

# The Relationship Among Job Characteristics, Social Support, Playfulness, and Job Satisfaction of Tour Guides

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## ABSTRACT

This study seeks to explore the relation of Tour Guides' Job Characteristics, Social Support, Playfulness, Job Satisfaction. Questionnaire survey was conducted and data were collected randomly. The research object are tour guides. Of the 260 questionnaires distributed, 254 we completed returned. The data analysis methods include descriptive statistics, reliability test, one-way ANOVA, t-test, Pearson correlation, Stepwise Regression. The result of this research discover as follows: There is no significant difference in tour guides under the various background of population. There was a positive linear relationship between Job Characteristics, Social Support, Playfulness and the tour guides' Job Satisfaction. The Job Characteristics, Social Support, and Playfulness can efficiently predict tour guides' job satisfaction. Based on the research findings, a discussion and recommendations for work organizations has been made. Implications of the findings for tour guides are discussed.

Keywords : Job Characteristics、Social Support、Playfulness、Job Satisfaction

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