

IMPACT OF LANGUAGE BARRIERS ON CARRIER PROGRESS OF TOURIST GUIDES IN SRI LANKAN TOURISM INDUSTRY

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This study examines the role played by language barriers in limiting the career progress of the tourist guides in the tourism in Sri Lanka. The research follows quantitative and cross-sectional design; data was obtained using structured questionnaires from 345 registered tourist guides with the Sri Lanka Tourism Development Authority. The study seeks to determine the effect of three independent variables communication style, training and support and work engagement on career advancement, using correlation and regression analysis through SPSS. The results suggest that there is a significant positive relationship among communication skills, career advancement, and training. Communication style reduces guessing between tourist guides and their clients, training and skills provide the tools to overcome these gaps, with work engagement mopping to be the most predictor. Professional language training, technological tools, and collaboration among tourism stakeholders are practical implications in solving communication problems. The limitations of the study are the reliance on self-reported data, the specific place of research, and the lack of other possible factors such as economic policies. Future research could take a qualitative approach, multi-country or cross considerations, any other aspects such as cultural and technology inclusions are recommended. This study has emphasized the necessity for strategic measures that will boost the career growth of the tourist guides so that the overall experience of tourism is improved.

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