

# Cases on Tour Guide Practices for Alternative Tourism

Gulsun Yildirim  
*Recep Tayyip Erdogan University, Turkey*

Ozlem Ozbek  
*Bandirma Onyedi Eylul University, Turkey*

Ceyhun Caglar Kilinc  
*Akdeniz University, Turkey*

Abdullah Tarinc  
*Akdeniz University, Turkey*



A volume in the Advances in Hospitality, Tourism,  
and the Services Industry (AHTSI) Book Series

# Table of Contents

<b>Preface</b> .....	xv
<b>Chapter 1</b>	
Mobbing in Tourism Industry: The Case of Tourist Guides.....	1
<i>Ramazan Eren, Akdeniz University, Turkey</i>	
<i>Oguz Nebioglu, Alanya Alaaddin Keykubat University, Turkey</i>	
<b>Chapter 2</b>	
Tour Guides' Perspectives on Their Work and Life: A Case Study of Jordanian Tour Guides.....	18
<i>Areej Shabib Aloudat, Yarmouk University, Jordan</i>	
<i>Rosemary Black, Charles Sturt University, Australia</i>	
<i>Sally Everett, King's College London, UK</i>	
<b>Chapter 3</b>	
Tourist Guides as Representatives of Sustainable Tourism: Evidence From Turkey .....	39
<i>Eda Rukiye Donbak, Faculty of Tourism, Adiyaman University, Turkey</i>	
<b>Chapter 4</b>	
Student Guides as Mediators of Institutional Heritage and Personal Experience .....	55
<i>Simon C. Woodward, School of Events, Tourism and Hospitality Management, Leeds Beckett University, UK</i>	
<i>Elizabeth Carnegie, Newcastle Business School, Northumbria University, UK</i>	
<b>Chapter 5</b>	
Tourist Guidance in Sport Tourism .....	74
<i>Orhan Icoz, Yasar University, Turkey</i>	
<i>Onur Icoz, Aydin Adnan Menderes University, Turkey</i>	
<b>Chapter 6</b>	
Best Practices for Tour Guides in the Northern Region of Jordan: "Land of Olive Oil and Indigenous Food" .....	96
<i>Sawsan Khreis, Yarmouk University, Irbid, Jordan</i>	
<i>Foued Benghadbane, Institute of Management of the Urban Techniques, University of Oum El Bouaghi, Algeria</i>	

**Chapter 7**

- Tea Tourism and the Importance of Tea Tourists' Guidance in India ..... 119  
*Birsen Bulut Solak, Selcuk University, Turkey*  
*Sakib Bin Amin, North South University, Bangladesh*

**Chapter 8**

- Analysing the Tour Guides' Perceptions About Gastronomy Tourism in Himachal Pradesh ..... 132  
*Debasis Sahoo, Central University of Himachal Pradesh, India*

**Chapter 9**

- Best Practices for Tour Guides at Christian and Islamic Religious Sites: A Case Study of Jordan ... 154  
*Sawsan Khreis, Yarmouk University, Irbid, Jordan*  
*Jean Michel Chapuis, University of Paris 1 Panthéon-Sorbonne, France*  
*Mohammed Shunnaq, Yarmouk University, Irbid, Jordan*

**Chapter 10**

- The Social Significance of Religious Guides: The Development of the Flow of Religious Capital in the Islamic Religious Tourism Industry..... 181  
*Shin Yasuda, Takasaki City University of Economics, Japan*

**Chapter 11**

- Tourist Guiding in Halal Tourism: Case of Southeast Asia..... 200  
*Nor Aida Abdul Rahman, Universiti Kuala Lumpur, Malaysia*

**Chapter 12**

- As an Alternative: Cultural Routes Education for Tourism Guides – A Model Suggestion From Turkey ..... 217  
*Canan Tanrisever, Kastamonu University, Turkey*

**Chapter 13**

- Ayvalik as an Art Route for Tourism Guides Within the Frame of Art Tourism ..... 240  
*Sabriye Çelik Uğuz, Balıkesir University, Turkey*

**Chapter 14**

- Technology-Supported Tourist Guiding in Aviation Tourism..... 257  
*Azizul Hassan, The Tourism Society, UK*

**Chapter 15**

- Technological Innovation Research With Guided Tours: Recent Trends and Future Directions ..... 268  
*Abdullah Tarinc, Manavgat Tourism Faculty, Akdeniz University, Turkey*  
*Abdullah Karaman, Tourism Faculty, Selcuk University, Turkey*  
*Halil Sunar, Tirebolu Mehmet Bayrak Vocational High School, Giresun University, Turkey*  
*Kürşad Sayin, Silifke Tasucu Vocational High School, Selcuk University, Turkey*

## **Chapter 16**

The Future of Tourism Guidance in the Scope of Industry 4.0 and Next-Generation Technologies .....	281
<i>Yunus Topsakal, Adana Alparslan Türkes Science and Technology University, Turkey</i>	
<i>Mehmet Bahar, Cappadocia University, Turkey</i>	
<i>Nedim Yüzbaşıoğlu, Akdeniz University, Turkey</i>	
<b>Compilation of References</b> .....	303
<b>About the Contributors</b> .....	344
<b>Index</b> .....	350