

عنوان مقاله:

Creativity in Tour Guides with an Emphasis on Cultural Intelligence

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خلاصه مقاله:

Tour guides are considered as one of the key players within the tourism supply chain, serving as direct interfaces with visitors and acting as cultural mediators between diverse cultures. They exert a significant influence on tourists' intentions for repeat visits. Nowadays, tourists are not merely seeking basic information from guides, as they can easily access such information online. Instead, they are in search of creative, authentic, interactive experiences with participatory learning, demanding the presence of creativity in tour guides. Consequently, guides need to demonstrate new forms of creativity in their performance. Creativity is a pivotal aspect for achieving professional success in the realm of tour guiding. The depth of their professional knowledge and their creative abilities significantly impact the quality of tours and the portrayal of destinations. As cultural intelligence is one of the critical dimensions of creativity, this research aims to explore the relationship between cultural intelligence and the creativity of tour guides. Using a library review method, it examines the role of cultural intelligence, its dimensions, and indicators. Ultimately, it presents a conceptual framework for fostering the creativity of tour guides, grounded in the principles of cultural intelligence.

کلمات کلیدی:

creativity, Tour Guides, cultural intelligence

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