



B.Com Honours

Semester V

Calicut University

TOUR ESCORT MANAGEMENT

Course Code: COM5EJ309 • Module 4 Notes

Module IV: Group Management, Conflict Resolution, & Crisis Handling

Covers group dynamics, managing non-cooperative tourists, language barrier resolution, guest grievance handling, and emergency crisis management protocols.

Unit 10: Group Dynamics & Expectation Management

Balancing diverse passenger expectations (age groups, activity levels). Fostering group cohesion ("Buddy System"), preventing sub-group isolation, and ensuring inclusive group participation.

Unit 11: Managing Non-Cooperative Guests & Punctuality

Enforcing the "10-Minute Punctuality Rule" for coach departures. Handling chronic latecomers, resolving inter-passenger conflicts, and maintaining strict neutrality and equal attention.

Unit 12: Language Barriers & Awkward Tourist Handling

Overcoming language barriers using visual aids, translation apps, & simplified phrasing. Managing awkward/demanding personalities (the Complainer, the Know-it-all, the Loner) with professional tact.

Unit 13: Tourist Grievances & 5-Step Resolution Protocol

Types of Grievances: Service breakdowns (bad hotel room, cold meal), lost luggage, or schedule changes.

5-Step L.A.S.T. Resolution Protocol:

1. Listen actively without interrupting.
2. **A**pologize for the inconvenience caused.
3. **S**olve the problem with immediate alternative arrangements.
4. **T**hank the guest & Follow-up to ensure satisfaction.

Unit 14: Emergency & Crisis Handling Protocols

Emergency Categories: Medical illness/injury, Passport/money theft, Natural disasters, & Political strikes.
Emergency Protocol: Contact embassy/consulate for passport loss, activate travel insurance, arrange hospital transfer, & inform head office immediately.

Practical Case Framework 1 (5-Step Guest Grievance Resolution Matrix): Detail complaint resolution steps, operational techniques, and service recovery goals.

Tourist Grievance Resolution (L.A.S.T. Model) Table:

Protocol Step	Escort Operational Technique	Customer Service Recovery Objective
1. Listen (L)	Maintain eye contact, take notes, show empathy	De-escalate emotional anger & gather facts
2. Apologize (A)	Sincere, non-defensive apology for distress	Demonstrates accountability without liability admission
3. Solve (S)	Provide room upgrade, meal voucher, or refund	Restores service value & resolves complaint
4. Thank & Follow-up (T)	Check back after 2 hours to confirm satisfaction	Ensures permanent resolution & guest goodwill

Practical Case Framework 2 (Emergency & Crisis Situation Action Matrix): Map emergency type, immediate action steps, external agency contact, and head office reporting.

Emergency Crisis Management Action Plan Table:

Emergency Crisis Event	Immediate First-Response Action	Statutory / External Agency Contact
Passport / Money Theft	File Police Complaint (FIR) immediately	Indian Embassy / Diplomatic Mission for Emergency Certificate
Severe Medical Illness	Administer basic First Aid & call ambulance	Local Hospital Emergency & Insurance TPA Desk
Flight Cancellation / Strike	Rebook group on alternative carrier / train	Airline Duty Manager & Head Office Tour Operator

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