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Research Article

Sustainable Tourism and The Roles of Tour Guides in Destinations: A Qualitative Case Study in Turkey

Özlem GÜZEL[1], Eren NACAK[2], Evrim BİLGİ[2], Volkan KALIN[2]

[1]Akdeniz University, Faculty of Tourism, Antalya, Turkey

[2]Akdeniz University, Social Science Institute, Antalya, Turkey

ORCID: Ö.G. 0000-0003-0081-3530;
E.N. 0000-0002-4804-6695;
E.B. 0000-0001-8541-0719;
V.K. 0000-0002-3799-6652

Corresponding author:
Özlem GÜZEL,
Akdeniz University, Faculty of Tourism, Antalya, Turkey
E-mail: ozlemmguzel@hotmail.com

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ABSTRACT

The sustainable tourism approach is the way to ensure a destination's development and protec-tion. Since there are important links between the visitor and the destination, tourist guides may contribute to the destination's resources management and economic and socio-cultural impact. They could set a deep contact with tourists in destinations and have positive results on tourist sustainable behaviors. The aim of the study is to identify the dimensions of the roles attributed to tourist guides in the promotion of sustainable tourism and to determine the content of these roles within an exploratory perspective. In this research, the qualitative research method has been adopted in the phenomenology research design in order to reveal the meanings that tour guides have experienced. The data was obtained through deep-interviews with tourist guides and evalu-ated with descriptive analysis technique. According to the findings, the roles of the tourist guides are dimensioned as "adopting consulting role, taking over inspection, sustainability training, raising tourists' awareness, promotion of the local economy, and sustainable tour management" within the context of sustainable tourism development. The paper indicates the contributions to the tourism literature with the determination of roles tourist guides serve in the promotion of sus-tainable tourism in detail, as limited studies have been conducted in Turkey.

Keywords: Sustainable Tourism, Sustainable Development, Tour Guides, Professional Roles, Turkey

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1. Introduction

Sustainability concepts and sustainable development are among the most debated issues in recent years. Yaylı (2012) states that sustainable development arises from the critical approaches of Western societies towards modernism and is now universally accepted. The concept of sustainability can be defined as the state of balance between people's activities and their social, natural, and cultural environments (Middleton and Hawkins, 1998). This balance must be established in order to meet the developmental needs of future generations. Ritzer (2011) recommends that today's economic, social, and ecological systems must be planned together so that resources can be transferred to the future. In this context, sustainability is considered as a new "approach" aiming to prevent economic, social, and environmental adversities that have effective results of human activities on resources (Coccossis, 1996).

While the negative potential effects of tourism on developing countries in the 1970s were emphasized, the concept of sustainable tourism in the 1990s was considered as a tourism approach that emphasized the importance of the local community and aimed to increase the economic benefits of tourism and was disseminated by the EU in 1995 with a green book on tourism (Demir and Çevirgen, 2006). Kuntay (2004) emphasizes that sustainable tourism is a tourism concept containing perspectives and management introductions for all resources considering biological diversity, ecological processes, and cultural integrity. This tourism concept has 12 main targets, namely economic continuity, local welfare, employment quality, social equity, visitor satisfaction, local control, community welfare, cultural wealth, physical integrity, biodiversity, resource efficiency, and cleanliness of the environment (UNWTO, 2013). Within these targets, sustainable tourism has much importance for tourism destinations and the future of the world as an administrative approach that is in the center of the management of all tourism applications. Therefore, the implementation of this approach becomes the responsibility of not only tourism destination managers but also all tourism stakeholders.

Tourist guides who have a deep contact with tourists visiting destinations should be considered as important stakeholders. Francis et al. (2019) highlighted that tourist guides play a significant role in promoting sustainable tourism and they managed the negative impacts to the lowest level possible. Similarly, Hu and Wall (2012) underlined the need for further research on these roles of the guides as they have a significant role in the tourist experience and are important stakeholders in achieving sustainability goals. The importance of tourist guides has been highlighted in the tourism literature before by names (Black et al., 2001; Weiler and Ham, 2002; Hu, 2007; Littlefair and Buckley, 2008; Carmody, 2013; Sandaruwani and Gnanapala, 2016; Walker and Weiler, 2017; Kabii, 2017; Güzel and Köksal, 2019; Alazaizeh et al., 2019), but also in the literature review concerns have emerged over the lack of the descriptive studies on the roles of tourist guides on sustainable tourism (Pereira and Mykletun, 2012; Francis et al. 2019). According to Tatar et. al. (2018), the tourist guides' role in developing and sustaining the local economy is a sine-qua-non condition that is increasingly necessary both locally and nationally. This is due to the dynamic and complex nature of tourism over the last period, amid developments in human society marked by progress in other economic branches and beyond (Tatar et. al, 2018; 286). Thus, the research question of the study has been identified as "How can a tourist guide contribute to the growth of tourism around the destination for sustainability?". It is assumed that exploratory findings in this study will indicate the contributions to tourism by determining the roles and effects of tourist guides on sustainable tourism in detail.

2. Literature Review

The tourism industry is multi-faceted, and its operation involves the collective effort of various players whose roles and responsibilities assist in promoting sustainable tourism (Francis et al. 2019:41). Tour guides are considered as stakeholders who have the most impact and effect on tourists' behavior during their trip in a destination (Littlefair and Buckley, 2008; Randall and Rollins, 2009; Leshem, 2013; Sandaruwani and Gnapala, 2016; Kabii, 2017; Tatar et. al, 2018; Alazaizeh et al., 2019). In this context, it is emphasized that they play an important role in increasing the value of a destination in terms of sustainability (Weiler and Kim, 2011; Francis et al., 2019). As tourist guides have direct contacts with the visitors and the visited area, they have a variety of roles to play in response to the expectations of various tourism stakeholders, including the tourists, the destination resources, the local communities, the employers, the governmental authorities, and the guides themselves (Francis et al., 2019:41). In their study, Sandaruwani and Gnanapala (2016), found that the guides' attitudes towards tourists, like asking for tips, harassing, using cliché examples to describe sights, bad service quality, and attempting to scam, clearly has a bad impact on the tourists' satisfaction hence on the sustainability of the tourism industry in Sri Lanka.

It has been observed that the studies aimed to examine the contribution of tourist guides to sustainable development in tourism literature mostly focus on the promotion of sustainable tourism, the protection of the local social structure and the promotion of values, and the examination/development of educational and interpretative qualities (Hu, 2007; Randall and Collins, 2009; Weiler and Kim, 2011; Leshem, 2013; Poudel and Nyaupane, 2013; Barre, 2013; Tatar et. al, 2018; Güzel and Köksal, 2019). Although researches have generally increased in recent years, the researches on "the determination of the tourist guides' roles in terms of sustainability, their impacts, the importance of their qualifications, and sustainable education" have still been limited (Jacobson and Robles, 1992; Grabowski and Geng, 2000; Black et al., 2001; Weiler and Ham, 2002; Hu, 2007; Littlefair and Buckley, 2008; Carmody, 2013; Walker and Weiler, 2017; Alazaizeh et al., 2019).

In the study conducted by Randall and Collins (2009), it has been revealed that guides have important roles such as mediation, leadership, resource management, and environmental interpretation. According to the literature, researchers have found that the guides are not sufficiently knowledgeable about sustainability (Mason and Christie, 2003; Walker and Weiler, 2017). However, it has been revealed in the literature that the guides have important roles in satisfying visitor experience; preventing conflicts between locals and visitors; contributing to the local economy; and protecting the values of the region (Grabowski and Geng, 2000; Hu and Wall, 2012; Leshem, 2013; Tatar et. al, 2018).

Within this context, there are "physical control, direct control, and non-direct control" approaches that tour guides can display. In regards to physical control, tourist guides manage the mobility and behavior of the visitors while restricting or directing restrictions, such as protected boundaries or borders in the areas visited. As for indirect control, the guides make decisive directions on the number of visitors and rules for controlling the actions and behaviors of the visitors. In non-direct control, the guides educate and inform the tourists by practicing interpretative techniques during interaction with tourists (Orams, 1995). There are some studies addressing the roles of the guides and emphasizing their importance (Moscardo, 1996; Reisinger and Steiner, 2006; Hu, 2007; Littlefair and Buckley, 2008; Randall and Rollins, 2009; Hu and Wall, 2012; Walker and Moscardo, 2014; Tatar et. al, 2018; Alazaizeh et al., 2019). For example, in their study, Tatar et. al (2018) foundthat guides promote host-guest interactions, encourage tourists to buy products from locals, and care about vulnerable destinations. Alazaizeh et al. (2019) underlined that tourist gui-

des' knowledge and performance poses a significant importance in tourists' behavior when it comes to sustainability as the experience combined with satisfaction can be a mediation between the guide and the visitor, thus directly and indirectly enhancing behaviour during touristic activities mainly to maximize appreciation and enjoyment while minimizing the negative effects on a heritage site. Within the literature review done by Güzel and Köksal (2019), they have listed the effects of responsible behaviors of tourist guides as such:

- To determine the rules that the tourists must follow during their visits
- To inform tourists about how they should behave in visited places
- To raise awareness among tourists
- To contribute to the responsible behavior of the tourists
- To ensure the physical atmosphere of the destinations
- To prevent conflicts between local people and visitors
- To support the management of natural resources
- To support the development of attitudes towards wildlife protection
- To increase environmental protection awareness
- To increase tourist satisfaction
- To contribute to the regional sustainability of destinations

According to the results of the research, some academics have referred some of the roles of tour guides to be entertaining, to be an interpretative/narrator, and to be informative and educational (Weiler and Ham, 2002; Littlefair and Buckley, 2008; Randall and Rollins, 2009; Poudel and Nyaupane, 2013; Walker and Moscardo, 2014; Güzel and Köksal, 2019). However, holistic and explanatory identifications have not been done in the literature. Determining the holistic roles of tourist guides on sustainable tourism is important as tourist guides have positive results on tourist behaviors and loyalty to the destinations (Kayes, 2005; Littlefair and Buckley, 2008; Taheri et al., 2018; Tatar et. al, 2018; Güzel and Köksal, 2019). In their study, Francis et al. (2019) indicated that most guides needed more training on the effects of their activities on the environment and on the interrelationship between the environment and wildlife and tourist satisfaction. In this context, it is important to discover the dimensions and contents of the roles of guides within the scope of sustainable tourism through an explanatory approach.

3. Research Method

The aim of this study is to determine the dimensions of the roles of tourist guides within the scope of sustainable tourism management. Thus, the exploratory perspective has been adopted. In this research, the phenomenological research design is preferred among qualitative research approaches which aim to discover the meaning of the experience of tourist guides. This research design is based on philosophy and psychology, where the experiences of individuals related to a phenomenon are described as defined by the participants. These descriptions result in the essence of individuals with various experiences on the phenomenon (Creswell, 2016: 14). This approach, in other words, tries to obtain the psychological essence of individual experiences by understanding the perceptions and meaning they have. With this pattern, the individual pieces are brought together to create a whole meaning (Baş and Akturan, 2013). As individual experiences are important in phenomenological research, people who have had experience in the subject of the research should create the search sample. In this context, purposive sampling was selected.

Creswell (2016) states that the descriptions of an individual's experience require the interviewing method within the context of the phenomenological pattern. Therefore, the in-depth in-

terview method was preferred in order to reach the essence of the experiences. Within the purposive sample, a total of 16 Turkish citizens who are licensed professional tourist guides working in Antalya were interviewed face to face. Creswell (2016) assumes that between three and ten participants will be sufficient in the phenomenological studies. The interviews were conducted through semi-structured forms between February and May in 2018. During the interviews, the open-ended questions were directed to find out participants' views and ideas. When the data saturation was reached, it was terminated to interview and data analysis was done. The interview questions developed in light of all sub-questions in connection with the basic question of the study are as follows:

Q1: What do you understand from the concept of sustainable development/tourism?

Q2: As a guide, what do you think about your functions and duties in supporting tourism for sustainability?

In the study, the analytical induction approach was selected to examine the phenomenon. The analytical induction used to explore the social life of people is often used to develop concepts/ideas and to systematically examine the similarities between events. Therefore, although there is not a predetermined theory or hypothesis in this approach, a meaningful structure is formed through the main themes related to the problem through the data (Yüksel and Yüksel, 2004). As Kümbetoğlu (2005) states, the study analysis has undergone a three-stage data analysis process including data processing (coding meaningful concepts and themes), visualization of data, and evaluation. The obtained data through interviews were transferred to a comprehensive computer interface, and the participants were coded as P1, P2, P3, and so on. The repeated reading of the text is determined for ideas and themes. Afterward, the data were coded in the same category, and the categories were named. The descriptions and themes are presented in a visual way and interpreted. In this study, the descriptive analysis technique was used on the data obtained from tourist guides. In the descriptive analysis technique, the quotations obtained from the individuals are presented in detail to the readers within the purpose of the research.

In order to ensure the internal validity of the study and to provide confirmation of the participants, participants signed a permit form, and they were explained to in detail about the search. Interviews were held with participants based on the purposive sample method and volunteerism. In addition, the validity of the study has been increased by additional measures such as making interviews within the research area and providing re-interview with the participants to confirm the findings. Yıldırım and Şimşek (2008) state that external validity is related to the generalization of research results. Naturally, there is no statistical generalization in the study; thus, an analytical generalization has been made. In order to increase the external validity of the study, an external controller/expert was involved in the study itself, which was highlighted by Creswell (2016) as well. The numerical and thematic comparison of data set coding similarities was done between the authors and experts. The percentage of the similarity was reached to 70 %. Yüksel and Yüksel (2004) propose that this percentage ensures the external reliability of the study.

4. Findings

Before the descriptive analysis through the research questions, some demographic characteristics of the participants are shown in Table 1. Participants are coded with "P" as P1, P2, and so on. A total of 16 participants were interviewed and 12 participants who are male constitute the majority. The age ranges of the participants were between 24 and 54 years of age. While the education levels of the participants are mostly at the undergraduate level, it is seen that 6 participants

have a master's degree. The year of experience is another important demographic feature in line with the objectives of the study. As it is seen, the most experienced of the participants has been guiding for 30 years and the majority of them have been guiding for 4 years.

Table 1: Demographic Findings Related to Participants

	Gender	Age	Education	Year of Experience		Gender	Age	Education	Year of Experience
P1	Male	36	Undergraduate	4	P9	Male	30	Postgraduate	3
P2	Female	31	Undergraduate	7	P10	Female	27	Undergraduate	4
P3	Male	27	Postgraduate	4	P11	Male	28	Postgraduate	4
P4	Female	34	Undergraduate	12	P12	Female	34	Undergraduate	8
P5	Male	30	Undergraduate	6	P13	Male	39	Undergraduate	17
P6	Male	29	Undergraduate	4	P14	Male	54	Undergraduate	30
P7	Male	33	Undergraduate	7	P15	Female	36	Postgraduate	13
P8	Male	27	Postgraduate	4	P16	Male	24	Postgraduate	2

Table 2 shows the descriptive analysis results of the data obtained from the participants. The findings in the table are presented in the form of theme, theme content, and citations. As a result of the descriptive analysis of the answers collected from the interviews with the participants and in the context of the theoretical framework of sustainable tourism, the answers are shaped around three main themes. In the context of themes, it was observed that sustainable tourism definition, sustainable tourism targets, and sustainable tourism strategies emerged from the answers of the participants.

Considering the content in the context of explanations about the definition of sustainable tourism, it is noteworthy that there are comments indicating how sustainable tourism is not a type of tourism. Thus, it can be said that the participants dominate the conceptual framework and content of the sustainable tourism approach. It can be concluded that the guides, who are the main managers of tourism products, have an understanding of sustainable tourism as an approach and a management philosophy. As it is seen in the table, the definition of sustainable tourism consists of "resource management, taking care of future generations, integrative application/approach, ensuring resource continuity, and balanced resource utilization". It is seen that these contents are similar to the World Tourism Organization's (UNWTO) definition of sustainable tourism. As it is understood from the content, sustainable tourism is primarily based on resource management. As a result of the descriptive analysis, the data obtained from the participants directed the researchers to the goals of sustainable tourism. In this context, the principles of conservation of ecological system, protection of locals, preservation of cultural values, economic continuity, protecting the environment, quality of employment, visitor satisfaction, physical integrity, and local well-being are in line with the main sustainable tourism targets determined by WTO.

The theme of sustainable tourism strategies also provide insights into what should be done under the approach. The content of this theme is "developing sustainable policies, sustainable planning, efficient resource utilization, innovation integration, improvement of practices, diversification of tourism products, spreading tourism to 12 months, and the use-protection balance" strategies. The part concerning "spreading tourism to 12 months" also has a deeper connection aspect of guides' behaviors towards tourists to ensure the continuity of the industry as stated by Sandaruwani and Gnanapala (2016). It can be interpreted that these contents will facilitate the use of resources in a planned manner through the development of sustainable tourism policies and facilitate the use-protection balance. In addition to limitations, it highlights the importance of ensuring the up-to-date applications of the sector in the context of sustainability with the diversification of tourism products, economic continuity, innovation integration, and improvement for practice, too.

Table 2: The Theoretical Framework of Sustainable Tourism

Theme	Content	Quote
Sustainable Tourism Definition	• Resource Management • Taking Care of Future Generations • Integrative Application / Approach • Ensuring Resource Con-tinuity • Balanced Resource Utili-zation	*Sustainability means that it can be sustained as much as possible under favorable conditions. Development is an effort to make things better. Thus, I think that the elements that make up a tour in reasonable conditions can be improved in such a way that the continuity can be improved. (P1)* *It is the balance in the field of environment and economy. While development supports growth, it does not harm natural resources. (P2)* *Sustainable tourism or development means that innovations can be implemented in the long term in order to meet the needs of the sector. (P3)* *It is a concept that covers all kinds of activities that can be done for the betterment of tourism. Recordable all factors are handled for the continuation of tourism and necessary arrangements are made. (P4)* *In fact, sustainable tourism is not a type of tourism. In all fields of tourism, such as cultural tourism, highland tourism, hiking, mountaineering, rafting, preserve the tourism destinations, by acting with the consciousness of nature and environment and leaving a better, clean and high-quality tourism understanding for the next generations. (P5)* *For sustainable tourism, we need to ensure this continuity without harming the local people and the ecological system. (P6)* *Tourism develops depending on environmental factors, people and culture. Sustainable development and tourism mean without consuming certain resources, without harming the culture, people and social structure of the region, economic income or improvement to keep the highest level and to transfer the values that we have to future generations. (P7)* *Sustainable tourism is to maintain the balance of nature with the balanced use of resources in the long term by ensuring its continuity in the region and imposing it on people. Sustainable tourism is integrated with nature, culture and environment without consuming resources. (P9)* *Sustainable tourism means that tourism should support spreading to all months. (P10)* *Sustainable tourism is the tourism approach which protection, the balance of use can be provided. At least it is to manage the destruction of the resources. Natural and cultural resources, as well as human resource should be taken into consideration. (P11)* *Sustainable tourism should consider visitor satisfaction. In this way, the tourist is provided to come back to the country. (P12)* *Sustainable development is the wise use of resources. (P14)* *Sustainable tourism is not a type of tourism, but it is a policy. It aims to protect the environment and cultural values in all areas of tourism. (P15)* *In order to ensure continuity in tourism, it is important to introduce new practices and to make changes that will keep pace with the era. The development of tourism is ensured by the protection of the environment and by increasing the possibilities, and by preserving the cultural texture and transferring it to the generations. (P16)*
Sustaina-ble Tourism Targets	• Conservation of Ecological System • Protecting of Local People • Preservation of Cultural Values • Economic Sustainability • Protecting the Environ-ment • Quality of Employment • Visitor Satisfaction • Physical Integrity • Local well-being	
Sustainable Tourism Strategies	• Developing Sustainable Policies • Sustainable Planning • Efficient Resource Utilization • Innovation Integration • Improvement for Practice • Diversification and Dissemination of Tourism Products • Spreading tourism to 12 Months • The Usage and Protection Balance	

Table 3 shows the descriptive analysis results of the data obtained from the participants. The findings in the table are presented in the form of theme, theme content, and citations. In the context of sustainability in tourism, six main themes have been obtained as a result of the analysis of the findings of the participants' 'responses to their colleagues' duties. These six themes have been identified as adopting consulting role, taking over inspection, sustainability training, raising the tourists' awareness, promotion local economy, and sustainable tour management.

Undertaking the role of supervision and consultancy, it was underlined that tourist guides who spend time with tourists in the field are also the most active individuals. It was emphasized that the guides could have a role not only between local people and tourists but also between the field and agencies and local administrators. Due to their active role in the field, it is emphasized that the most suitable tourism employees are ones determining the needs of the regions/local people and providing feedback. In this context, the guide stated that they had assumed the role of a consultant. Again, on this theme it was concluded that the guides should undertake supervision, too. It is emphasized that they can evaluate the tourism applications and report the problems in context of voluntary control. In the context of the role, the guides also indicate that they should undertake voluntary training on sustainability. Within this context, it shows up how guides keep their intellectual levels high and increase their self-awareness through the training they receive.

Hence, it is necessary to organize sustainability training with the collaborations of the institutions such as universities and local government. Furthermore, psychology training could be organized for visitors' satisfaction. Another theme, perhaps the most important role of the guides, is to raise the awareness of the tourists. From the first-time a guide meets a tourist, it was stated that the guides could direct the tourists to sustainable behaviors, train them, and raise their awareness on green behaviors. In addition to this role, it has been stated that the guides could create awareness about the authenticity of the destination by transferring the cultural and historical values. Supporting the local economy, which has a close relationship with the trust of tourists, has been considered as a separate theme. It is underlined that the guides take on the role of mediation and can play an active role in creating a sense of trust towards the local people in the area where they are located. In this theme, the potential and impact of the guides to support the local economy were emphasized predominantly. Sustainable tour management has emerged as another theme which can be considered as one of the most important roles of the guides in terms of sustainability. In this theme, the guides can be pioneers of sustainable behavior by serving as a role model, conducting the behavior of the visitors and the tour area, and contributing to the preservation of ruins. In this context, the leadership skills of a tourist guide are also prominent. As a leader, the guides should be exemplary tourists with sustainable behavior. It was underlined that informing of cultural values, treating in accordance with tourism policies, working in accordance with the law to protect the quality of employment is of significant importance.

Table 3: Roles of Tourist Guides for Sustainability

Theme	Content	Quotation
Adopting Consulting Role	• Collecting Data in the Field • Providing Information to the Agents and Local Administrators • Directing the Agencies Activities • Contributing to Destination Development • Consulting About the Needs of the Region • Exploring the Needs of Local People	*As a tour guide, we can help them to develop new destinations with prior information we give to agents and local government. (P3)* *The guides can be important consultants in determining the regional needs and planning the changes that may be made in this context as the most active individuals in the touristic area. The most effective element in the interaction between the tourist and the local community is the tourist guide him/herself. (P16)* *Tour guides are obliged to understand the local people well and discover their needs. (P2)* *As tourist guides are not in a decision-making position, they cannot change policies directly. But they can be effective in raising awareness and support. (P8)*
Taking Over Inspection	• Voluntary Superintendence • Evaluating Applications • Reporting Problems	*The guides provide awareness of each other and the community and ensure the protection of touristic places. In fact, many issues can be prevented by increasing the audit and report authorizations of the guides. For example, the oil company that I complained about recently for not having a first aid kit immediately closed this gap. We can make sure that the necessary measures can be taken as soon as possible by informing the institutions and the state. (P1)* *We are constantly going anywhere in Turkey and we observe around. We're pretty good because we're one of those who have a direct impact on the audit. Therefore, by increasing the competencies of the guides, we can handle many problems more quickly. (P2)*
Sustainability Training	• Intellectual Development of Guides • Creating the Self-Awareness of the Guide • Providing Sustainability Training for The Guides • Training Regulation for Tourist Guidance, Certification Providers and Institutions • Psychological Training of Guides	*Especially the person who will instill the feeling of trust and provide the first impression is the tour guide. The guide needs to be educated correctly, impartial, helpful and contemporary. If this is achieved, the guide is a bridge, making it easier for the tourist to integrate with local people. (P12)* *If the tour guide acts by understanding the importance of continuity, it will shape their own future positively. (P7)* *A guide who does not know the local environment and the public can give our guests visiting our country incomplete or unfortunately sometimes incorrect information. In this respect, it is very important that the guides educate themselves well (P2).* *Assuming that the tourist guide has sufficient information about the location of the tour, it is one of the responsibilities of preventing information pollution about the region. Wrong or missing information on the guest's mind should be corrected. Prejudices must be destroyed. (P3)* *The Tourist Guides should first have good rhetoric, be educated about group and tourist psychology and participate in training related to sustainable tourism. In particular, the Tourist Guides Association and then the chambers should primarily train the guides on these issues. Another issue is that there is not sufficient support from public and non-governmental organizations working on these issues. (P11)*

Raising The Tourists' Awareness	•	To Inform the Tourists about Sustainability	*In this respect, the guide should give information about the sustainable development to the local people and to the guests in terms of their own experiences to know the culture, nature, people and destinations where they work. (P5)*
	•	Increasing the Awareness of Tourists	
	•	Educating Tourists	
	•	Creating Awareness about the Values of the Destination	*The guide may contribute to the development of environmental and cultural factors in the regions in which the individual is involved. They can raise awareness about protecting the environment by explaining what can be done to the group and create awareness about the history and protection of any historical site. (P4)* *First of all, we need to be aware of the importance of sustainability. Then we need to raise the awareness of tourists. (P7)* *The responsibility of the tourist guide is to train visitors, not to raise awareness but to train, since the tour guide is seen as the leader, and so the mentality of the guide is strong enough to manage visitor behavior. (P11)* *In terms of sustainable tourism, guides should inform tourists correctly and ensure that people think about it. (P9)* *Tour guides play an important role in the promotion of cultural values, but they can contribute to the development of sustainable tourism with the right messages to the audience. For example, in order to prevent water wastage, some of the information that will be given on the tour bus will take place in the minds of the passengers and thus contribute to the prevention of water wastage. (P15)* *The guides can be the incentive of sustainable tourism in their expressions. (P8)*
Promoting Local Economy	•	Partnership with Local Businesses	*Guidance is of great importance in supporting the regional economy. The information to be given by the guide directly affects the sale of the product sold by the public. Not only will the guide make a contribution to the budget of the people, but even stop the sales. Therefore, efforts should be made to ensure that local businesses profit as the guides direct the guests to the stores. If possible, the guide needs to collaborate with local businesses. In order to maximize the number of tourists coming to the region, different, interesting and distinctive features/products of the region should be emphasized, so to speak should be advertised. In this way, tourism will be kept alive in the region, and contribution to the local economy and sustainability of the tourism potential will be ensured. (P3)* *Guides can support the economy of the people of the region by creating local shopping opportunities and markets by visiting the stores with groups. (P4)*
	•	Referring Local Businesses	
	•	Referring Local Products/ Markets	
	•	Mediating between Tourist and Local Community	

Sustainable Tour Management	• Being a Pioneer about Sustainability Behavior • Managing Visitor Behavior • Tour Area Management • Ruin Protection • Provide Tourist Satisfaction • -Integrating Sustainability • Strategies/Practices into Business • Guides Complying with the Legal Rights • Working in Compliance with Sustainable Tourism Policies • Promoting Cultural Values/Heritage	*Sustainable development in tourism depends on the relationship between visitors and destinations and the local community. At this point, it is very important that the guide acts as a bridge between the tourist and the local people. (P12)* *They can provide exemplary behaviors to support sustainability. (P8)* *He / she should be familiar with the local culture in his / her region and develop new strategies and practices that will ensure mutual reciprocal expectations and gain mutual benefit in terms of sustainability. (P13)* *Undoubtedly, tourism will have an impact on the environment, culture, economy, and people. Our request is that this effect is positive. We have to accommodate tourists to the destination or tour area. (P8)* *The fact that the tour guides happily end the tour and get a good return means that the number of tourists coming to the country will surely increase. Because if you have a bad tour, you don't recommend that destination to anyone. (P10)* *First of all, the guide should have the working conditions of the EU countries in our country. Then everything is a matter of supply, demand. Actions such as unwanted events, not paying wages to the guides, etc. should be avoided. Sustainable tourism should start with employees. (P14)* *We should supervise the work of unlicensed people under the name of the tour guide in the region. Because the unqualified guide does not bring tourists to local people. It causes the region to lag behind in terms of culture, economy and living standards. (P12)* *The guides should work in accordance with sustainable tourism policies. It should undertake the promotion of the cultural values of the country. (P15)* *The tastes and judgments of the tourists visiting the region will somehow spread to the culture. It can be mentioned that foreign music is popular among the public in touristic areas. (P8)*

5. Conclusion

In this study, which was carried out to determine the role of tourist guides on sustainable tourism, the multidimensional data of the guides regarding the theoretical framework of sustainable tourism were obtained. The main objectives of sustainable tourism, which are defined as a source-based approach, have come together with a multifaceted perspective in the study. The balanced, planned, and effective use of resources will support the social, economic, and cultural development/well-being of the destination while protecting cultural/natural values and increasing the satisfaction of tourists.

This framework has been paralleled with other studies in the literature (Todorut and Cîrnu, 2012; Laitamaki et al., 2016). In the study, the goals of conceptual framework analysis of sustainable tourism have been overlapped with the principle of the World Tourism Organization (UNWTO, 2013). The role descriptions of the guides have emerged as multi-dimensional, namely as adopting a consulting role, taking over inspection, sustainability training, raising the tourists' awareness, promotion local economy, and sustainable tour management.

Theorical Implications

Eventually, during the period when Grand Tour was being taken into the central parts of Europe, guides were attributed with roles such as "pathfinder" alongside with the roles of "spiritual and geographical leadership," which are navigational specifications during the pilgrimages, and these "mentor, pathfinder" roles are still contained in the definition of the "modern tour guide" as we know in the present (Cohen, 1985).

As a priority, the guides have assumed that they are able to take on the roles of supervisor and audit/superintendent because they work actively in the sector. The tour guides' supervisor and audit/superintendent roles have been firstly highlighted in this study. The paper indicates the contributions to tourism, within this perspective. As a matter of fact, Randall and Rollins (2008) evaluated the importance of the educational roles of tourist guides in terms of sustainability, and they provided recommendations to support the "taking over inspection" theme obtained from these research results. In this study, the guides stated that they should take sustainability education. However, in the literature, it has been determined that guides are not aware of their importance for sustainable tourism (Weiler and Kim, 2011; Walker and Weiler, 2017).

Raising the awareness of tourists has emerged as a dimension that can be considered as one of the most important roles of the guides on sustainability. Tourist guides' knowledge poses significant importance in tourists' green behavior and minimizes the negative effects on a heritage site as highlighted by Alazaizeh et al. (2019). It is emphasized by various names in the literature that the tourist guides can inform and educate the tourists during their "interpretative" interaction with tourists by using the direct control approach (Orams, 1995; Weiler and Ham, 2002; Weiler and Kim, 2011; Poudel and Nyaupane, 2013; Francis et al., 2019). Weiler and Ham (2002) state that it is important in terms of sustainability that local guides take on the role of "mediator" between local people and visitors in the region they provide guidance by using their narrator-interpretive ability.

Sustainable tour management, which is considered as another important role dimension of the guides for sustainable tourism, provides important findings regarding the behaviors of the guides. In some studies discovered in the literature, the effects of the characteristics of the visited destination on the visitor are changed in a positive way through the local guides, and the contribution of this change to sustainability is explained in detail with the effectiveness of it (Randall and Rollins, 2009; Leshem, 2013; Poudel and Nyaupane, 2013).

Practical Implications

Tour guides have stated that they undertake the responsibility for collecting information and evaluating and reporting its applications because they are actively involved in the field. Applying accreditation systems to tourist guides, active guides should also be given the authority to report the movements and sociological attitudes of tourists in the field. The tour guides' mediator, interpreter, leadership, and teaching roles, which are undertaken by tourist guides, should be directed not only to tourists but also to the local public, employers and other stakeholders, and resources in destination centers. In this context, a tourist guide can bring awareness to the tourists and raise awareness about sustainable behaviors (such as restaurant, yacht, jeep safari employees).

Due to their mobile position in the tourism sector, the guides need to have the skills that allow them share their educational behaviors and knowledge. That means they need to be educated within the multidimensional education. A tour guide must have the capacity to manage the negative effects of tourism to enrich tourists' travel experiences. Thus, in the literature, it is emphasized that sustainable development principles should also be taught for the development of destinations during the training

of the guides (Grabowski and Geng, 2000; Weiler and Ham, 2002; Francis et al., 2019). The tour guides should be educated on the code of sustainable tourism practices within the principle of the World Tourism Organization (UNWTO, 2013). Perhaps a sustainable certification application will be suggested to tourism operators and authorized associations. For example, in Venice, a group of authorized and highly educational guides with relative certifications and licenses launched "Venice Guides for Sustainable Tourism" to make people appreciate art, culture, heritage, and authenticity in the city by encouraging them to participate in various events (www.venicesustainabletourism.com).

Sustainable tour management dimension of guides for sustainable tourism is seen as another important role in this study, so guides should present responsible behavior during their tours. This was highlighted in the study by Sandaruwani and Gnanapala (2016). Moreover, guides need to be certified in sustainability, and the self-awareness of guides should be established as highlighted by Mason and Christie (2003). In the literature, it is given as necessary to inform not only the guides but also the trainers who guide them as well as courses, chambers, associations, and the mentors who train them, the travel agencies they work with, the stakeholders, and the shopkeepers in the same way (Weiler and Ham, 2002).

Within the 'raising the awareness of tourists' dimension, the guides should inform the tourists about the value of the region, places to visit, the cultural heritage structure, the elements that could pose a danger to the region or place, and how to protect the area while they are interacting with the tourists, which has also been stated by Weiler and Kim (2011). Using the local guides can contribute to this dimension as they know the destination and the local needs in detail. Local tourist guides take an active role in identifying, changing, and raising awareness of the behaviors of tourists, as well as "facilitating" social, cultural, and economic development, which are the main focal points of sustainable development (Leshem, 2013). Similarly, the educational roles of tourist guides in the findings contain informing tourists about the sustainability issues, raising the awareness of tourists, educating tourists, and raising awareness about the authenticity of the destination.

Recommendations for Future Studies

In the literature, the studies supporting the sustainability roles and techniques, such as identifying motivational elements of cultural identity, the image of the destination, and the motivation to re-visit, are insufficient (Cheng et al., 2018). In addition, the studies conducted to increase the awareness of the contributions of guides has been limited to Asian countries with only certain regions and samples, and studies on the assessment of the perceptions of guides about the concept of sustainability were lacking in the literature. In this context, the role of guides on sustainability, creating a cultural identity, impact on the image of the destination, and the effect of re-visiting should be measured, and attention should be given to raising awareness on behalf of the parties. Moreover, as this study has only focused on the participants from Antalya, the findings from the participants from different regions will contribute to the generalization of the issue.

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