

## **Meaning of work for tourist guides in Malaysia: an exploration through Attribution Theory**

### **ABSTRACT**

This study addresses issues related to tourist guides (TGs) precarious work conditions might unfold a unique meaning of work (MoW). Attribution Theory is utilised to explain how TGs decide their MoW attributions. A total of 25 semi-structured interviews and thematic analyses were employed. Findings indicated that most TGs interpret work as calling, followed by working atmosphere, job, professional contentment, job freedom, and career. Theoretically, the study enriches the existing MoW and Attribution Theory elucidating that TGs make more situational attributions. A significant contribution to tourism practices is providing medical insurance protection, training and development opportunities, and job empowerment.