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QP Name: Cinematic Tourism Manager

QP Code: MES/Q2811

QP Version: 1.0

NSQF Level: 5

Model Curriculum Version: 1.0

Media & Entertainment Skills Council, 522-524, DLF Tower-A, Jasola, New Delhi - 110025

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Training Parameters

Sector	Cinematic Tourism Manager
Sub-Sector	
Occupation	Production
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5113.0200
Minimum Educational Qualification and Experience	Graduate with one years of relevant experience OR Class 12th pass with four years of relevant experience OR Diploma in tourism with three year of relevant experience OR Tourist Guide at NSQF Level-4 with three years of relevant experience
Pre-Requisite License or Training	NA
Minimum Job Entry Age	22 Years
Last Reviewed On	24/03/2022
Next Review Date	30/03/2027
NSQC Approval Date	31/03/2022
QP Version	1.0
Model Curriculum Creation Date	24/03/2022
Model Curriculum Valid Up to Date	30/03/2027
Model Curriculum Version	1.0
Minimum Duration of the Course	540 Hours
Maximum Duration of the Course	540 Hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Identify film locations to be used for potential tourists
- Connect with tourism industry to promote such locations as tourist destination
- Develop and implement innovative strategies, campaigns
- Analyse financial viability
- Maintain workplace health and Safety

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
MES/N2845: Identify the film locations to be used for potential tourist NOS Version No. 1.0 NSQF Level 5	60:00	30:00			90:00
Identify the film locations to be used for potential tourist	60:00	30:00			90:00
MES/N2846: Connect with tourism industry to promote such locations as tourist destination NOS Version No. 1.0 NSQF Level 5	60:00	60:00			120:00
Connect with tourism industry to promote such locations as tourist destination	60:00	60:00			120:00
MES/N2847: Develop and implement innovative strategies, campaigns NOS Version No. 1.0 NSQF Level 5	30:00	60:00			90:00
Develop and implement innovative strategies, campaigns	30:00	60:00			90:00
MES/N2848: Analyse financial viability NOS Version No. 1.0 NSQF Level 5	30:00	60:00			90:00

Analyse financial viability	30:00	60:00			90:00
MES/N0104: Maintain workplace health and Safety NOS Version No. 1.0 NSQF Level 5	20:00	40:00			60:00
Maintain workplace health and Safety	20:00	40:00			60:00
Total	180:00	270:00	90:00		540:00

Module Details

Module 1: Identify the film locations to be used for potential tourist

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Identify and promote the potential cinematic tourism destination

Duration: 60:00	Duration: 30:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :
<ul style="list-style-type: none"> • Identify the potential cinematic tourism destination • Enlist the points to be taken care of while selecting a destination for cinematic tourism • Elaborate the factors and attributes to be considered to prepare a model to promote film tourism location • Explain the process of location scouting. • Discuss the relevance of being involved actively in the process of location scouting • Identify the historic place used in cinema to create cinematic tourism destination • State the relevance of ensuring that the media coverage of the film mentions the film location 	<ul style="list-style-type: none"> • Prepare a model to promote film tourism location • Demonstrate how to appoint a team of executive or public relations specialist to deal with film studios directly • Prepare a plan to maximize maximize the impacts of post-production exposure • Draft an invite to be shared with travel media to be invited to film location • Display how to negotiate and/or produce a "making of the film" feature
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related document	

Module 2: Connect with tourism industry to promote such locations as tourist destination

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Identify various ways and connect with various stakeholders to promote film location
- Host events to continue the pull of the film

Duration: 60:00	Duration: 60:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :
<ul style="list-style-type: none"> • Elaborate various ways to continue the pull of the film beyond its natural audience peak. • Discuss the importance of hosting events that continue the pull of the film beyond its natural audience peak • Identify various ways to promote film location • State the relevance of engaging in joint promotional activity with inbound tour operators and film compaines • Recall various methods that can help to lengthen tourist stay 	<ul style="list-style-type: none"> • Draft an invite to be shared with travel media to be invited to film location for the special release of the film • Create exhibitions or displays of memorabilia from the film • Demonstrate various ways to promote film location • Develop a dedicated Web site for potential tourists • Show how to post links on Web site to film tours run by local tour operators • Demonstrate ways to package additional attractions to lengthen tourist stay • Produce film and site maps for tourists
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related document	

Module 3: Develop and implement innovative strategies, campaigns

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Plan and implement various campaigns and strategies to promote film locations

Duration: 30:00	Duration: 60:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :
<ul style="list-style-type: none"> • Discuss various ways to market and highlight cinematic tourist locations • List down various social media platforms use to promote film locations. • Analyse the travel destination in coordination with tourism industries • State the relevance of associating with tourism industry to market and highlight the cinematic tourism locations 	<ul style="list-style-type: none"> • Prepare a plan of attractive campaign to invite tourist to travel location of importance with cinematic view • Show how to use social media platform to highlight the scenic beauty of film tourism • Demonstrate ways to implement the campaigns by using associate/executive to appeal to tourist

Classroom Aids:
Laptop, whiteboard, marker, projector
Tools, Equipment and Other Requirements
Relevant document

Module 4: Analyse financial viability

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Analyse and create budget for making a locations tourist attraction
- Estimate expenditure to market the cinematic tourism

Duration: 30:00	Duration: 60:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :
<ul style="list-style-type: none"> • Analyse the business value in creating boom for cinematic tourism destination • Discuss the importance of channelising various stakeholders like travel agency, hotels, and hospitality nearby tourist destination • Analyse financial viability for specific business 	<ul style="list-style-type: none"> • Create budget to develop location of importance with cinematic vision as tourist destination • Demonstrate ways to estimate the expenditure to market the cinematic tourism • Show how to channelise the related stakeholders like travel agency, hotels, and hospitality nearby tourist destination

Classroom Aids:
Laptop, whiteboard, marker, projector
Tools, Equipment and Other Requirements
Relevant document

Module 5: Maintain Workplace Health and Safety

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Discuss the health, safety and security risks prevalent in the workplace and report health and safety issues to the person responsible for health and safety and the resources available.
- Comply with procedures in the event of an emergency
- Discuss the various safety precautions to be taken.

Duration: 20:00	Duration: 40:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:
<ul style="list-style-type: none"> • Recall health, safety and security- related guidelines and identify the risks involved. • Maintain correct posture while working and maintain and use the first aid kit whenever required. • report health and safety risks/ hazards to concerned personnel • Recall people responsible for health and safety and able to contact in case of emergency • Illustrate security signals and other safety and emergency signals • Explain the process to identify and report risk. • Enumerate and recommend opportunities for improving health, safety, and security to the designated person • Describe how to report any hazards outside the individual’s authority to the relevant person in line with organisational procedures and warn other people who may be affected • complying with procedures in the event of an emergency • Explain the impact of the violation of safety procedures. 	<ul style="list-style-type: none"> • Identify the different types of health and safety hazards in a workplace • Practice safe working practices for own job role • Perform evacuation procedures and other arrangements for handling risks • Perform the reporting of hazard • identify and document potential risks like sitting postures while using the computer, eye fatigue and other hazards in the workplace • Demonstrate the use of Personal Protective Equipment (PPE) appropriately.
Classroom Aids:	
Laptop, whiteboard, marker, projector, Health and Safety Signs and policy	
Tools, Equipment and Other Requirements	
Health and Safety Signs and policy	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate in relevant field	Film Production	5	Experience in Film production required	3		

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Cinematic Tourism Manager” mapped to QP: “MES/Q2811”, version 1.0. Minimum accepted score as per SSC guidelines is 80%.	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q2601, v1.0 Trainer” with the scoring of a minimum of 80%.

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate in relevant field	Film Production	6	Experience in Film production required	3		

Assessor Certification	
Domain Certification	Platform Certification
<p>Certified for Job Role: “Cinematic Tourism Manager” mapped to QP: “MES/Q2811”, version 1.0. Minimum accepted score as per SSC guidelines is 80%.</p>	<p>Recommended that the Assessor is certified for the Job Role: “Assessor”, mapped to the Qualification Pack: “MEP/Q2701, v1.0 Assessor” with the scoring of a minimum 80%.</p>

Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment system Overview:-

Assessment will be carried out by MESC affiliated assessment partners. Based on the results of assessment, MESC certifies the learners. Candidates have to pass online theoretical assessment which is approved by MESC. The assessment will have both theory and practical components in 30:70 ratio. While theory assessment is summative and an online written exam; practical will involve demonstrations of applications and presentations of procedures and other components. Practical assessment will also be summative in nature.

Testing Environment:-

Training partner has to share the batch start date and end date, number of trainees and the job role. Assessment is fixed for a day after the end date of training. It could be next day or later. Assessment will be conducted at the training venue. Question bank of theory and practical will be prepared by assessment agency and approved by MESC. From this set of questions, assessment agency will prepare the question paper. Theory testing will include multiple choice questions, pictorial question, etc. which will test the trainee on theoretical knowledge of the subject. The theory and practical assessments will be carried out on same day. If there are candidates in large number, more assessors and venue will be organized on same day of the assessment.

Assessment			
Assessment Type	Formative or Summative	Strategies	Examples
Theory	Summative	Written Examination	Knowledge of facts related to the job role and functions. Understanding of principles and concepts related to the job role and functions
Practical	Summative	Structured tasks	Presentation
Viva	Summative	Questioning and Probing	Mock interview on topics

Assessment Quality Assurance framework

Only certified assessor can be assigned for conducting assessment. Provision of 100 % video recording with clear audio to be maintained and the same is to be submitted to MESC. The training partner will intimate the time of arrival of the assessor and time of leaving the venue.

Methods of Validation:-

Unless the trainee is registered, the person cannot undergo assessment. To further ensure that the person registered is the person appearing for assessment, id verification will be carried out. Aadhar card number is required of registering the candidate for training. This will form the basis of further verification during the assessment. Assessor conducts the assessment in accordance with the assessment guidelines and question bank as per the job role. The assessor carries tablet with the loaded questions. This tablet is geotagged and so it is monitored to check their arrival and completion of assessment. Video of the practical session is prepared and submitted to MESC. Random spot checks/audit is conducted by MESC assigned persons to check the quality of assessment. Assessment agency will be responsible to put details in SIP. MESC will also validate the data and result received from the assessment agency.

Method of assessment documentation and access

The assessment agency will upload the result of assessment in the portal. The data will not be accessible for change by the assessment agency after the upload. The assessment data will be validated by MESC assessment team. After upload, only MESC can access this data. MESC approves the results within a week and uploads it.