



B.Com Honours

Semester V

Calicut University

TOUR ESCORT MANAGEMENT

Course Code: COM5EJ309 • Module 3 Notes

Module III: On-Tour Responsibilities of a Tour Manager

Covers operational duties at airports, hotel check-in/check-out management, attraction management, coach transit operations, and tour closing procedures.

Unit 6: Airport Responsibilities & Inbound/Outbound Logistics

Airport Arrivals (Inbound): Paging signage, greeting tourists, baggage claim assistance, lost baggage reporting (Property Irregularity Report - PIR), & escorting to airport transfer coach.

Airport Departures (Outbound): Group check-in counter coordination, passport/visa inspection, baggage tagging, boarding pass distribution, & customs clearance guidance.

Unit 7: Hotel Responsibilities (Pre-Arrival, Check-in, & Check-Out)

Pre-arrival room allocation check, welcome drink coordination, key distribution, briefing guests on hotel amenities & breakfast timings. Check-out: Express bill settlement, luggage call down, & room key collection.

Unit 8: Responsibilities at Tourist Attractions & Monuments

Pre-visit ticket purchase, briefing group on site rules (photography fees, dress code), establishing designated meeting points & assembly times, introducing local guide, & head-count verification.

Unit 9: Coach Transit Operations & Tour Closing Formalities

Coach Management: Microphone commentary, seat rotation, comfort stops every 2 hours, & driver coordination. Closing Formalities: Distributing tour feedback questionnaires, handling tipping guidelines, farewell speech, & submitting Tour Manager Report to tour operator.

Practical Case Framework 1 (On-Tour Operational Responsibilities Checkpoint Matrix): Map operational touchpoints, primary duties, and risk control measures across tour stages.

On-Tour Operational Touchpoints Table:

Tour Touchpoint	Primary Escort Responsibility	Risk Control & Quality Assurance
Airport Departure	Group check-in & boarding pass delivery	Verifying passport validity (6+ months remaining)
Hotel Check-in	Pre-assigned key packet distribution	Inspecting room readiness & air-conditioning
Sightseeing Monument	Pre-purchased skip-the-line tickets	Setting exact assembly time & landmark meeting point
Tour Departure/Closing	Collecting feedback forms & bill settlement	Reconciling daily tour cash float expense vouchers

Practical Case Framework 2 (Tour Closing & Post-Tour Reporting Matrix): Detail post-tour administrative procedures, financial reconciliation, and guest feedback analysis.

Tour Closing Administrative Protocol Table:		
Closing Step	Administrative Deliverable	Operational Purpose
Guest Feedback Collection	Completed Tour Feedback Forms	Measures CSAT score & vendor service quality
Financial Accounting	Tour Manager Expense Voucher Statement	Reconciles advance cash float vs actual receipts
Manager Incident Report	Post-Tour Confidential Report	Logs medical emergencies, delays, or vendor failures

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