



B.Com Honours

Semester VI

Calicut University

TOUR GUIDING AND LEADERSHIP

Course Code: COM6EJ309 • Module 2 Notes

Module II: Basics of Tour Guiding & Commentary Techniques

Covers professional code of conduct (Do's and Don'ts), heritage walk management, moving vehicle commentary techniques, essential tools of the trade, things to avoid, and commentary structuring.

Unit 4: Code of Conduct & Heritage Walk Guiding

Guiding Code: Punctuality, professional attire, cultural sensitivity, avoiding bias/opinions on political/religious issues. **Heritage Walks:** Group pacing, stopping at safe designated commentary points, & maintaining group cohesion.

Unit 5: Moving Vehicle Guiding & Tools of Trade

Moving Vehicle Commentary: Timing commentary with landmarks outside the bus window (Clockwise description rule). **Tools:** Wireless PA system, microphone, first aid kit, route maps, & flag/umbrella for group identification.

Unit 6: Techniques of Tour Commentary

- Commentary Structure:**
- 1. **Introduction:** Welcome, safety briefing, & itinerary overview.
 - 2. **Main Body:** Thematic storytelling, historical context, & fascinating facts.
 - 3. **Conclusion:** Q&A session, summary, & upcoming schedule instructions.

Practical Case Framework 1 (Heritage Walking Tour vs Moving Coach Guiding Execution Matrix): Compare guiding mode, group size limit, commentary timing rule, and safety hazard management.

Guiding Mode Execution Comparison Table:		
Guiding Mode	Commentary Timing Rule	Safety & Group Management Strategy
Heritage Walking Tour	Deliver commentary only while standing stationary	Keep group gathered in a semicircle facing away from sun
Moving Coach / Bus Tour	Announce landmark 30 seconds before passing it	Ensure all tourists remain seated while vehicle is moving

Practical Case Framework 2 (Professional Tour Commentary 3-Stage Structure Matrix): Compare commentary stage, content focus, delivery technique, and objective achieved.

Tour Commentary Structuring Reference Table:	

Commentary Stage	Core Content Focus	Delivery Technique & Objective
Stage 1: Introductory Briefing	Warm welcome, route overview, & safety rules	Establishes rapport & sets group expectations
Stage 2: Main Interpretation	Storytelling, architectural facts, & anecdotes	Engages audience with clear, enthusiastic voice
Stage 3: Conclusion & Q&A	Summary of key highlights & answering queries	Reinforces learning & provides next step instructions

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