31.6% were affiliated with an agency and seasonal, and 10.8% were affiliated with an agency and annual. When asked whether the participants had extra income other than guidance, 34.8% answered "Yes,"

and 65.2% replied "No". When the annual average number of tours of the participants was examined, 52.2% of them ran 1-100 tours, 41.4% ran 101-200 tours, 4.2% ran 201-250 tours and 2.2% ran 251 or more. It was observed that 66.4% of the tour guides participating in the survey went on excursions, 15% on 1-4 days, and 18.6% on five days or more Anatolian tours, depending on the type of tour. Finally, 82.6% of the participants reported that they serve as a tour guide as their main job, and 17.4% reported that it was a side job.

The reliability level of the life satisfaction scale developed by Diener et al. (1985) and consisting of only five expressions in the study within the scope of Table 3 is 0.845. The reliability level of the job satisfaction scale, which is applied as a 5-dimension Likert scale consisting of 5 dimensions and 23 expressions developed by Smith et al. is 0.811. According to the results obtained from the job satisfaction scale within the scope of Table 3, the general job satisfaction perceptions of tour guides are below the average ( $x: 2.86$ ). Examining the general life satisfaction average of the tour guides, it can be seen that the result ( $x: 2,838$ ) is still below the average.

#### 4.1. Findings Regarding the Regression Relationship Between Job and Life Satisfaction

A simple linear regression analysis was applied to test the linear relationships between variables, including job satisfaction independent and life

Table 4: Job and Life Satisfaction Perception Frequency, Mean and Reliability Analysis

		JOB SATISFACTION		X	s.d.	X	s.d.
Management	I am satisfied with the attitude of the Agency management I work with.	2,86	1,128				
	I can share ideas with operation officials and senior management	2,49	1,037				
	Agency officials are fair and respectful to the guide.	3,06	1,135				
	I am satisfied with the support and assistance of the guides' association.	3,28	1,252				
	I am satisfied with the activities and inspections of the guides' association.	3,26	1,257				
Career	I appreciated after the tours.	2,15	1,051				
	The guidance profession contributes to my personal development.	1,79	0,877				
	The guidance profession gives me confidence in my plans.	3,29	1,184				
	The agencies I work with employ according to my success and skills.	2,65	1,239				
	I have a goal to work in a different position in the tourism sector other than guidance.	3,45	1,27				
Wage	The fee I earn from guidance is sufficient for my annual expenses.	3,15	1,251				
	The wages I earn are suitable for the work I do.	3,15	1,268				
	The wage I earn is higher than the work I do.	4,2	0,886				
	The wage I earn is less than the work I do.	2,42	1,2				
Colleague	The fee I earn from guidance is sufficient for my annual expenses.	3,15	1,251				
	My relationships with my colleagues are good.	1,91	0,864				
	My relations with the agency employees I work with are okay.	1,94	0,809				
	The vocational training of my colleagues is at a high level.	2,69	1,075				
	My colleagues are responsible people.	2,48	0,951				
Work	My colleagues are boring.	3,91	0,812				
	I am proud of my job.	1,99	1,017				
	My job is enough for my plans.	3,04	1,121				
Structure	This is the best job I have ever done.	2,47	1,09				
	I think I can do my job until old age.	2,61	1,231				
	LIFE SATISFACTION	X	s.d.				
Life	My life is close to my ideal in many ways.	2,75	1,161				
	My living conditions are perfect.	3,25	1,094				
	I am satisfied with my life.	2,51	1,004				
	In life, I have achieved the important things I wanted so far.	2,47	1,049				
	If I were to start life again, I would not change anything immediately.	3,22	1,147				

satisfaction dependent variables, to investigate how much of the change in life satisfaction can be explained by job satisfaction and to express the relationship between variables mathematically. Hypothesis H1 was tested with the regression analysis. The results obtained from the analysis are summarized in Table 5.

When the results of the simple linear regression analysis are examined, it can be observed that the model has significance ( $F = 299.599$ ;  $p < 0.05$ ). The VIF value, which is called the value of variance inflation factor, was found to be 1,000, and there is no multiple connection problem ( $VIF < 10$ ). The Durbin-Watson value, which addresses auto-correlation, was found to be 1.833. This finding indicates that

Table 5: Regression Analysis Explaining the Effect of Job Satisfaction on Life Satisfaction

Size	Unstandardised Coefficients		Standardised Coefficients	t	P	Tolerance
	B	Standard Error				
Constant	-0.368	0.188		-1.958	0.051	1
Job Satisfaction	1.145	0.066	0.652	17.308	0	1
Dependent Variable: Life Satisfaction						
R = 0.652	R <sup>2</sup> = 0.425		AIR <sup>2</sup> = 0.423		Durbin-Watson = 1,833	
$F_{(2,1003)} = 299.599$ ; $p < 0.000$						

there is no autocorrelation. The t statistics ( $t = 17.308$ ;  $p < 0.05$ ), which indicates the significance of the regression coefficients, is significant.

The relationship between job satisfaction and life satisfaction is statistically significant ( $p < 0.05$ ). There is a positive relationship ( $R = 0.652$ ) between the variables. R<sup>2</sup>, which is the ratio of the independent variable to explain the dependent variable, was calculated as 0.425. This result shows that 42.5% of the changes in life satisfaction are explained by job satisfaction. A 1-unit increase in job satisfaction increases life satisfaction by 1,145 units. The simple linear regression model for the data obtained can be established by  $a = -0.368$  and  $b = 1.145$ , where  $Y = a + bX$ , as  $Y = 0.368 + 1.145X$ . According to the simple regression analysis results, H1 was accepted.

#### 4.2. Findings Concerning the Regression Relationship Between the Dimensions of Job and Life Satisfaction

Multiple regression analysis was performed to test linear relationships between variables, including management, career, wage, colleagues, and job structure as independent variables of job satisfaction dimensions and the life satisfaction as a dependent variable, investigating how much of the change in life satisfaction can be explained by the dimensions of job satisfaction and expressing the relationship between the dimensions mathematically. H1a, H1b, H1c, H1d, H1e hypotheses were tested with the regression analysis performed, and the results of the analysis are shown in Table 6.

When the results of the multiple linear regression analysis are examined, it is seen that the model has significance ( $F = 63.507$ ;  $p < 0.05$ ). The VIF value, which is called the value of variance inflation factor, was found to be 1,132 at the lowest and 2.004 at the highest, with no multiple connection problem ( $VIF < 10$ ). The Durbin-Watson value, which addresses auto-correlation, was found to be 1.803, which indicates that there is no autocorrelation. t statistics indicating the significance of the regression coefficients are significant for management ( $t = 5.212$ ;  $p < 0.05$ ), career ( $t = 2.628$ ;  $p < 0.05$ ), wage ( $t =$

Table 6: Regression Analysis Explaining the Effect of Job Satisfaction on Life Satisfaction

Size	Unstandardized Coefficients		Standardized Coefficients	t	P	Tolerance	V.I.F.
	B	Standard Error					
Management	0.211	0.04	0.207	5.212	0	0.884	1,132
Career	0.148	0.056	0.116	2.628	0.009	0.719	1,39
Wage	0.374	0.06	0.268	6.21	0	0.747	1,339
Colleagues	0.093	0.074	0.058	1.26	0.208	0.653	1,551
Job Structure	0.283	0.053	0.281	5.316	0	0.499	2,004
Dependent Variable: Life Satisfaction							
R = 0.664	R <sup>2</sup> = 0.441		AIR <sup>2</sup> = 0.434		Durbin-Watson = 1,803		
$F(2,1003) = 63.507$ ; $p < 0.000$							

6.210;  $p < 0.05$ ) and job structure ( $t = 5.316$ ;  $p < 0.05$ ) and insignificant for colleagues ( $t = 1.260$ ;  $p > 0.05$ ).

The relationships between management, career, wage, and job structure among the dimensions of job satisfaction and life satisfaction are statistically significant ( $p < 0.05$ ), with a positive relationship ( $R = 0.664$ ) between the variables. The value of R<sup>2</sup>, which is the explanation rate of the dependent variable of the independent variables (management, career, wage and job structure), was calculated as 0.441, which shows that 44.1% of the changes in life satisfaction are explained by the dimensions of job satisfaction, such as management, career, wage and job structure. The dimension of colleagues does not affect explaining life satisfaction.

A 1-unit increase in the management dimension of job satisfaction increases life satisfaction by 1,211 units. A 1-unit increase in career dimension increases life satisfaction by 1,148 units. A 1-unit increase in wage dimension increases life satisfaction by 0,374 units. A 1-unit increase in job structure dimension increases life satisfaction by 0,283 units. According to the multiple regression analysis results, H1a, H1b, H1c, H1e were accepted and H1d was rejected.

#### 4.3. Correlation Analysis Between Life Satisfaction and Job Satisfaction Scale Dimensions

The analysis of the relationship between the demographic and occupational characteristics of the tour guides and their job and life satisfaction is given in Table 7. When the table was examined, it was seen that there was no significant relationship between the gender variable life satisfaction of the tour guides participating in the study ( $p: 0.968$ ). In addition, there was no significant relationship ( $p: 0.508$ ) between the gender factor and the job satisfaction of the guides. There was a significant relationship ( $p: 0.034$ ) between the management dimension, which is one of the sub-dimensions of job satisfaction developed for the study, and the gender variable only. When the relationship between job and life satisfaction of the tour guides participating in the study is examined in terms of their age, no significant relationship between the age factor and the life satisfaction ( $p: 0.784$ ) and job satisfaction ( $p: 0.810$ ) of the guides was found. When the sub-dimensions of the job satisfaction scale were examined in terms of the age factor, a significant relationship was determined in the dimensions of management, wage, colleagues, and career. While no meaningful relationship between the education level of tour guides and their life satisfaction ( $p: 0.825$ ) was determined, a significant relationship ( $p: 0.026$ ) was observed between education level and job satisfaction. In addition, the dimensions of work colleagues and job structure, which are sub-dimensions of job satisfaction, were in a significant

relationship with education level. No meaningful relationship was calculated between the years of professional experience of the tour guides and any variable.

When the job and life satisfaction of the guides are examined in terms of the foreign language knowledge variable, which is the most essential feature of the tour guiding profession, no relationship was determined between the foreign language knowledge served and life satisfaction ( $p: 0.066$ ). At the same time, there was a significant relationship between the language knowledge served and life satisfaction ( $p: 0.015$ ). When it was examined in

the analysis conducted on the answers of the tour guides for the number of tour days they run in a year, in the examination between their job ( $p: 0.635$ ) and life satisfaction ( $p: 0.393$ ) perceptions, no significant relationship was found in both variables in the results obtained. No significant relationship was found between the job ( $p: 0.078$ ) and life satisfaction ( $p: 0.686$ ) perceptions of the tour guides by means of their answers for the daily, weekly, and Anatolian tours they run during the year. However, a significant relationship ( $p: 0.000$ ) was found between the wage dimension of job satisfaction and the type of tour run. When looking at the relationship between the perceptions of job and life satisfaction in terms of the answers of the tour guides to the last demographic question, "Do you execute the tour guiding job as an additional or main job?", a significant relationship ( $p: 0.037$ ) was found between the way of conducting the profession and life satisfaction. However, no relationship with job satisfaction ( $p: 0.286$ ) was observed.

The results of the hypotheses developed regarding the demographic results as in consequence of the findings are given in Table 8. Within the scope of this table, the answer "H2: There is a significant relationship between job satisfaction and life satisfaction of tour guides" was sought.

The results of the correlation test between the variables shown in Table 8, showed a significant relationship between life satisfaction and job satisfaction scale ( $p < 0.000$ ). In this case, the H2 hypothesis developed for the study confirmed the hypothesis that "there is a significant relationship between the job satisfaction achieved by tour guides and their life satisfaction". In addition, this relationship ( $r: 652$ ) was positive and approximately

Table 7: Correlation Analysis Between Demographics and Job and Life Satisfaction

		Satisfact. Life on	Satisfact. Job on	Management	Career	Wage	Colleague	Stress Work Structure
Gender	r	0,002	-0,033	-,105*	0,036	0,042	-0,056	-0,014
	p	0,968	0,508	0,034	0,47	0,395	0,259	0,777
Age	r	-0,014	-0,012	-,215**	,101*	,105*	,118*	-0,052
	p	0,784	0,81	0	0,041	0,034	0,017	0,297
Education	r	0,011	,111*	-0,007	0,073	0,076	,122*	,135**
	p	0,825	0,026	0,893	0,141	0,127	0,014	0,006
Job Experience	r	-0,03	0,031	-0,05	0,02	0,034	0,038	0,074
	p	0,543	0,537	0,311	0,683	0,496	0,448	0,138
Service Language	r	-0,091	-,121*	0,014	-0,057	-,220**	-,149**	-0,063
	p	0,066	0,015	0,778	0,247	0	0,003	0,203
Service To National	r	0,063	0,018	-0,027	0,018	0,006	0,058	0,023
	p	0,204	0,721	0,587	0,713	0,91	0,245	0,644
License Got From	r	-0,056	0,023	0,045	0,006	-0,004	-0,005	0,022
	p	0,262	0,65	0,365	0,9	0,929	0,921	0,664
Type Of Guidance	r	-0,051	-0,056	-0,029	-0,063	-,127*	0,011	0,002
	p	0,308	0,258	0,562	0,201	0,01	0,821	0,972
Extra Incomes	r	,102*	0,057	0,075	,107*	-0,017	-0,019	0,03
	p	0,039	0,247	0,13	0,03	0,733	0,704	0,548
Annual Average Number of Tours	r	-0,024	0,042	-,103*	0,09	-0,077	,192**	0,087
	p	0,635	0,393	0,038	0,069	0,119	0	0,079
Overall Type of Tour	r	-0,02	-0,087	-0,007	-0,019	-,216**	-0,002	-0,071
	p	0,686	0,078	0,887	0,702	0	0,966	0,15
How To Conduct the Profession	r	-,103*	0,053	0,009	-0,034	,148**	0,011	0,056
	p	0,037	0,286	0,857	0,497	0,003	0,831	0,255

\*\*. Correlation is significant at the 0.01 level (2-tailed).

\*. Correlation is significant at the 0.05 level (2-tailed).

terms of the sub-dimensions of job satisfaction, a significant relationship was found between the received wages and colleagues' dimensions. No significant relationship was found between the nationalities of the guests served by the tour guides and their job and life satisfaction perceptions. No significant relationship between the place where the tour guides received vocational training and their job and life satisfaction perceptions were observed.

According to the answers given by tour guides to the question in terms of their way of work (freelance and with an agency), as a result of the correlation analysis performed between job and life satisfaction, it was observed that there was no significant relationship between the groups, but a significant relationship only in the wage dimension of the job satisfaction scale. According to the answers of the tour guides to the question "Do you have any other sources of income other than guidance in terms of way of working", when their job and life satisfaction perceptions were examined, it was seen that there is a significant relationship ( $p: 0.039$ ) between extra income and life satisfaction, but no significant relationship ( $p: 0.247$ ) with the job satisfaction. In

Table 8: Correlation Analysis Between Job and Life Satisfaction

		Satisfaction	Life Satisfaction	Job Satisfaction	Management	Career	Wage	Colleague	Work Structure
Life Satisfaction	r		,652**	,384**	,407**	,498**	,387**	,567**	
	p	0	0	0	0	0	0	0	0
Job Satisfaction	r	,652**		,608**	,696**	,640**	,666**	,839**	
	p	0	0	0	0	0	0	0	0
Management	r	,384**	,608**		,269**	,190**	,157**	,307**	
	p	0	0	0	0	0	0,001	0	0
Career	r	,407**	,696**	,269**		,276**	,400**	,493**	
	p	0	0	0	0	0	0	0	0
Wage	r	,498**	,640**	,190**	,276**		,339**	,497**	
	p	0	0	0	0	0	0	0	0
Colleague	r	,387**	,666**	,157**	,400**	,339**		,568**	
	p	0	0	0,001	0	0	0	0	0
Work Structure	r	,567**	,839**	,307**	,493**	,497**	,568**		
	p	0	0	0	0	0	0	0	0

\*\*. Correlation is significant at the 0.01 level (2-tailed).

\*. Correlation is significant at the 0.05 level (2-tailed).

at the rate of 65'2 %. As a result, H2 hypothesis was accepted. As part of the H2 hypothesis, whether there was a significant relationship between the dimensions of management ( $p: 0.000$ ), Career ( $p: 0.000$ ), Wage ( $p: 0.000$ ), Colleagues ( $p: 0.000$ ) and Job Structure ( $p: 0.000$ ) as the sub-dimensions of

work satisfaction and perception of life satisfaction was analyzed, and it was observed that each of them had a significant and positive relationship with life satisfaction.

The existence of a significant relationship between the job satisfaction perceptions and the sub-dimensions of job satisfaction of tour guides was also investigated. As seen in Table 8, a significant relationship between the groups was identified by the analysis performed in terms of job satisfaction and job satisfaction sub-dimensions of tour guides as management (p: 0.000), Career (p: 0.000), wage (p: 0.000), Colleagues (p: 0.000) and Job Structure (p: 0.000).

## 5. CONCLUSION AND IMPLICATIONS

The human factor underlies the success and quality of the service sector, and thus, employees' positive perception of job and life satisfaction is critical for service quality and sectoral success. The necessity of regularly disclosing job and life satisfaction perceptions of employees are highlighted by the findings revealed by the relevant research. It is quite substantial to explain and determine the job and life satisfaction perceptions of tour guides, who play a significant role in promoting a destination, the transfer of its history and culture to local and foreign visitors, and consequently in the establishment of touristic service quality. Therefore, 408 tour guides providing services across various nationalities in Turkey were interviewed in the current study.

Considering the findings obtained, most of the participants are men. Similar results have been obtained in the previous studies conducted by Yildiz and Degirmencioglu (2008), and Yazicioglu et al. (2008). Most of the people working in the guidance profession are men because women do not choose it for various reasons such as being mothers, the fact that guidance work is based on long and exhausting hours, the restriction for home and social life, and the absence of continuous work and health insurance.

The majority (74.2%) of the 408 tour guides consulted within the scope of the study were found to be between the ages of 31-40 and 41-50. This result was found to be parallel with the results of the studies conducted by Cakir (2010) and Ozdemir (2016). The guidance profession seems not to be preferred by older age groups due to the busy season and long and irregular working conditions. Most of the participants in the study have bachelor's degrees, followed by master's and associate degrees, which shows that the education level of the guides is high. In addition, considering the guidance training institutions, the majority have received training courses from the Ministry of Culture and Tourism. In other words, most of them did not major in tour guidance, but they chose this profession later in their career. Yildiz and Degirmencioglu (2008) and Acun (2016) also found similar results in their research.

More than half of the participants have 11-20 years of professional experience. In addition, 72.8% of the participants also serve foreign tourists. When we consider the distribution of foreign languages they serve, most of the guides work in English, and then Russian and German languages. According to the way they work, most of the tour guides work freelance throughout the year, and again, a significant part of them work affiliated with an agency and on a seasonal basis. However, according

to the data on the average number of tours per year, the majority of them run tours in the range of 1-100 per year, and a significant part of them run 101-200 tours. In addition, most of the guides run daily tours. The presence of irregular, exhausting and seasonal working conditions mentioned earlier also support this survey data. Ulusoy (2017) and Cicek (2013) obtained similar results in their studies. It was observed that the majority of the tour guides participating in the survey performed tour guidance as to their main job, and most of them did not have any other additional income.

As observed in the responses to the statements "My living conditions are perfect" and "I am satisfied with my life", the positive job satisfaction perception of those who do their job as their main job is higher than those who do their job as a second job. Therefore, the perception of full job satisfaction cannot be achieved considering that those who carry out tours guiding a second job go on partial and few tours. Regarding the responses to the statement "I am appreciated after the tours", the job satisfaction of those who carry out the guidance profession as their main job is lower, and those who carry out the job as a second job is higher, which might be due to the monotony of the job for those who constantly perform this profession. Regarding the statement, "The guidance profession gives confidence for my plans", those who tour guide as a second job stated that the guidance profession gives them less confidence about the future compared to those who do it as a main job, which can be interpreted that those who tour guide as a second job cannot see the real market conditions since they execute the job part-time. Regarding the statement "The wage I earn from guidance is sufficient for my annual expenses", it was determined that those who do the profession as the main job consider that the wages, they earn are less sufficient compared to the tour guides who do additional work. Thus, a very significant result was obtained considering that those who perform the guidance as their second job have a current income and that the income from tour guidance is extra. Regarding the statement "The wage I earn is less than the work I perform", those who tour guide as a second job stated that the wage, they earn from guidance is less compared to those who do the main job. Regarding the statement "I have a good relationship with the agency employees I work with", it was observed that the positive perceptions of those who perform guidance as their primary job are lower than those who do it as a second job. Regarding the statement "My colleagues are boring," those who do the guidance as a primary job stated that they find their colleagues less tedious compared to those who do it as a second job. Regarding the statement "This is the best job I have done", the positive perception levels of those who do guidance as their primary job are lower than those who perform it as a second job. Accordingly, the fact that those who tour guide as their primary job do not perform any other business or the case that they perform other work additionally and those who perform tour guiding as a second job express that they like the guiding profession more than their other jobs can be interpreted that this is a popular and pleasant profession.

The effect of job satisfaction on life satisfaction was also investigated by simple and multiple regression analysis, and it was found that the independent

variable (job satisfaction) positively affected the dependent variable (life satisfaction). Examining the effect of the sub-dimensions of job satisfaction on life satisfaction through multiple regression analysis, it was observed that the colleagues' dimension did not significantly affect life satisfaction. However, Simsek (2011) emphasized in his study that employees should be evaluated not only as organizational citizens but also as a whole outside of work. Despite the strong effect of organizational communication on the life satisfaction of individuals, the effects of their experiences regarding corporate life and job satisfaction are not limited to the organization only. Also, business life and non-work life should be in a complementary relationship with each other, and attention should be paid to the out-of-work life and needs of managers and employees.

In contrast, the dimensions of management, career, wage, and job structure had positive and significant effects on life satisfaction. According to the results of the analysis, there is a significant relationship between job satisfaction and life satisfaction. Accordingly, the dimensions of job satisfaction that affect life satisfaction the most are the structure of the job and the wage.

The relationship between the demographic and occupational characteristics of tour guides and their job and life satisfaction perceptions was examined by correlation analysis and a significant relationship was observed between the age of tour guides and their career, wage and colleagues' perceptions which affects their job satisfaction, and that this relationship increases positively as the age level increases. Further, a positive and significant relationship was observed between the education of tour guides and their job satisfaction, and that also, the higher the education level, the higher the perception of job satisfaction. Thus, the opinion emphasized by professional chambers and guides that the minimum associate degree required to enter the profession coincides with the result of this study. A significant relationship was found between the language type predominantly served and the job satisfaction of tour guides. In particular, those who serve in Russian, German and English languages were observed to have highly positive perceptions of job satisfaction, wages and colleagues. Tour guides work in two primary ways in terms of a general way of working: Freelance and agency dependent. In this respect, a significant relationship was found between the working manners of tour guides and their wage perceptions, and the wage perceptions of seasonal employees affiliated with agencies and seasonal freelance employees are considerably higher than those of year-long employees. In this respect, seasonal workers receive better wages and the wages paid for labor are satisfactory. A significant relationship was observed between the life satisfaction perceptions of those who gained extra income other than guidance and those who did not; however, contrary to popular belief, the life satisfaction perceptions of tour guides who have extra income are relatively low. In this respect, it can be said that those who earn income only by guidance have a higher perception of life satisfaction. A significant relationship was found between the wage perceptions according to the income they make daily, 4-day, and 7-day tours as the tour types of tour guides take, but those who go on daily and 4-day tours rather than multi-day tours have a high

wage perception. Those who go on weekly tours or tours that cover more days are not very satisfied with the wage. In terms of performing tour guidance as a primary or second job, significant relationships were found between the groups in terms of life satisfaction and wage dimensions. The result that the life satisfaction of those whose main job is guidance is higher is in line with the results obtained from the question "Do you do extra work other than guidance". Those who do the tour guiding profession as a second job have very low life satisfaction, but their wage perception is relatively high from a materialist point of view. Thus, it is possible to interpret that those who carry out the tour guiding profession as a second job cannot contribute much to the future and the development of the profession, which they have a materialistic sight. These findings are in line with the conclusion that Civilidag (2011) obtained security and wage opportunities and being good are the most critical organizational factors in achieving job satisfaction.

Finally, Simsek (2011) emphasizes that industrial psychology should be transformed from an organization-oriented approach to an individual-oriented approach to eliminate the negative perception of job and life satisfaction in the tour guiding profession due to the problems experienced in social security and wage issues. He states that in recent years, professionals who are given the title of "chief happiness manager" have been trained in the United States in recent years in the field of "positive industrial psychology" to create and organize a positive perception of job and life satisfaction among those who work with graduate programs. These happiness managers should work more scientifically and systematically with practices like life coaching, especially to achieve job satisfaction and life satisfaction with employees described above.

The economic uncertainties due to the Covid-19 pandemic have been more devastating than ever to the global economic outlook. These uncertainties related to the government policies in the pandemic directly affect the tourism demand. As a result, there are cancellations and delays in the travel and holiday behaviors of consumers (Isik et al., 2020). As such, there have been some dramatic changes in the job and life satisfaction of tourist guides, and this study should be carried out again after the pandemic with the title "job and life satisfaction of tourist guides in the context of global economic crises".

Koscak et al. (2021) emphasize that children are stakeholders whose ideas should not be neglected in the development of tourism, and the sustainability of the employees who produce services in the tourism sector depends on their satisfaction from their work and life. To make tourism more sustainable, empowering, and inclusive, conducting research by obtaining the opinions of family members who affect the job and life satisfaction of those who produce services in tourism is highly recommended as well.

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