

**DIFFICULTIES ENCOUNTER CHAUFFEUR TOURIST
GUIDE LECTURERS WHILE PERFORMING THEIR JOB
AND THE EXTENT OF THEIR JOB SATISFACTION
A CASE OF SRI LANKA TOURISM**

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ABSTRACT

Tour guides are one of the most visible players in tourism industry but, to date, little scholarly attention has been given to Chauffeur tourists guide lecturers and guiding, not to speak of the difficulties that Chauffeur tourists guide lecturers may encountered with. This study addresses the gap by promoting an understanding of the work environment and the difficulties encountered by Chauffeur tourists guide lecturers and the extent of their job satisfaction. Three research objectives are identified as, to determine the work environment and difficulties encountered by CTGLs in Sri Lanka, to determine the level of job satisfaction of CTGLs and to examine whether there is a the relationship between the difficulties encountered by licensed CTGLs in Sri Lanka and their extent of the Job satisfaction.

Statistical population of the study was the total number of Licensed CTGLs in Sri Lanka and convenience sampling technique was used by the researcher to select the sample (75) while in the field as it is really hard to catch the CTGLs through other sampling technique due to the nature of their Job. Primary data was used to measure both Difficulties encountered by licensed CTGLs and their job satisfaction. Data was collected through five point likert scaled questionnaire which was obtained from the selected sample and the questionnaire consisted with three parts namely Difficulties encountered by licensed CTGLs, their job satisfaction and the demographic factors. A widely used Gilmer and others (1966) job satisfaction model was chosen to assess the Job satisfaction of the CTGLs and difficulties encountered by Licensed CTGLs was measured by researcher developed five dimensions based on the previous literatures.

Reliability of the questionnaire was checked by the Cronbach's Alpha Reliability test. Descriptive analysis and Pearson correlation coefficient were used to analyze the data.

The researcher intended to identify whether there is a quality relationship between the difficulties encountered by licensed Chauffeur Tourists Guide Lecturers in Sri Lanka and their extent of the Job satisfaction. The methodology employed entailed a case study research design which employed quantitative research method. The research findings show that there is a negative relationship between difficulties encountered by licensed Chauffeur Tourists Guide Lecturers in Sri Lanka and their extent of the Job satisfaction.

Keywords: *Chauffeur tourists guide lecturers, Difficulties encountered by
Chauffeur tourists guide lecturers, Job Satisfaction*