

## Chapter 7

# Career Management in Tourist Guidance

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### **ABSTRACT**

*Today, one of the most important concepts in terms of human resources is a career. Today, many people are setting individual career goals for their work life and trying to improve their performance in order to achieve them, and many businesses are making great efforts to create career plans for the personnel that they employ and to implement them successfully. Career may not hold the same meaning for everyone. For some, a career is advancing in their work, for some achieving higher positions, for some improving themselves, and for some realizing themselves. In today's competitive conditions, where career is becoming more and more important both in terms of businesses and employees, tourism enterprises that want to gain an advantage over the target market and professional tourist guides representing countries, cultures, and people of the country must place importance on career management. Focusing on the importance of career management and career development practices in terms of tourist guides, this study assesses career management practices that can be used to improve the personal accomplishments and performances of tourist guides, as well as perform their profession correctly and promote employee and tourist satisfaction.*

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## **INTRODUCTION**

Career is a task sequence that a worker follows throughout their working life. Traditionally, the concept of a career is only used for managers and professionals, but today it is a topic for everyone who is working and takes its place among the issues that must be considered. Traditionally, this concept was used only in the sense of promoting and advancing in upper positions, while today it also covers changes in position such as horizontal transitions, positions in projects etc. (Odabaşı, 2008). In recent years, with the understanding that people are the most important factor impacting productivity in organizations, career-oriented approaches have been increasing day by day and the career concept has become one of the most important issues to pay attention to in terms of both personal and business (Şahin Perçin & Çetin, 2016).

It is clear that the successes of the tourism enterprises operating within the service sector and requires large investments are based entirely on the efficiency of human power as a whole. In this respect, when career management in terms of the tourism sector is examined, organizational reasons such as increasing of service quality, labour productivity, and customer satisfaction and decreasing turnaround in personnel, as well as individual reasons such as providing motivation for workers and them being more satisfied in their work is important (Kozak, 2001: p. 88).

The concept of career management has started to begin to develop in tourist guides, who are an indispensable part of the tourism sector, due to the changing conditions of competition along with globalization. In this direction, tour guides need to fulfil their duties and responsibilities in terms of career management. Professional tourist guides who are in contact with each other through travel agencies are evaluated on tours organized by the agency in terms of their knowledge, skills, characteristics, and experiences. In this context, in line with the ever-increasing importance of changing consume demands, focusing on the importance of career management and career development practices in terms of tourist guides, this study aims to show the importance of career management practices that can be used to improve the personal accomplishments and performances of tourist guides, as well as perform their profession correctly, and promote employee and tourist satisfaction. In this context; In this section, career and career management concepts are addressed, while career life stages (career stages) career management practices (career development methods) have been considered. Career management and career development have been considered in terms of professional tourist guides and an attempt has been made to show its importance.

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