

Abstract

This study aims at measuring the perception of tour guides towards tour operators in Bangkok, Thailand. A total of 381 questionnaires were distributed to respondents who were tour guides working at main tourist attractions around Bangkok. Descriptive statistics was used to calculate means, Inferential statistics by means of T-Test, ANOVA and Chi-square were used for testing 20 hypotheses set for this research.

Findings reveal that tour guides showed that they felt neutral for term of employment, fairness and integrity and safety and work procedure. However, they disagree for compensation they have received.

From hypothesis testing, 13 null hypotheses are rejected, and 7 null hypotheses are accepted. Thus, the general conclusion of hypothesis testing is that there is difference among tour guides in their perception towards dealing with tour operators on term of employment when classified by nature of employment, age, marital status, educational level; on compensation when classified by nature of employment, gender, age, educational level; on fairness and integrity when classified by nature of employment, age, educational level; on safety and work procedure when classified by nature of employment, age.

On the other hand, there is no difference among tour guides in their perception towards dealing with tour operators in term of employment when classified by

gender; on compensation when classified by marital status; on fairness and integrity when classified by gender; on safety and work procedure when classified by gender, marital status and educational level.

