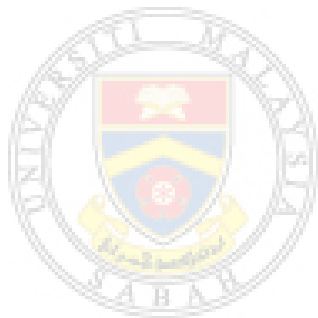


**AN ENRICHED MEANING OF WORK MIXED
METHODS STUDY ON TOURIST GUIDES**



NG YEN PHIN

UMS
UNIVERSITI MALAYSIA SABAH

**FACULTY OF BUSINESS, ECONOMICS AND
ACCOUNTANCY**

UNIVERSITI MALAYSIA SABAH

2023

**AN ENRICHED MEANING OF WORK MIXED
METHODS STUDY ON TOURIST GUIDES**

NG YEN PHIN



**THIS IS SUBMITTED IN FULFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF DOCTOR
OF PHILOSOPHY**

**FACULTY OF BUSINESS, ECONOMICS AND
ACCOUNTANCY
UNIVERSITI MALAYSIA SABAH
2023**

UNIVERSITI MALAYSIA SABAH

BORANG PENGESAHAN STATUS TESIS

JUDUL : **AN ENRICHED MEANING OF WORK MIXED METHODS STUDY ON TOURIST GUIDES**

IJAZAH : **DOKTOR FALSAFAH PENGURUSAN PERNIAGAAN**

BIDANG : **PENGURUSAN**

Saya **NG YEN PHIN**, Sesi **2018-2023**, mengaku membenarkan tesis Doktorai ini disimpan di Perpustakaan Universiti Malaysia Sabah dengan syarat-syarat kegunaan seperti berikut:-

1. Tesis ini adalah hak milik Universiti Malaysia Sabah
2. Perpustakaan Universiti Malaysia Sabah dibenarkan membuat salinan untuk tujuan pengajian sahaja.
3. Perpustakaan dibenarkan membuat salinan tesis ini sebagai bahan pertukaran antara institusi pengajian tinggi.
4. Sila tandakan (/):

SULIT

(Mengandungi maklumat yang berdarjah keselamatan atau kepentingan Malaysia seperti yang termaktub di dalam AKTA RAHSIA 1972)

TERHAD

(Mengandungi maklumat TERHAD yang telah ditentukan oleh organisasi/badan di mana penyelidikan dijalankan)

TIDAK TERHAD

Disahkan Oleh,

NG YEN PHIN
DB1811017T

(Tandatangan Pustakawan)

Tarikh : 02 Oktober 2023

(Dr. Balvinder Kaur Kler)
Penyelia Utama

DECLARATION

I hereby declare that the material in this thesis is my own except for quotations, equations, summaries and references, which have been duly acknowledged.

20 September 2023

Ng Yen Phin

DB181017T



UMS
UNIVERSITI MALAYSIA SABAH

CERTIFICATION

NAME : **NG YEN PHIN**
MATRIC NUM. : **DB1811017T**
TITLE : **AN ENRICHED MEANING OF WORK MIXED METHODS
STUDY ON TOURIST GUIDES**
DEGREE : **DOCTOR OF PHILOSOPHY IN BUSINESS
MANAGEMENT**
FIELD : **MANAGEMENT**
VIVA DATE : **20 SEPTEMBER 2023**



CERTIFIED BY;

Signature

UMMS
UNIVERSITI MALAYSIA SABAH

1. MAIN SUPERVISOR
Dr. Balvinder Kaur Kler

2. CO - SUPERVISOR
Dr. Oscar Dousin

ACKNOWLEDGEMENTS

In the name of Allah, The Most Gracious and The Most Merciful

I would like to express my greatest gratitude to Allah SWT for the abundance of grace, strength, and well-being bestowed upon me throughout the journey of completing my Ph.D. despite the obstacles and challenges I faced. It was a genuine accomplishment for me to complete this thesis, made possible by many incredible people who have motivated, inspired, and supported me during this journey, which I duly acknowledge.

Firstly, I extend my greatest appreciation to my exceptional supervisors, Dr. Balvinder Kaur Kler and Dr. Oscar Dousin, for their guidance and mentorship, continuous encouragement, dedication, breadth of knowledge, priceless advice, critical and constructive feedback and comments on my writings, have sustained and enhanced my understanding of the academic research world. I would like to thank them for the discussion on the value of the meaning of work for tourist guides which struck me and eventually developed into the main idea of my thesis. Despite all my doubts and insecurities, they believed in my capabilities, which gave me hope to complete this thesis and develop my research skills.

I would like to dedicate this thesis to my beloved husband, Muhamad Azri bin Othman, my loving parents, Mr. Ng Su Kong and Mrs. Ludia binti Tete, parent-in-law, Mr. Othman bin Hashim and Mrs. Norihan binti Othman and my eldest and only sister, Ng Yen Lee. They have unwaveringly supported my decision to take on this perilous journey with their endless prayers, financial support, great courage, tremendous love, for moulding me to be a good person, and supported me during the ups and downs of my path toward this knowledge quest. I have been motivated to keep working toward accomplishing my goals by their confidence in me, and I will always be grateful for everything they have done for me.

To the Postgraduate Assistance Scheme, Universiti Malaysia Sabah, thank you for trusting in my capabilities and awarding me a scholarship to undertake this research. I would like to thank them for fully financing this research for the first three years of my Ph.D. degree.

In addition, I extend my gratitude to the Sabah Tourist Guide Association, Sabah Native Registered Tourist Guide Association, and the hundreds of tourist guides in Sabah. Without your help and the significant time, you spent participating in the study, this research would not have been feasible. To my cousin, Pauline Chin, thank you for the continuous effort to help me distribute the online questionnaires among tourism fellows.

I would like to thank my mentor, Dr. Chew Tze Cheng, for her time, expertise, and dedication in refining several parts of my thesis. Thank you for always being so kind to help me answer plenty of inquiries on quantitative studies and for all your support, advice, and encouragement to boost my motivation.

To my brother-in-law, Mr. Chang Yung Kian and Mr. Muhamad Azmin bin Othman. Also, to my co-sister-in-law, Mrs. Athirah Nasuha binti Roslan, thank you

for the endless love, prayers, inspiration, and unending encouragement. Thank you so much for everything.

To my clever and beautiful niece, Clara Chang Tze Ching, even though you are still a kid, you always comfort me when I feel down and sad, and I am thrilled whenever I see your laugh, sweet smile, and your chatter. Thank you for always cheering me up and for all the lovely memories that lifted my mood and encouraged me to keep writing my thesis.

My heart is overwhelmed with gratitude, blessed with wonderful best friends, Fauziah binti Mohd Jihan and Patricilla binti Jinkim, for being the ones I can always rely on and for sticking by me regardless of the situation. You deserve a million thanks for all the tireless support, encouragement, company training for my presentations, and valuable suggestions to improve my confidence. You have been exceptionally kind to me for always being there when I am happy, stressed, disappointed, crying, and despairing throughout my Ph.D. journey. Thank you for staying by my side.

To my other dearest best friends, Yon, Mira, Acui, Justine, Hanis, Syud, and Hafiz thank you for your friendship and positive support all these years. All the conversations, meals, loafing, karaoke sessions, and jokes served as vital support and a refreshing way to balance between being an intensely concentrated Ph.D. candidate and a human. You have done so much for me. Thank you! My Ph.D. colleagues have also provided me with excellent intellectual and emotional support: to name a few, Kak Sawanah, Hikmah, and Bibianah. Thank you for sharing and exchanging ideas with me and for your encouragement throughout our arduous Ph.D. path. I hope we will cross paths again in the future.

"Last but not least, I wanna thank me, I wanna thank me for believing in me, I wanna thank me for doing all this hard work, I wanna thank me for having no days off, I wanna thank me for never quitting"– Snoop Dogg

Ng Yen Phin
20 September 2023

ABSTRACT

Meaning of work (MoW) acts as a lens through which individuals interpret and react to their work. The initial dimensions of MoW orientation are job, career and calling. However, several scholars indicated that the MoW instrument was outdated and had not been improved for years. Thus, this study was motivated by the need to enrich the MoW instrument in the context of tourist guides. Tourist guides' professions were chosen as the scope of the study due to the unique nature of the profession, which has taken on a different work meaning worth studying. Hence, the MoW instrument may not capture the whole range of meanings tourist guides assign to their work and might be beyond the existing work orientation. The study utilised a pragmatic mixed-methods approach by adopting a two-phase, exploratory sequential research design. In Phase 1, the qualitative study explored and enriched MoW dimensions by conducting semi-structured interviews with 20 tourist guides. Through thematic analysis, findings of this phase discovered three emerging variables: working atmosphere, professional contentment, and job freedom. The qualitative findings guided the development of MoW items and scales for the survey instrument. In Phase 2, 153 tourist guides participated in a quantitative study to validate the enriched MoW instrument by assessing model fit, reliability, and validity of the measurement model and structural model using Structural Equation Modelling of AMOS. The quantitative study indicated two enriched MoW dimensions, namely (i) professional contentment and (ii) job freedom were found to fit the MoW model. A total of 11 enriched measurement items emerged to represent these two dimensions, with an example of measurement items for; (i) professional contentment (6 items) is *'I feel my job is meaningful when tourists are satisfied with my services'* and (ii) job freedom (5 items), *'I am satisfied with the freedom to manage my job'*. This study provides four contributions to knowledge. First, the expanded and enriched MoW dimensions by extending the tripartite work orientation to six dimensions for tourism industry employees. Secondly, the study expanded the MoW instrument with the inclusion of two emerging variables (mentioned earlier). This instrument may be adapted and adopted for other tourism and hospitality studies. Next, the integration of Self-Determination Theory and Person-Environment Fit Theory to explain the enriched MoW dimensions. Finally, the study applied Attribution Theory to produce a tourist guides career spectrum to distinguish and explain MoW for different career stages using five main stages. The practitioner's contributions highlight the importance of the protection of meaningful jobs and livelihoods; propose comprehensive human resource strategies and policies to improve employee attraction and retention.

Keywords: enriched meaning of work, tourist guides, professional contentment, job freedom

ABSTRAK

MAKNA KERJA YANG DIPERKAYAKAN KAEDAH KAJIAN CAMPURAN MENGENAI PEMANDU PELANCONG

Makna kerja (MK) bertindak sebagai lensa di mana individu mentafsir dan bertindak balas terhadap kerja mereka. Dimensi awal orientasi MK ialah pekerjaan, kerjaya dan panggilan. Walau bagaimanapun, beberapa cendekiawan menunjukkan bahawa instrumen MK sudah lapuk dan tidak diperbaiki selama bertahun-tahun. Justeru, kajian ini didorong oleh keperluan untuk memperkayakan instrumen MK dalam konteks pemandu pelancong. Profesion pemandu pelancong dipilih sebagai skop kajian kerana sifat unik profesion yang telah mengambil MK yang berbeza patut dipelajari. Oleh itu, instrumen MK mungkin tidak menangkap keseluruhan julat makna yang diberikan oleh pemandu pelancong kepada kerja mereka dan mungkin di luar orientasi kerja sedia ada. Kajian ini menggunakan pendekatan kaedah campuran pragmatik dengan mengguna pakai reka bentuk penyelidikan berjujukan penerokaan dua fasa. Dalam Fasa 1, kajian kualitatif meneroka dan memperkayakan dimensi MK dengan menjalankan temu bual separa berstruktur dengan 20 pemandu pelancong. Melalui analisis tematik, penemuan fasa ini menemui tiga pembolehubah yang muncul: suasana kerja, kepuasan profesion, dan kebebasan kerja. Penemuan kualitatif membimbing pembangunan item MK dan skala untuk instrumen tinjauan. Dalam Fasa 2, 153 pemandu pelancong telah mengambil bahagian dalam kajian kuantitatif untuk mengesahkan instrumen MK yang diperkaya dengan menilai kesesuaian model, kebolehpercayaan dan kesahan model pengukuran dan model struktur menggunakan Pemodelan Persamaan Struktur AMOS. Kajian kuantitatif menunjukkan dua dimensi MK yang diperkaya, iaitu (i) kepuasan profesion dan (ii) kebebasan pekerjaan didapati sesuai dengan model MK. Sebanyak 11 item ukuran diperkaya muncul untuk mewakili kedua-dua dimensi ini, dengan contoh item ukuran untuk; (i) kepuasan profesion (6 item) ialah 'Saya berasa pekerjaan saya bermakna apabila pelancong berpuas hati dengan perkhidmatan saya' dan (ii) kebebasan pekerjaan (5 item), 'Saya berpuas hati dengan kebebasan mengurus pekerjaan saya'. Kajian ini memberikan empat sumbangan kepada pengetahuan. Pertama, dimensi MK diperluaskan dan diperkayakan dengan memperluaskan orientasi kerja tiga pihak kepada enam dimensi untuk pekerja industri pelancongan. Kedua, kajian memperluaskan instrumen MK dengan memasukkan dua pembolehubah yang muncul (disebutkan sebelum ini). Instrumen ini boleh disesuaikan dan diterima pakai untuk kajian pelancongan dan hospitaliti lain. Seterusnya, penyepaduan Teori Penentuan Kendiri dan Teori Kesesuaian Persekitaran Orang untuk menerangkan dimensi MK yang diperkaya. Akhir sekali, kajian menggunakan Teori Atribusi untuk menghasilkan spektrum kerjaya pemandu pelancong untuk membezakan dan menerangkan MK bagi peringkat kerjaya yang berbeza menggunakan lima peringkat utama. Sumbangan pengamal menekankan kepentingan perlindungan pekerjaan dan mata pencarian bermakna; mencadangkan strategi dan dasar sumber manusia yang komprehensif untuk meningkatkan daya tarikan dan pengekaln pekerja.

Kata kunci: memperkaya makna kerja, pemandu pelancong, kepuasan profesional, kebebasan kerja



UMS
UNIVERSITI MALAYSIA SABAH

LIST OF CONTENTS

	Page
TITLE	i
DECLARATION	ii
CERTIFICATION	iii
ACKNOWLEDGEMENTS	iv
ABSTRACT	vi
<i>ABSTRAK</i>	vii
LIST OF CONTENTS	ix
LIST OF TABLES	xviii
LIST OF FIGURES	xxi
LIST OF ABBREVIATIONS	xxiii
LIST OF APPENDICES	xxv
 CHAPTER 1 : INTRODUCTION	
1.1 Rationale for the Study	1
1.2 Research Objectives	4
1.3 Scope of the Study	4
1.4 Overview of Methodology	5
1.5 Significance of the Study	7
1.5.1 Contribution to Knowledge	7
1.5.2 Contribution to Practice	9

1.6	Structure of the Dissertation	10
-----	-------------------------------	----

CHAPTER 2 : LITERATURE REVIEW

2.1	Introduction	14
2.2	The Definition of Meaningful Work	14
2.2.1	Definition and Debates	15
2.2.2	Previous Studies on Meaningful Work	18
2.3	The Meaning of Work	21
2.3.1	Defining the Meaning of Work	21
2.3.2	Work Orientation for Meaning of Work	24
2.3.3	Previous Studies on the Meaning of Work	35
2.4	The Meaning of Work as the Focus of the Study	38
2.5	Theories Related to the Meaning of Work	41
2.5.1	Self-Determination Theory	42
2.5.2	Person-Environment Fit Theory	45
2.5.3	Attribution Theory	48
2.6	Tourist Guides	54
2.6.1	Tour Guides in Malaysia	58
2.7	Conceptualisation of Meaning of Work	60
2.8	Summary	61

**CHAPTER 3: RESEARCH METHODOLOGY AND PHASE 1:
QUALITATIVE RESEARCH DESIGN**

3.1	Introduction	62
3.2	Research Inquiry Paradigms	62
3.2.1	Positivism	63
3.2.2	Interpretivism	63
3.2.3	Pragmatism	64
3.2.4	Critical Theory	64
3.3	Pragmatic Inquiry Paradigm	66
3.4	Mixed Methods Research	68
3.4.1	Mixed Methods in Meaning of Work	69
3.5	Mixed-Methods Research: Exploratory Sequential Design	71
3.6	Phase 1: Qualitative Research Design	73
3.7	Data Collection Method	74
3.7.1	Purposeful Sampling	75
3.7.2	Snowball Sampling	77
3.7.3	Sample Size	78
3.7.4	Gaining Access to Tourist Guides	78
3.7.5	The Development of Interview Guide	80
3.7.6	Semi-Structured Interviews	81
3.7.7	Transcription of Interviews	83
3.8	Thematic Analysis using NVivo	86
3.9	Trustworthiness	89
3.9.1	Credibility	90

3.9.2	Transferability	94
3.9.3	Dependability and Confirmability	96
3.9.4	Reflexivity	98
3.10	Research Ethics	100
3.10.1	Researcher's Obligation	101
3.10.2	Participants' Rights	101
3.11	Summary	102

CHAPTER 4 : PHASE 1: QUALITATIVE FINDINGS

4.1	Introduction	104
4.2	The Meaning of Work for Tourist Guides	104
4.3	Job Orientation	107
4.3.1	Financial Gain	107
4.4	Career Orientation	109
4.4.1	Career Advancement	109
4.4.2	Career Development	109
4.4.3	Job Recognition	110
4.5	Calling Orientation	110
4.5.1	Intrinsic Motivation	111
4.5.2	Personal Fulfilment	111
4.5.3	Making a positive impact	112
4.6	Working atmosphere	113
4.6.1	Attractive Work Environment	114

4.6.2	Positive Organisational Cultures	116
4.6.3	Promotes Positive Life-Changes	119
4.6.4	Socialising with People	120
4.7	Professional contentment	122
4.7.1	Quality of Service	123
4.7.2	Tourist Fulfilment	124
4.8	Job freedom	126
4.8.1	Adequate Time between Work and Family	126
4.8.2	Flexible Work Arrangement	127
4.9	Summary	127

CHAPTER 5 : PHASE 2: QUANTITATIVE RESEARCH DESIGN

5.1	Introduction	129
5.2	The Final Conceptualization of Meaning of Work	129
5.3	Research Design	130
5.4	Sampling Design	131
5.4.1	Target Population	131
5.4.2	Sampling Frame	132
5.4.3	Sampling Method	132
5.4.4	Sample Size	133
5.4.5	Execute the Sampling Process	135
5.5	Questionnaire Design	135
5.5.1	Construct Operationalisation	136

5.5.2	Research Instrument	137
5.5.3	Back-to-Back Translation	139
5.5.4	Scale of Measurements	140
5.6	Face or Content Validity	141
5.7	Pre-testing	143
5.8	Pilot Study	144
5.9	Reliability	144
5.10	Exploratory Factor Analysis	145
5.11	Data Collection Process	147
5.12	Data Analysis	149
5.12.1	Preliminary Data Screening	149
5.13	Structural Equation Modelling: Analysis of Moment Structure	153
5.13.1	Measurement Model	155
5.13.2	Structural Model	158
5.14	Summary	159

CHAPTER 6 : PHASE 2: QUANTITATIVE DATA ANALYSIS AND FINDINGS

6.1	Introduction	160
6.2	Face or Content Validity	160
6.3	Pilot Study	165
6.3.1	Exploratory Factor Analysis	168
6.3.2	Reliability Test	171

6.4	Data Collection	172
6.4.1	Response Rate	174
6.4.2	Respondent Profile	175
6.5	Descriptive Statistics	177
6.6	Preliminary Data Screening	178
6.6.1	Missing Value	178
6.6.2	Outliers	178
6.6.3	Normality Test	179
6.6.4	Linearity and Homoscedasticity	182
6.6.5	Common Method Variance	184
6.7	Confirmatory Factor Analysis: Assessment of the Measurement Model	186
6.7.1	Assessment of the Model Fit	186
6.7.2	Assessment of the Reliability and Validity	190
6.8	Assessment of the Structural Model	193
6.8.1	Assessing the Model Fit	193
6.8.2	Testing the Meaning of Work	194
6.9	Summary	196

CHAPTER 7 : DISCUSSION

7.1	Introduction	198
7.2	The Enriched Meaning of Work Dimensions for Tourist Guides	198
7.2.1	Working Atmosphere	199

7.2.2	Professional Contentment	200
7.2.3	Job Freedom	202
7.3	The Meaning of Work Instrument for Tourist Guides	204
7.4	Meaning of Work and Attribution Theory	206
7.4.1	Job Orientation Attribution	206
7.4.2	Career Orientation Attribution	209
7.4.3	Calling Orientation Attribution	212
7.4.4	Working Atmosphere Attribution	215
7.4.5	Professional Contentment Attribution	218
7.4.6	Job Freedom Attribution	222
7.5	Tourist Guides Career Spectrum	226
7.6	Summary	228
CHAPTER 8 : CONCLUSION		
8.1	Recapitulation of the Study	229
8.2	Methodology Revisited	230
8.3	Contribution to Knowledge	231
8.3.1	Expansion and Enrichment of the Meaning of Work Dimensions	231
8.3.2	Enrichment of Meaning of Work Instrument	233
8.3.3	Integration of Self-Determination and Person-Environment Fit Theory to Enriched Meaning of Work Dimensions	234

8.3.4	Application of Attribution Theory to Tourist Guides Career Spectrum	236
8.4	Contribution to Practice	237
8.4.1	The Importance of the Protection of Meaningful Jobs and Livelihoods	238
8.4.2	Comprehensive Human Resource Strategies and Policies for Tourist Guides to Improve Attraction and Retention	239
8.5	Limitations and Directions for Future Work	241
	REFERENCES	244
	APPENDICES	288



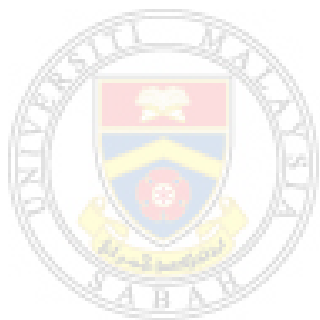
UMS
UNIVERSITI MALAYSIA SABAH

LIST OF TABLES

	Page
Table 1.1 : Summary of Dissertation	13
Table 2.1 : The Evolution of Meaningful Work Definitions	15
Table 2.2 : Previous Studies on Meaningful Work	290
Table 2.3 : The Definitions of the Meaning of Work	22
Table 2.4 : Dimensions of the Meaning of Work	24
Table 2.5 : Previous Studies on the Meaning of Work	300
Table 2.6 : The Differentiation between Meaningful Work and the Meaning of Work	40
Table 3.1 : Comparison of Four Main Inquiry Paradigms	65
Table 3.2 : Profile of Participants	76
Table 3.3 : Establishing Trustworthiness: A Study of Tourist Guides' Meaning of Work	90
Table 3.4 : Characteristics of Member Check Document Participants	93
Table 4.1 : Thematic Analysis Findings	105
Table 4.2 : Qualitative Findings of Enriched Meaning of Work Dimensions	106
Table 5.1 : Sampling Process	135
Table 5.2 : Operational Definition of the Meaning of Work Dimensions	136
Table 5.3 : Summary of Research Instrument	138

Table 5.4	: Seven-point Likert Scale	141
Table 5.5	: Face or Content Validation Procedures	142
Table 5.6	: Exploratory Factor Analysis Procedures	146
Table 5.7	: Indicators for Model Fit	156
Table 5.8	: Indicators for Construct Reliability and Validity	157
Table 6.1	: First Academic Panel Comments	161
Table 6.2	: Second Academic Panel Comments	162
Table 6.3	: Face or Content Validity Results	164
Table 6.4	: Demographic Profile of TGs Pilot Study Sample (N=30)	166
Table 6.5	: Pilot Study Measurement Items	167
Table 6.6	: KMO and Bartlett's Test	168
Table 6.7	: Scale Purification for Validity	170
Table 6.8	: Internal Consistency Reliability	171
Table 6.9	: Respondents Demographic Profile	176
Table 6.10	: Descriptive Statistics of Construct Dimensions	177
Table 6.11	: Transforming to Reduce Negative Skewness	181
Table 6.12	: Normalizing Data Transformations	182
Table 6.13	: Standardised Regression Weight	185
Table 6.14	: Goodness-of-fit of Initial Measurement Model	186
Table 6.15	: Goodness-of-fit of Final Measurement Model	189
Table 6.16	: Evaluation of the Measurement Model	192
Table 6.17	: Goodness-of-fit (GOF) of Initial Structural Model	193
Table 6.18	: Summary of Testing the Meaning of Work	195

Table 6.19	: Goodness-of-fit (GOF) of Final Structural Model	195
Table 6.20	: Final Meaning of Work Measurement Items	196



UMS
UNIVERSITI MALAYSIA SABAH

LIST OF FIGURES

	Page
Figure 1.1 : Flowchart of the Basic Procedures in Implementing an Exploratory Design, Instrument Development Model	7
Figure 2.1 : Initial Conceptualisation of Meaning of Work	60
Figure 3.1 : Flow Chart of the Member Check Processes	92
Figure 5.1 : The Final Conceptualization of Meaning of Work	130
Figure 5.2 : G*Power Analysis	134
Figure 5.3 : Boxplot Outliers	151
Figure 6.1 : Outliers	179
Figure 6.2 : Linearity Assumption	183
Figure 6.3 : Homoscedasticity Assumption	183
Figure 6.4 : Common Latent Factor	184
Figure 6.5 : Before Modification	187
Figure 6.6 : Modified Measurement Model	190
Figure 6.7 : Initial Structural Model	194
Figure 6.8 : Final Structural Model	196
Figure 7.1 : Job Orientation Attribution (High Consensus)	207
Figure 7.2 : Job Orientation Attribution (High Distinctiveness)	208
Figure 7.3 : Job Orientation Attribution (High Consistency)	209
Figure 7.4 : Career Orientation Attribution (High Consensus)	210

Figure 7.5	: Career Orientation Attribution (High Distinctiveness)	211
Figure 7.6	: Career Orientation Attribution (High Consistency)	212
Figure 7.7	: Calling Orientation Attribution (Low Consensus)	213
Figure 7.8	: Calling Orientation Attribution (Low Distinctiveness and High Consistency)	214
Figure 7.9	: Working Atmosphere Attribution (High Consensus)	215
Figure 7.10	: Working Atmosphere Attribution (High Distinctiveness)	217
Figure 7.11	: Working Atmosphere Attribution (High Consistency)	218
Figure 7.12	: Professional Contentment Attribution (High Consensus)	219
Figure 7.13	: Professional Contentment Attribution (High Distinctiveness)	220
Figure 7.14	: Professional Contentment Attribution (High Consistency)	221
Figure 7.15	: Job Freedom Attribution (High Consensus)	223
Figure 7.16	: Job Freedom Attribution (High Distinctiveness)	224
Figure 7.17	: Job Freedom Attribution (High Consistency)	225
Figure 7.18	: Tourist Guides Career Spectrum	226
Figure 8.1	: Contribution to Knowledge	231