



B.Com Honours

Semester VI

Calicut University

TOUR GUIDING AND LEADERSHIP

Course Code: COM6EJ309 • Module 1 Notes

Module I: Tour Guiding & Leadership

Fundamentals

Covers concept & definition of tour guiding, distinction between tour guide and tour escort, benefits of hiring professional guides, classification of tour guides, and core roles & responsibilities.

Unit 1: Concept, Definition, & Importance of Tour Guiding

Tour Guiding Concept: The art & science of accompanying visitors and interpreting natural/cultural heritage in the language of their choice. **Importance:** Enhances visitor satisfaction, ensures tourist safety, & acts as cultural ambassador.

Unit 2: Tour Guide vs Tour Escort Distinction

- Core Differences:**
- **Tour Guide:** Local subject matter expert providing in-depth site interpretation, historical narrative, & cultural commentary at specific attractions.
 - **Tour Escort (Tour Leader):** Multi-day travel manager responsible for group logistics, hotel check-ins, transport schedules, & overall tour execution from origin to destination.

Unit 3: Types of Tour Guides, Roles, & Responsibilities

- Guide Classifications:**
1. **Heritage / Site Guides:** Specialized in monuments, museums, & archaeological sites.
 2. **Nature / Eco Guides:** Wildlife sanctuaries, national parks, & trekking.
 3. **Step-on Guides:** Local specialists boarded for specific city sightseeing.
 4. **Driver Guides:** Dual responsibility of driving & conducting commentary.

Practical Case Framework 1 (Tour Guide vs Tour Escort Comparative Matrix): Compare professional role, operational jurisdiction, primary responsibilities, and licensing requirements.

Tour Guide vs Tour Escort Comparison Table:		
Role Attribute	Professional Tour Guide	Tour Escort / Tour Manager
Primary Focus	Local heritage interpretation & storytelling	Group logistics, itinerary timing, & hotel check-in
Operational Area	Specific city, monument, or region	Entire tour circuit (Multi-destination)
Licensing Authority	Ministry of Tourism / Archeological Survey	Tour Operator Employment Contract

Practical Case Framework 2 (Types of Tour Guides & Functional Responsibilities Matrix): Detail guide classification, primary domain, specialized tools used, and key professional responsibility.

Tour Guide Typology & Roles Reference Table:

Guide Classification	Domain Specialization	Core Executive Responsibility
Heritage Walk Guide	Historical monuments & old cities	Conducts walking tours; interprets architecture
Wildlife / Nature Guide	Sanctuaries & National Parks	Flora/fauna identification; ensures safety from animals
Step-On City Guide	Metropolitan city coach tours	Boards tourist buses for 3-4 hour city orientation

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