



B.Com Honours

Semester V

Calicut University

TOUR ESCORT MANAGEMENT

Course Code: COM5EJ309 • Module 1 Notes

Module I: Job Profile & Skill Sets of a Tour Manager/Escort

Provides conceptual definitions of tour escorting, distinction between tour guides and tour escorts, functional roles, professional skill sets, and technical competencies required.

Unit 1: Tour Manager vs Tour Guide Distinction

Tour Escort / Tour Manager: Professional representative accompanying a group throughout an entire itinerary, managing end-to-end travel logistics, accommodation, meals, crisis management, & supplier coordination.

Tour Guide: Local specialist engaged for specific monuments, historical sites, or cities, providing in-depth commentary on local history, architecture, & culture.

Unit 2: Roles of a Professional Tour Manager

Multi-faceted Roles: Leader & Motivator, Logistics Administrator, Public Relations Officer, Facilitator between tourists and local suppliers, Cultural Interpreter, & Crisis/Safety Manager.

Unit 3: Job Profile, Skill Sets, & Competencies Required

Required Competencies: Communication & Interpersonal skills, Cross-cultural sensitivity, Problem-solving & Decision-making, Foreign exchange awareness, Immigration/Customs regulations knowledge, First aid certification, & Leadership stamina.

Practical Case Framework 1 (Tour Guide vs Tour Escort Functional Comparison Matrix): Compare scope of duty, operational area, duration, and legal liabilities.

Tour Guide vs Tour Manager/Escort Comparison Table:		
Comparison Dimension	Tour Guide (Local Specialist)	Tour Escort / Tour Manager
Scope of Responsibility	Local commentary, heritage & historical site interpretation	End-to-end tour itinerary logistics & group management
Geographic Operations	Confined to specific city, monument, or region	Accompanies group across multiple cities / countries
Engagement Duration	Short-term (Few hours to 1 single day)	Entire tour duration (e.g. 7 to 15 days continuous)
Administrative Function	No hotel check-in or transit ticketing duty	Manages room allocation, airport transit, & supplier bills

Practical Case Framework 2 (Tour Manager Competency & Skill Sets Matrix): Detail core skill domains, professional requirements, and operational applications.

Tour Manager Competency & Skill Framework Table:

Skill Domain	Core Professional Requirement	On-Tour Operational Application
Communication & Diplomacy	Multilingual fluency & tactful negotiation	Resolving hotel room disputes & vendor negotiations
Logistics Management	Time-table management & routing knowledge	Ensuring coach departure punctuality & meal timings
Crisis & Safety Management	First aid certification & emergency handling	Managing tourist sickness, lost passports, or accidents

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