Abstract

The two lines of origin of the modern tourist guide are the pathfinder and the mentor. These are the antecedents, respectively, of the leadership and the mediatory spheres in the guide's role. Since each has an inner and an outer directed aspect, four major components of the role are distinguished: the instrumental, social, interactionary, and communicative. The dynamics of development of the role from the Original to the Professional Guide is represented as a transition of emphasis from the instrumental to the communicative component. Aside from this main line of development, two new role types have differentiated: the Animator and the Tour-leader, emphasizing, respectively, the social and the interactionary components. The Original Guide's function is to produce attractions in the marginal regions of the ecological tourist system, while that of the Professional Guide is to reproduce the attractions in the central regions of the system.
Le guide touristique. Les deux lignes d'origine du guide touristique moderne sont l'éclaireur et le mentor. Ceux-là possédaient déjà les qualités de chef et d'intermédiaires, qualités nécessaires au guide moderne. Puisque chacun des deux rôles de ces aspects intérieur et extérieur, nous pouvons les décomposer selon un aspect instrumental, un aspect social, un aspect interactionnel et un aspect de communication. La dynamique de l'évolution du rôle de guide depuis l'Originel jusqu'au niveau du Professional est représentée comme une transition entre le composant instrumental et le composant de communication. À part cette ligne de développement nous avons distingué deux nouveaux types de rôles: l'Animateur et le Tour Leader, qui mettent l'accent sur les composants sociaux et d'interaction, respectivement. La fonction du guide Originel est de produire les attractions dans les régions écologiques marginales du système touristique, tandis que celle du guide professionnel est d'évoquer l'attraction de produire dans les régions centrales du système touristique.

Mots-clés
guide touristique; directiom-qualités de chef; médiateur; rôles sociaux; professionalisation; communication; système touristique

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