



B.Com Honours

Semester VI

Calicut University

TOUR GUIDING AND LEADERSHIP

Course Code: COM6EJ309 • Module 4 Notes

Module IV: Situation Handling & Emergency Protocols

Covers handling awkward guests, sources of tourist grievances, grievance resolution protocols, and emergency crisis management (Medical emergencies, lost passports, accidents, natural disasters).

Unit 11: Handling Awkward, Intoxicated, & Difficult Guests

Awkward Guests: Managing intoxicated, aggressive, or uncooperative tour members while ensuring safety of remaining group. Firm, polite, private intervention without public confrontation.

Unit 12: Tourist Grievances – Sources, Types, & Prevention

Grievance Management: Sources of complaints (Hotel room quality, meal preferences, vehicle AC breakdown, delayed flights). Prevention: Pre-tour inspection & clear communication.

Unit 13: Emergency Crisis Management & Emergency Protocols

Emergency Procedures:

- **Medical Illness / Injury:** Administer CPR/First Aid → Escort to nearest hospital → Notify tour operator & insurance company.
- **Lost Passport / Money:** File FIR with local police → Contact Embassy / High Commission for Emergency Certificate.

Practical Case Emergency Protocol (Lost Tourist Passport Handling Workflow): Detail step-by-step emergency action plan when a foreign tourist loses their original passport during an international tour.

Emergency Response Protocol: Police FIR → Embassy Contact → Emergency Certificate

Step-by-Step Guide Crisis Management Workflow:

1. **Immediate Assessment:** Search hotel room, bus, & last visited monument.
2. **File Police Complaint:** Escort tourist to nearest police station to obtain First Information Report (FIR) / Lost Property Certificate.
3. **Embassy Contact:** Submit FIR, passport photocopy, & passport-size photos to Embassy/Consulate to issue Emergency Certificate (EC).
4. **Tour Operator & Insurance Notice:** Inform tour manager & assist with travel insurance claim.

Practical Case Framework 2 (Tourist Grievance Resolution 4-Step Protocol Matrix): Compare grievance stage, action required, communication tone, and resolution output.

Tourist Grievance Resolution Protocol Table:

Grievance Stage	Guide Action Required	Communication Strategy & Goal
Stage 1: Active Listening	Listen without interrupting or making excuses	De-escalate emotional frustration of tourist
Stage 2: Empathy & Apology	Express genuine empathy for inconvenience caused	Validates tourist complaint professionally
Stage 3: Remedial Action	Arrange room change, alternative meal, or transport	Provides immediate tangible solution
Stage 4: Follow-up & Closure	Check back after 1 hour to ensure satisfaction	Restores trust & prevents negative reviews

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