

ABSTRACT

The communication competence of tour guides is certainly important to support an enjoyable tour. This study was conducted with the aim of knowing the relationship between the communication competence of tour guides and the satisfaction of tourists visiting the Gallery of Rasulullah Masjid Al-Jabbar Bandung. This research uses qualitative methodology with a case study approach. This study examines how the communication competence of tour guides, such as the ability to convey information, to adapt, friendliness, and responsiveness to questions. The results of this research show that the communication competence of tour guides plays a role in tourists' travel satisfaction. These communication competencies include skills, knowledge, and motivation. These three components are needed to support success in delivering good tourist information and experiences.

Keywords: *Communication Competence, Tourism, Tour Guide, Tourist, Religious Tourism, Museum*