



Does tourist guides' perceptions of quality of work life effect their perceptions of responsible tourism?

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ABSTRACT

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The rapid development of tourism movements in recent years has brought to the fore concerns about the economic, socio-cultural, and environmental carrying capacities of tourism destinations. Sustainable tourism policies, like responsible tourism, should be adopted by countries that see the significance of building tourism around pristine natural and cultural resources. This will help to pass on their values to future generations and ensure that they continue to generate economic benefits. It is important to determine the responsible tourism perceptions of tourist guides, who are important stakeholders in the tourism industry and are conscious of the protection of the natural environment in the tours they manage. In this context, it is aimed at determining whether tourist guides' perceptions of the quality of work life have an impact on their perceptions of responsible tourism. For this purpose, first a conceptual framework was developed, and then data from the study were collected from 405 tourist guides with face-to-face surveys that contained the Work-Related Quality of Life Scale (WRQoL) and the Scale of Responsible Tourism (SRT). The study's data were analyzed with a statistical package program and discussed in terms of descriptive and inferential statistics. As a result of the analysis, it has been determined that there is a significant relationship between the perceptions of quality of work life and the perceptions of responsible tourism of tourist guides. In addition, with the regression analysis, it was seen that quality of work life perceptions positively affected the responsible tourism perceptions of tourist guides.

Contribution/Originality: This study uniquely examines the effect of tourist guides' perceptions of the quality of work life on their perceptions of responsible tourism in Turkey. Also, this is the first study to find a relationship between the quality of work life and the responsible tourism perceptions of tourist guides in Turkey.

1. INTRODUCTION

Today's social, environmental, cultural, and psychological changes have influenced the needs and habits of individuals. These changes have significantly transformed travel habits, resulting in the emergence of a global tourism industry. The widespread social and technological changes have moved the conception of travel beyond a mere change in location. This change has necessitated several services prior to and after travel. The profession of tourist guide is crucial in meeting the needs and expectations of tourists since tourist guides are in one-to-one communication with tourists. Guidance provided by tourist guides is crucial to meeting the expectations of tourists seeking cultural experiences that offer deeper meaning. Tourist guides actively promote visited destinations and facilitate cultural interactions between visitors and local communities. From this perspective, the experience,

knowledge, behavior, and attitudes of tourist guides are among the most crucial factors that contribute to tourists' satisfaction with a destination.

There are specific situations where tourist guides, as leaders, need to have a high level of awareness during their work. Responsible tourism, as one of these situations, includes a number of sustainable tourism principles such as monitoring and evaluating the social, environmental, and economic impacts of tourism developments, actively involving local people in tourism management processes, and ensuring the sustainable use of local resources. A tourist guide who serves with responsible tourism awareness should have a high awareness of issues such as respect for cultural values and assets, strong communication and interaction between local people and tourists, and sustainable management of natural resources.

One of the factors that is crucial for employee welfare and satisfaction levels and that can impact employee performance in a business is the quality of work life. Employees with a positive perception of the quality of their work life have a more satisfactory, balanced, and healthy life. They feel valued, respected, and have a sense of belonging in their organizations (Alrawadieh, Çetin, Dinçer, & Istanbulu Dinçer, 2020; Alrawadieh, Demirdelen Alrawadieh, Olya, Erkol Bayram, & Kahraman, 2021). Additionally, businesses that have implemented strategies to improve the quality of work life are able to retain qualified employees, yielding a competitive advantage (Türkay, 2015). Therefore, this study examines the impact of tourist guides' perceptions of the quality of work life on their perceptions of responsible tourism. This research will contribute to the existing literature because there have been no previous studies on this topic.

2. LITERATURE REVIEW

2.1. *Quality of Work Life*

Employees in the work place seek not only material benefits but also a sense of fulfillment and accomplishment (Sirgy, Efraty, Siegel, & Lee, 2001). In fact, this sense of fulfillment can affect both work life and private life (Wahlberg, Ramalho, & Brochado, 2017). The concept of quality of work life refers to a distinct subset of Quality of Life as it relates to working experiences. The quality of work life encompasses the various economic and financial conditions that influence a worker's social, health, safety, and overall human and social development (Hans, Mubeen, Mishra, & Al-Badi, 2015). It is the sum of an individual's experiences in their work environment, encompassing factors such as job satisfaction, physical working conditions, human relationships, and management style, which play a vital role in shaping the quality of one's work experiences (Sirgy et al., 2001). It is a principle designed to enhance the efficiency and effectiveness of the organization while also looking after the welfare of its staff, and it is distinct from job satisfaction. However, there is no universally accepted definition of quality of work life according to psychologists and management scientists, who have proposed that quality of work life, and job satisfaction are distinct concepts (Sirgy et al., 2001). Beh and Rose (2007) suggest that quality of work life is a set of principles that prioritize employees as the most valuable organizational resource due to their dependability and ability to make meaningful contributions to their work. This approach offers a comprehensive framework to enhance employees' job satisfaction, manage work-related stressors, promote peace of mind at work, and motivate employees to pursue fulfilling career paths.

Today, organizations are increasingly focusing on establishing positive and direct relationships with employees to boost productivity, in light of changes in the work environment and growing employee needs and expectations (Duxbury & Higgins, 2003). The quality of work life is essential, as it also impacts the overall quality of life of employees, which in turn depends on their happiness and well-being. However, employees who work in an unhealthy and unhappy work environment face issues such as job dissatisfaction and burnout syndrome. Not only does this negatively affect their work performance, but it also seeps into their personal lives and results in overall unhappiness. Burnout syndrome can significantly diminish an employee's overall enjoyment of daily life. For these

reasons, a high quality of work-life balance is crucial to ensuring both work productivity and overall life satisfaction among employees (Pio & Tampi, 2018).

2.2. Responsible Tourism

Responsible tourism has gained significant importance in tourism research and practice. Essentially, it involves a wide spectrum of tourist activities that contribute to the welfare of local communities and mitigate detrimental social and environmental impacts. While often classified alongside ethical tourism, ecotourism, and sustainable tourism, responsible tourism remains the most comprehensive and favored concept (Caruana, Glozer, Crane, & McCabe, 2014). Responsible tourism acknowledges and values the cultural and natural diversity of our world. It requires tourism businesses and managers to conserve this diversity by taking into account the interests and wishes of their customers, offering diverse products, and ensuring the protection of biological and cultural diversity. Thus, according to Goodwin (2005) tourism activities safeguard cultural diversity and support sustainability.

Although responsible tourism is a relatively recent concept within the tourism industry, its significance has grown in recent years. This is due to global pressures around issues such as climate change, social inequality, and the depletion of natural resources, which have had an impact on the tourism sector. In response to these pressures, various policies and initiatives have emerged to establish a more ethical, sustainable, and environmentally friendly tourism industry (Frey & George, 2008). Goodwin and Francis (2003) first introduced the concept of responsible tourism. Initially, the term referred to the promotion of wildlife in tourist regions. Subsequent studies have recognized the significance of education in the cultivation of ethical behavior and the participation of all stakeholders in education and defined responsible tourism as a style of tourism management (State & Bulin, 2016). In 1996, the South African Tourism White Paper discussed the concept of responsible tourism and delineated its main components. According to Spenceley et al. (2002) responsible tourism seeks to promote the tourism industry through competitive management, governance, and marketing strategies while evaluating environmental, social, and economic impacts. It also strives to ensure the active participation of local communities, protect diversity, and use sustainable resources, which includes preventing overconsumption and waste of local resources. Responsible tourism is a collaborative effort among stakeholders in a destination towards achieving sustainability goals. This multi-stakeholder approach considers all stakeholders as a resource for the destination rather than placing the responsibility for protection and development on a single stakeholder (Travel Foundation, 2012).

Responsible tourism encompasses four dimensions: socio-cultural, environmental, economic, and political responsibility (Aylan, 2019). To tackle socio-cultural problems within society, responsible tourism emphasizes the involvement of local communities in the decision-making process. The participation of local people can result in numerous potential advantages, such as identifying alternate problem-solving measures, instilling a sense of ownership among the community, enhancing trust by utilizing local knowledge and skills, making just decisions, and reducing conflicts. In this context, socio-cultural responsibility seeks to enhance society's well-being by promoting equality, social cohesion, local empowerment, and the establishment of social capital for present and future generations (Ford & Acott, 2015). Tourism plays a critical role in preserving natural areas. In various tourism initiatives, there is a drive to safeguard the natural, man-made, and cultural environment in order to kickstart the project.

Certain initiatives integrate protected natural areas into regional and local development strategies and prevent local communities from illegal and excessive use of natural resources. As a result, tourism can positively impact environmental protection (Muhanna, 2006). Economic responsibility focuses on supporting local livelihoods and the economy of the area. A significant economic issue linked to tourism is excessive leakage, where a considerable portion of the income generated exits the host destination (Ford & Acott, 2015). Political instability and conflict represent another crucial challenge in terms of political accountability at tourist sites. Therefore, we should develop reliable tourism practices to tackle these issues. The development of responsible tourism plays a critical role in

strengthening the prospects of peace-making. It also promotes the sharing of cultures and stories, solicits solidarity, and fosters understanding and tolerance between two communities (Isaac, 2014).

3. RESEARCH METHODOLOGY

The aim of this study is to determine the effect of tourist guides' perceptions of the quality of work life on their perceptions of responsible tourism. The study population includes 11.281 tourist guides who hold TUREB (Association of Turkish Tour Guides) accreditation. We employed a convenience sampling method to select the sample due to practical constraints such as limited access and prohibitive costs. To analyze the hypotheses established in the research, a questionnaire was administered from May to July 2022 to active tourist guides working under five different tourist guide chambers in Turkey, namely, Istanbul, Ankara, Izmir, Antalya, and Muğla, which have the highest number of tourist guide members. The obtained dataset includes 405 complete questionnaires from guides affiliated with the aforementioned chambers.

Personal information forms, Work-Related Quality of Life Scale (WRQoL), and the Scale of Responsible Tourism (SRT) were used for data collection. Developed by Sirgy et al. (2001) and adapted into Turkish by Bektaş (2015) the WRQoL measures perceptions of the quality of work life on a five-point Likert scale. The SRT, which was developed by Mathew and Sreejesh (2017) and adapted into Turkish by Aylan (2019) measured the perception of responsible tourism using a five-point Likert scale. A software package conducted the statistical analysis, employing both correlation and regression analyses to test the hypotheses established by the research model.



Figure 1. Research model.

Figure 1 illustrates the effect of quality of work life perceptions on the responsible tourism perceptions of tourist guides.

Hypotheses included the following:

H₁: There is a relationship between the tourist guides' perceptions of quality of life and responsible tourism.

H₂: Tourist guides' perceptions of the quality of work life have an effect on their perceptions of responsible tourism.

Table 1. Results of normality tests.

| Scales | Kolmogorov-Smirnov | | | Shapiro-Wilk | | | Skewness | Kurtosis |
|--------|--------------------|-------|-------|--------------|-------|-------|----------|----------|
| | n | Z | p | n | Z | p | | |
| WRQoL | 405 | 0.06 | 0.001 | 405 | 0.983 | 0.000 | 0.202 | -0.111 |
| SRT | 405 | 0.065 | 0.000 | 405 | 0.988 | 0.002 | 0.003 | -0.255 |

According to the results of the Kolmogorov-Smirnov and Shapiro-Wilk tests in Table 1, the data doesn't have a normal distribution. For this reason, Skewness and Kurtosis values were analyzed. Skewness and Kurtosis values between ± 1.5 are usually indicative of a normal distribution, according to the literature (Shapiro & Wilk, 1965; Tabachnick & Fidell, 2013). Data has a normal distribution if the values are within the range of ± 2 to Cameron (2004). Our study revealed a normal distribution of kurtosis and skewness values, so we conducted parametric tests.

Table 2. Results of the explanatory factor analysis of the WRQoL.

| Factors | Factor loading | Variance explained | Cronbach's alpha |
|---|----------------|--------------------|------------------|
| General well-being (Factor 1) | | | |
| I am satisfied with my life | 0.726 | 35.474 | 0.807 |
| Generally, things work out well for me | 0.709 | | |
| Recently, I have been feeling reasonably happy, all things considered | 0.695 | | |
| In most ways, my life is close to ideal | 0.672 | | |
| I feel well at the moment | 0.580 | | |
| Control at work (Factor 2) | | | |
| I feel able to voice opinions and influence changes in my area of work | 0.536 | 9.747 | 0.740 |
| I am involved in decisions that affect me in my own area of work | 0.492 | | |
| I am involved in decisions that affect members of the public in my own area of work | 0.474 | | |
| Job and career satisfaction (Factor 3) | | | |
| My employer provides me with what I need to do my job effectively | 0.661 | 8.591 | 0.790 |
| I am encouraged to develop new skills | 0.594 | | |
| When I have done a good job, it is acknowledged by my line manager | 0.587 | | |
| Home-work interface (Factor 4) | | | |
| My current working hours / Patterns suit my personal circumstances | 0.608 | 6.855 | 0.717 |
| My line manager actively promotes flexible working hours / Patterns | 90.696 | | |
| My employer provides adequate facilities and flexibility for me to fit work into family life | 0.804 | | |
| Stress at work (Factor 5) | | | |
| I often feel excessive levels of stress at work | 0.820 | 6.339 | 0.751 |
| I often feel under pressure at work | 0.822 | | |
| Total variance explained | | 67.007 | |
| Principal component analysis with varimax rotation | | | |
| KMO: 0.755, Bartlett's test of sphericity (p)=0.000; Chi-square= 2694,787, df=120. α = 0.871 | | | |

Table 2 shows the results of the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity, which are conducted to assess the adequacy of WRQoL's sampling for factor analysis. The KMO value of 0.755 indicates that the sample is sufficient for factor analysis. Furthermore, Bartlett's test of sphericity yields an acceptable chi-square value ($\chi^2 = 2694.787$; $p < 0.01$). Five factors, as revealed by factor analysis, account for 67.07% of the total variance in the WRQoL. Given that optimal variance ratios range between 40% and 60%, we can consider this ratio adequate (Scherer, Luther, Wiebe, & Adams, 1988). We used Cronbach Alpha coefficients to evaluate the reliability of the 24-item scale. The Cronbach's alpha for the WRQoL and the subscales of general well-being, control at work, job and career satisfaction, home-work interface, and stress at work were 0.871, 0.807, 0.740, 0.790, 0.717, and 0.751, respectively. The reliability coefficient ranges from 0.717 to 0.871. An exploratory factor analysis was conducted to analyze the items, and items with factor loadings below 0.30 or items that overlapped were excluded.

To determine whether the sampling of the SRT is suitable for factor analysis, we conducted the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity, as presented in Table 3. The KMO value of 0.755 indicated that the sample was adequate for factor analysis. Additionally, the chi-square value obtained from Bartlett's test of sphericity was acceptable ($\chi^2 = 4332,076$; $p < 0.01$). Factor analysis demonstrates that the SRT consisted of four factors, explaining 58.743% of the total variance. This ratio can be considered adequate, as variance ratios ranging between 40% and 60% are deemed optimal (Scherer et al., 1988). The Cronbach Alpha coefficients for the 39-item SRT and its subscales of environmental, economic, political, and sociocultural responsibility were 0.872, 0.773,

0.831, 0.796, and 0.799, respectively. The reliability coefficient ranges from 0.773 to 0.872. Items with factor loadings below 0.30 and overlapping items were removed after conducting exploratory factor analysis.

Table 3. Results of the explanatory factor analysis of the SRT.

| Factors | Factor loading | Variance explained | Cronbach's alpha |
|---|----------------|--------------------|------------------|
| Environmental responsibility (Factor 1) | | | |
| Tourism pays attention to biodiversity, habitats, and wildlife conservation. | 0.781 | 29.445 | 0.773 |
| Current tourism activities are focused on various awareness-raising efforts | 0.772 | | |
| Tourism encourages minimizing and, where necessary, avoiding the use of waste. | 0.769 | | |
| Tourism development meets the requirements for protecting local environmental quality. | 0.756 | | |
| Destination management focuses on environmental awareness and protection. | 0.611 | | |
| Tourism contributes to the maintenance and preservation of local culture and traditions. | 0.547 | | |
| Economic responsibility (Factor 2) | | | |
| Tourism has become one of the main sources of income for local people. | 0.783 | 14.557 | 0.831 |
| Tourism improves the living standards of residents. | 0.738 | | |
| Tourism increases demand for local products. | 0.694 | | |
| Tourism generates additional employment opportunities for residents. | 0.684 | | |
| In my opinion, tourism industry contributes to locally owned businesses. | 0.649 | | |
| Destination development offers opportunities for individuals with low socioeconomic status. | 0.551 | | |
| Political responsibility (Factor 3) | | | |
| Local government is responsible for preserving and sustaining touristic resources for the future. | 0.804 | 8.292 | 0.796 |
| Political stability is important for the development of tourism. | 0.689 | | |
| The international policy of the country influences the development of tourism. | 0.676 | | |
| Central government is responsible for preserving and sustaining touristic resources for the future. | 0.666 | | |
| Sociocultural responsibility (Factor 4) | | | |
| Tourism contributes to the preservation of historical heritage, the promotion of unique culture and traditions, and the enhancement of local awareness. | 0.665 | 6.449 | 0.799 |
| The development of tourism cultivates greater respect and pride among community members for their own culture. | 0.622 | | |
| Tourism contributes to cultural exchange. | 0.571 | | |
| Total variance explained | | 58.743 | |
| Principal component analysis with varimax rotation | | | |
| KMO: 0.755, Bartlett's test of sphericity (p) = 0.000; Chi-square = 4332.076, df = 210. α = 0.872 | | | |

Table 4. Sociodemographic characteristics.

| Variables | Categories | Frequency (f) | Percentage (%) |
|----------------------------------|------------------|---------------|----------------|
| Gender | Female | 196 | 48.4 |
| | Male | 209 | 51.6 |
| | Total | 405 | 100.0 |
| Age (In years) | 20-30 | 198 | 48.9 |
| | 31-40 | 109 | 26.9 |
| | 41-50 | 57 | 14.1 |
| | >50 | 41 | 10.1 |
| | Total | 405 | 100 |
| Marital status | Married | 125 | 30.9 |
| | Single | 280 | 69.1 |
| | Total | 405 | 100.0 |
| Education level | High school | 14 | 3.5 |
| | Associate degree | 49 | 12.1 |
| | Undergraduate | 290 | 71.6 |
| | Graduate | 52 | 12.8 |
| | Total | 405 | 100.0 |
| Income level | 7.000-20.000 ₺ | 181 | 44.7 |
| | 20.001-30.000 ₺ | 120 | 29.6 |
| | 30.001-40.000 ₺ | 71 | 17.5 |
| | >40.001 ₺ | 33 | 8.1 |
| | Total | 405 | 100 |
| Daily working time | 4-7 hours | 64 | 15.8 |
| | 8-11 hours | 276 | 68.1 |
| | 12-16 hours | 65 | 16.0 |
| | Total | 405 | 100.0 |
| Years of professional experience | 1-10 | 284 | 70.1 |
| | 11-20 | 71 | 17.5 |
| | >21 | 50 | 12.3 |
| | Total | 405 | 100.0 |
| Work card type | Regional | 211 | 52.1 |
| | National | 194 | 47.9 |
| | Total | 405 | 100.0 |

4. CASE STUDY FINDINGS AND ANALYSIS

Table 4 shows sociodemographic characteristics of the participants. Of the 405 tourist guides who participated in the study, 51.6% were male (n=209), 48.9% were 20-30 years old (n=198), 69.1% were married (n=280), 71.6% had a bachelor's degree (n=290), 44.7% had an income of ₺7,000-20,000 (n=181), 68.1% worked between 8-11 hours per day (n=276), 70.1% had a professional experience of 1-10 years (n=284), and 52.1% had a regional work card (n=211).

Table 5 shows the responses to the scale regarding the perceived quality of work life (WRQoL). Participants rated the items on a scale, and the mean scores indicate the average response level among them. The items with the highest mean scores suggest that participants generally feel reasonably happy, satisfied with their lives, and believe that things work out well for them overall. These items are "Recently, I have been feeling reasonably happy all things considered", "I am satisfied with my life," and "Generally, things work out well for me", with mean scores of 3.9901, 3.9802, and 3.8617, respectively.

On the other hand, the items with the lowest mean scores indicate areas where participants may feel less satisfied or fulfilled. These include feeling able to voice opinions and influence changes in their work area, feeling well at the moment, and being involved in decisions that affect members of the public in their work area. The items with the lowest mean scores are "I feel able to voice opinions and influence changes in my area of work", "I feel well at the moment," and "I am involved in decisions that affect members of the public in my own area of work", with mean scores of 3.4222, 3.4938, and 3.4938, respectively.

Table 5. Responses to the items of the WRQoL.

| Item | Distribution | Strongly disagree | Disagree | Neutral | Agree | Strongly agree | \bar{X} | SD |
|---|--------------|-------------------|----------|---------|-------|----------------|-----------|-------|
| 1. I am satisfied with my life | f | 11 | 32 | 49 | 175 | 138 | 3.980 | 1.012 |
| | % | 2.7 | 7.9 | 12.1 | 43.2 | 34.1 | | |
| 2. Generally, things work out well for me | f | - | 50 | 72 | 167 | 116 | 3.861 | 0.970 |
| | % | - | 12.3 | 17.8 | 41.2 | 28.6 | | |
| 3. Recently, I have been feeling reasonably happy, all things considered | f | 6 | 25 | 65 | 180 | 129 | 3.990 | 0.928 |
| | % | 1.5 | 6.2 | 16.0 | 44.4 | 31.9 | | |
| 4. In most ways, my life is close to ideal | f | 21 | 54 | 104 | 146 | 80 | 3.518 | 1.107 |
| | % | 5.2 | 13.3 | 25.7 | 36.0 | 19.8 | | |
| 5. I feel well at the moment. | f | 3 | 68 | 126 | 142 | 66 | 3.493 | 0.979 |
| | % | 0.7 | 16.8 | 31.1 | 35.1 | 16.3 | | |
| 6. I feel able to voice opinions and influence changes in my area of work | f | 22 | 76 | 77 | 169 | 61 | 3.422 | 1.117 |
| | % | 5.4 | 18.8 | 19.0 | 41.7 | 15.1 | | |
| 7. I am involved in decisions that affect me in my own area of work | f | 3 | 49 | 102 | 204 | 47 | 3.600 | 0.872 |
| | % | 0.7 | 12.1 | 25.2 | 50.4 | 11.6 | | |
| 8. I am involved in decisions that affect members of the public in my own area of work | f | 16 | 68 | 98 | 146 | 77 | 3.493 | 1.098 |
| | % | 4.0 | 16.8 | 24.2 | 36.0 | 19.0 | | |
| 9. My employer provides me with what I need to do my job effectively | f | 4 | 24 | 94 | 189 | 94 | 3.851 | 0.877 |
| | % | 1.0 | 5.9 | 23.2 | 46.7 | 23.2 | | |
| 10. I am encouraged to develop new skills | f | 12 | 49 | 114 | 182 | 48 | 3.506 | 0.953 |
| | % | 3.0 | 12.1 | 28.1 | 44.9 | 11.9 | | |
| 11. When I have done a good job, it is acknowledged by my line manager | f | 14 | 30 | 99 | 207 | 55 | 3.639 | 0.927 |
| | % | 3.5 | 7.4 | 24.4 | 51.1 | 13.6 | | |
| 12. My current working hours / Patterns suit my personal circumstances | f | 6 | 33 | 102 | 205 | 59 | 3.686 | 0.871 |
| | % | 1.5 | 8.1 | 25.2 | 50.6 | 14.6 | | |
| 13. My line manager actively promotes flexible working hours / Patterns. | f | 12 | 52 | 147 | 104 | 90 | 3.513 | 1.063 |
| | % | 3.0 | 12.8 | 36.3 | 25.7 | 22.2 | | |
| 14. My employer provides adequate facilities and flexibility for me to fit work into my family life | f | 8 | 52 | 101 | 198 | 46 | 3.548 | 0.923 |
| | % | 2.0 | 12.8 | 24.9 | 48.9 | 11.4 | | |
| 15. I often feel excessive levels of stress at work. | f | 7 | 32 | 89 | 187 | 90 | 3.792 | 0.934 |
| | % | 1.7 | 7.9 | 22.0 | 46.2 | 22.2 | | |
| 16. I often feel under pressure at work | f | 5 | 41 | 126 | 185 | 48 | 3.567 | 0.872 |
| | % | 1.2 | 10.1 | 31.1 | 45.7 | 88.1 | | |

Table 6 shows the responses of the tourist guides to the questions about responsible tourism. The items of the SRT with the highest mean scores were “The international policy of the country influences the development of tourism”, “Tourism contributes to cultural exchange,” and “Political stability is important for the development of tourism.” with mean scores of 4.2938, 4.2049, and 4.1852, respectively. The items with the lowest scores were “Tourism pays attention to biodiversity, habitats, and wildlife conservation.” “Current tourism activities are focused on various awareness-raising efforts,” and “Tourism encourages minimizing and, where necessary, avoiding the use of waste”, with mean scores of 3.3012, 3.3481, and 3.3704, respectively.

Table 7 shows the results of the correlation analysis between the WRQoL and SRT scores. Accordingly, there was a moderately positive and statistically significant relationship between the perceptions of quality of work life and responsible tourism ($r=0.441$; $p<0.05$). This finding confirms H1.

Table 6. Responses to the items of the SRT.

| Items | Distribution | Strongly disagree | Disagree | Neutral | Agree | Strongly agree | \bar{X} | SD |
|---|--------------|-------------------|----------|---------|-------|----------------|-----------|-------|
| 1. Tourism generates additional employment opportunities for residents. | f | 12 | 33 | 112 | 151 | 97 | 3.711 | 1.013 |
| | % | 3.0 | 8.1 | 27.7 | 37.3 | 24.0 | | |
| 2. Tourism increases demand for local products. | f | 12 | 20 | 64 | 185 | 124 | 3.960 | 0.963 |
| | % | 3.0 | 4.9 | 15.8 | 45.7 | 30.6 | | |
| 3. In my opinion, tourism industry contributes to locally owned businesses. | f | 11 | 26 | 70 | 185 | 113 | 3.896 | 0.971 |
| | % | 2.7 | 6.4 | 17.3 | 45.7 | 27.9 | | |
| 4. Tourism improves the living standards of residents. | f | 13 | 24 | 87 | 186 | 95 | 3.804 | 0.969 |
| | % | 3.2 | 5.9 | 21.5 | 45.9 | 23.5 | | |
| 5. Tourism has become one of the main sources of income for local people. | f | 22 | 9 | 38 | 198 | 138 | 4.039 | 1.006 |
| | % | 5.4 | 2.2 | 9.4 | 48.9 | 34.1 | | |
| 6. Destination development offers opportunities for individuals with low socioeconomic status. | f | 9 | 18 | 70 | 227 | 81 | 3.871 | 0.857 |
| | % | 2.2 | 4.4 | 17.3 | 56.0 | 20.0 | | |
| 7. Current tourism activities are focused on various awareness-raising efforts | f | 41 | 43 | 103 | 170 | 48 | 3.348 | 1.134 |
| | % | 10.1 | 10.6 | 25.4 | 42.0 | 11.9 | | |
| 8. Tourism contributes to the maintenance and preservation of local culture and traditions. | f | 20 | 9 | 115 | 186 | 75 | 3.708 | 0.959 |
| | % | 4.9 | 2.2 | 28.4 | 45.9 | 18.5 | | |
| 9. Tourism contributes to cultural exchange. | f | 3 | 10 | 56 | 168 | 168 | 4.204 | 0.916 |
| | % | 0.7 | 2.5 | 13.8 | 41.5 | 41.5 | | |
| 10. The development of tourism cultivates greater respect and pride among community members for their own culture. | f | 9 | 25 | 79 | 202 | 90 | 3.837 | 0.916 |
| | % | 2.2 | 6.2 | 19.5 | 49.9 | 22.2 | | |
| 11. Tourism development meets the requirements for protecting local environmental quality. | f | 20 | 35 | 122 | 188 | 40 | 3.476 | 0.958 |
| | % | 4.9 | 8.6 | 30.1 | 46.4 | 9.9 | | |
| 12. Tourism contributes to the preservation of historical heritage, the promotion of unique culture and traditions, and the enhancement of local awareness. | f | 9 | 20 | 76 | 186 | 114 | 3.928 | 0.929 |
| | % | 2.2 | 4.9 | 18.8 | 45.9 | 28.1 | | |
| 13. Destination management focuses on environmental awareness and protection. | f | 4 | 50 | 122 | 152 | 77 | 3.612 | 0.962 |
| | % | 1.0 | 12.3 | 30.1 | 37.5 | 19.0 | | |
| 14. Tourism pays attention to biodiversity, habitats, and wildlife conservation. | f | 25 | 60 | 142 | 124 | 54 | 3.301 | 1.070 |
| | % | 6.2 | 14.8 | 35.1 | 30.6 | 13.3 | | |

| Items | Distribution | Strongly disagree | Disagree | Neutral | Agree | Strongly agree | \bar{X} | SD |
|---|--------------|-------------------|----------|---------|-------|----------------|-----------|-------|
| 15. Tourism encourages minimizing and, where necessary, avoiding the use of waste. | f | 30 | 63 | 108 | 135 | 69 | 3.370 | 1.154 |
| | % | 7.4 | 15.6 | 26.7 | 33.3 | 17.0 | | |
| 16. The local government is responsible for preserving and sustaining touristic resources for the future. | f | 17 | 45 | 90 | 130 | 123 | 3.733 | 1.131 |
| | % | 4.2 | 11.1 | 22.2 | 32.1 | 30.4 | | |
| 17. Central government is responsible for preserving and sustaining touristic resources for the future. | f | 8 | 13 | 110 | 140 | 134 | 3.935 | 0.952 |
| | % | 2.0 | 3.2 | 27.2 | 34.6 | 33.1 | | |
| 18. Political stability is important for the development of tourism. | f | - | 19 | 59 | 155 | 172 | 4.185 | 0.851 |
| | % | - | 4.7 | 14.6 | 38.3 | 42.5 | | |
| 19. The international policy of the country influences the development of tourism. | f | 5 | 7 | 54 | 137 | 202 | 4.293 | 0.853 |
| | % | 1.2 | 1.7 | 13.3 | 33.8 | 49.9 | | |

Table 7. Correlation between the WRQoL and SRT scores.

| Dimensions | | General well-being | Control at work | Job and career satisfaction | Home-work interface | Stress at work | Environmental responsibility | Economic responsibility | Political responsibility | Sociocultural responsibility | WRQoL total | SRT total |
|-----------------------------|---|--------------------|-----------------|-----------------------------|---------------------|----------------|------------------------------|-------------------------|--------------------------|------------------------------|-------------|-----------|
| General well-being | r | 1 | 0.436 | 0.613 | 0.586 | 0.479 | 0.292 | 0.204 | 0.138 | 0.278 | 0.830** | 0.310** |
| | p | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.005 | 0.000 | 0.000 | 0.000 |
| | N | | 405 | 405 | 405 | 405 | 405 | 405 | 405 | 405 | 405 | 405 |
| Control at work | r | | 1 | 0.522 | 0.481 | 0.244 | 0.384 | 0.275 | -0.013 | 0.225 | 0.706** | 0.298** |
| | p | | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.800 | 0.000 | 0.000 | 0.000 |
| | N | | | 405 | 405 | 405 | 405 | 405 | 405 | 405 | 405 | 405 |
| Job and career satisfaction | r | | | 1 | 0.521 | 0.311 | 0.402 | 0.258 | 0.137 | 0.414 | 0.775** | 0.412** |
| | p | | | | 0.000 | 0.000 | 0.000 | 0.000 | 0.006 | 0.000 | 0.000 | 0.000 |
| | N | | | | 405 | 405 | 405 | 405 | 405 | 405 | 405 | 405 |
| Home-work interface | r | | | | 1 | 0.221 | 0.302 | 0.000 | -0.016 | 0.205 | 0.757** | 0.168** |
| | p | | | | | 0.000 | 0.000 | 0.998 | 0.743 | 0.000 | 0.000 | 0.001 |
| | N | | | | | 405 | 405 | 405 | 405 | 405 | 405 | 405 |
| Stress at work | r | | | | | 1 | 0.325 | 0.360 | 0.301 | 0.306 | 0.645** | 0.437** |
| | p | | | | | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| | N | | | | | | 405 | 405 | 405 | 405 | 405 | 405 |

| Dimensions | | General well-being | Control at work | Job and career satisfaction | Home-work interface | Stress at work | Environmental responsibility | Economic responsibility | Political responsibility | Sociocultural responsibility | WRQoL total | SRT total |
|------------------------------|---|--------------------|-----------------|-----------------------------|---------------------|----------------|------------------------------|-------------------------|--------------------------|------------------------------|-------------|-----------|
| Environmental responsibility | r | | | | | | 1 | 0.361 | 0.232 | 0.344 | 0.460** | 0.661** |
| | p | | | | | | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| | N | | | | | | | 405 | 405 | 405 | 405 | 405 |
| Economic responsibility | r | | | | | | | 1 | 0.459 | 0.422 | 0.298** | 0.759** |
| | p | | | | | | | | 0.000 | 0.000 | 0.000 | 0.000 |
| | N | | | | | | | | 405 | 405 | 405 | 405 |
| Political responsibility | r | | | | | | | | 1 | 0.561 | 0.156** | 0.755** |
| | p | | | | | | | | | 0.000 | 0.002 | 0.000 |
| | N | | | | | | | | | 405 | 405 | 405 |
| Sociocultural responsibility | r | | | | | | | | | 1 | 0.384** | 0.785** |
| | p | | | | | | | | | | 0.000 | 0.000 |
| | N | | | | | | | | | | 405 | 405 |
| WRQoL total | r | | | | | | | | | | 1 | 0.441** |
| | p | | | | | | | | | | | 0.000 |
| | N | | | | | | | | | | | 405 |

Note: ** correlation is significant at the 0.01 level (2-tailed).

Table 8. Regression analysis on the effect of perceptions of work life quality on responsible tourism.

| Model | R | R square | Adjusted R square | Std. error of the estimate | F | P |
|-------|--------------------|----------|-------------------|----------------------------|--------|-------|
| 1 | 0.441 ^a | 0.195 | 0.193 | 0.46778 | 97.537 | 0.000 |

Note: a. Predictors: (Constant), WRQoL.

Regression analysis carried out to explain the effect of the perception of quality of work life on responsible tourism showed that the model was statistically significant ($F=97,537$; $p<0.05$). We found that the quality of work life explained 19.5% of the perception of responsible tourism perception ($r^2= 0,195$). This result confirms H₂ Table 8.

Table 9. Multiple regression analysis on the effect of perceived quality of work life on perceptions of responsible tourism.

| Coefficients ^a | | | | | | |
|---------------------------|--|--------|------------|---------|--------|-------|
| Model | | B | Std. error | β | t | p |
| 1 | (Constant) | 2.348 | 0.144 | - | 16.344 | 0.000 |
| | 1 st dimension: General well-being | -0.035 | 0.047 | -0.046 | -0.732 | 0.465 |
| | 2 nd dimension: Control at work | 0.082 | 0.038 | 0.113 | 2.180 | 0.030 |
| | 3 rd dimension: Job and career satisfaction | 0.254 | 0.045 | 0.327 | 5.649 | 0.000 |
| | 4 th dimension: Home-work interface | -0.067 | 0.035 | -0.108 | -1.936 | 0.054 |
| | 5 th dimension: Stress at work | 0.199 | 0.027 | 0.354 | 7.319 | 0.000 |

Note: a. Dependent variable: SRT.

Table 9 presents the results of the multiple regression analysis of the effects of the perception of the quality of work life on responsible tourism. Accordingly, control at work, job and career satisfaction, and stress at work dimensions of the WRQoL had a statistically significant effect on the perception of responsible tourism ($p < 0.05$). The comparison of beta values showed that the stress at work dimension had the greatest effect on the perception of responsible tourism ($\beta = .354$).

5. CONCLUSION AND DISCUSSION

The perception of the quality of work life must be high to provide high-quality service. Quality of work life ensures that employees execute their job duties properly, are content with their work, demonstrate concern for their work and colleagues, embrace the organization's goals and objectives, and receive management support. Employees who are satisfied with their employment role consistently deliver quality service and foster satisfied customer outcomes. Higher levels of quality of work life perceived by tourist guides are not only related to the quality of services provided to tourists but also to their perceptions of responsible tourism.

Responsible tourism is an approach that considers the environmental and social impacts of tourism. This approach ensures that businesses and managers operating in the tourism sector try to protect the biological and cultural diversity of the world by taking the interests and desires of tourists into account and offering various tourism products in this direction. Thus, tourism activities contribute to the preservation of cultural diversity and promote sustainability. Therefore, this study investigated how the quality of work life perceived by tourist guides affected their perceptions of responsible tourism.

The correlation analysis indicated a moderate, positive, and significant relationship between tourist guides' perceptions of the quality of work life and responsible tourism ($r=.441$; $p<0.05$). Consequently, H₁ hypothesis of the study was confirmed. Regression analysis demonstrated that the perception of the quality of work life accounted for 19.5% of the perception of responsible tourism ($r^2= 0.195$). As a result, hypothesis H₂ was confirmed. Higher levels of quality of work life perceived by tourist guides can enhance their work efficiency, resulting in greater satisfaction among tourists who receive their services. Satisfied tourists are more likely to purchase goods and services, extend their stay, and recommend the destination, which, in turn, increases foreign currency inflows. Higher levels of

quality of life perceived by tourists may also contribute to the promotion of a more sustainable tourism. Tourist guides can inform tourists about protecting natural and cultural resources, increase awareness, and encourage sustainable tourism practices.

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