

The Effect of Tour Leaders' Cultural Competence on Tourists' Authenticity Perception

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Abstract : Tour leader cultural competence (TLCC) refers to a tour leader's ability to interact appropriately and effectively with people from different cultural backgrounds. This leads tourists to have positive tourism experiences. However, few studies have discussed the effects of TLCC on tour member experiences. In this study, tour leaders and tour members of Taiwan group package tours were used as research participants. A total of 55 tour leaders and 524 tour members were recruited, and hierarchical linear modeling was employed to investigate the association between research variables at two levels (tour leader and tour member), the results revealed that TLCC improves perceived authenticity. The findings of this study have managerial implications for travel agencies and tour leaders and offer directions for future studies.

Keywords : tour leader, cultural competence, authenticity perception, group package tour

Conference Title : ICITEM 2024 : International Conference on International Tourism and Event Management

Conference Location : Tokyo, Japan

Conference Dates : July 22-23, 2024