

# **A Proposed View for the Tour Guides Role in Light of Contemporary Cultural Trends**

## **Research Summary**

The research seeks to present a future view for the role that could be assigned to the tourist guides, interactively, comprehensively, and responsively with the cultural variables the world is indulged in today, and its likely impacts upon the tourism future, which had created a growing need to a deeper understanding and a greater awareness of the dimensions of such role in the light of its own nature that is based upon the human and intellectual communication.

Therefore, a structured questionnaire survey was carried out on “160” randomly selected guides and “318” American tourists. Moreover, in-depth interviews were conducted with some officials in the Ministry of tourism and the Egyptian general tourist guides syndicate.

The results have revealed the importance of enhancing the guides’ knowledge about the Islamic culture and about the issue of the current conflict between it and the west to the point that facilitates the adequate debate of the diverse intellectual currents within the consistence, adaptation and world cohabitation necessary for the growth and flourish of tourism.