Professional tourist guides which are referred to the leading actors or pioneers of the tourism sector should be open to communication, cheerful and friendly in their jobs. This emotional image is necessary for the tourists to be satisfied. The performance of the tourist guides have a serious relation with these emotions displayed. In other words, emotional-focused exertion and task outcomes are strongly related to each other. The purpose of the study is to evaluate the rules of the displaying emotions which are imposed by the organizations to professional tourist guides when performing their duties. Another aim of this study is to reveal the positive and negative effects of these rules on job oriented attitudes of tourist guides. To achieve this goal, a questionnaire was applied to tourist guides who work in Mu?la, Turkey, region. A total of 120 tourist guides served as the sample. Descriptive tests, kruskal wallis test are used and the data were analyzed by SPSS 17.0. According to the findings, it is revealed that job oriented attitudes differ significantly according to sex.