

## The Effect of Self-Efficacy on Emotional Intelligence and Well-Being among Tour Guides

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**Abstract :** The concept of self-efficacy refers to people's beliefs in their ability to perform certain behaviors and cope with environmental demands. As such, self-efficacy plays a key role in linking ability to performance. Therefore, this study examines the relationships of self-efficacy, emotional intelligence (EI), and well-being among tour guides, who act as intermediaries between tourists and an unfamiliar environment and significantly influence tourists' impressions of a destination. Structural equation modeling (SEM) is used to identify the relationships between these factors. The results found that self-efficacy is positively associated with EI and well-being, and a positive link was seen between EI and well-being. This study has practical implications, as the results can facilitate the development of interventions for enhancing tour guides' EI and self-efficacy competencies, which will benefit them in terms of both enhanced achievements and improved psychological happiness and well-being.

**Keywords :** self-efficacy, tour guides, tourism, emotional intelligence (EI)

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