**NSDA Reference**

To be Added by NSDA

CONTACT DETAILS OF THE AWARDING BODY FOR THE QUALIFICATION

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| 1. **Name and address of awarding body:**   **National Academy of RUDSETI**  **ChitrapurBhavan**  **15th Cross, 8th Main**  **Malleswaram**  **Bengaluru- 560 055**  **Ph: 080- 2346 2875**  **Email:**[**info@rudsetacademy.org**](mailto:info@rudsetacademy.org)   1. **Name and contact details of the Individual dealing with the submission:**   **Name: Sri. R. R. Singh**  **Position in the Organization**: **Director General**  **Address:** Same as above  **Email:**[**dg@rudsetacademy.org**](mailto:dg@rudsetacademy.org)   1. **List of Documents submitted in support of the Qualifications file (Annexure)** 2. **About National Academy of RUDSET** 3. **RUDSETI Model of Entrepreneurship Development** 4. **Curriculum document /Syllabus** 5. **Session Plan** 6. **Bank wise list of RSETIs** 7. **Research Studies regarding RUDSETI/RSETI** |

# SUMMARY

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| **Qualification Title: TRAVEL AND TOURIST GUIDE** |
| **Qualification Code: NARQ30046-PROCESS** |
| **Nature and Purpose of the Qualification:**  This qualification enables trainees to become qualified, trained tourist guides, especially in areas of historical importance and other tourist locations. The will also become capable of providing basic tour related guidance and services to tourists in a given tourist location. According to NSSO Data (2013) among workers in rural areas, 54.2% are self-employed and 38.6% work as casual labor, where as only 7.2% have regular wage employment. Most of the self employed are engaged in agriculture and have very little formal skills both in farm and non-farm occupations. Hence, the need to skill rural youth so that the next generation of workers become skilled, productive and contribute positively for the growth of the economy. |
| **Body/bodies which will award the qualification: National Academy of RUDSETI, Bengaluru**  The National Academy of RUDSETI was established in April 2009 in response to an emerging need for capacity building and mentoring of more than 585 Rural Self Employment Training Institutes (RSETIs) established in each district of the country as joint venture between different Banks and the Ministry of Rural Development, Government of India to work as National Level Resource Organization for RUDSETIs and RSETIs and other similar type of Institutes   1. To design and conduct training programmes and undertake project in Enterprise Promotion, Rural Development, Technology Transfer and imparting Human Resource Development (HRD) concepts. 2. To conduct research and development work in the field of Entrepreneurship Development 3. To act as a advisory to policy makers relating to Enterprise Promotion and Rural Development (for Government /NGOs/ Other Organizations / Financial Institutions /Corporate Entities / Central Secretariat, RUDSETI) 4. To take up any other activities connected with Rural Development and Entrepreneurship Development and Rural Development. 5. To provide Consultancy and Counseling Services in the field of Entrepreneurship Development and Rural Development. 6. Any other activity aimed at Development of Entrepreneurship, Rural Development and serving the society at large.   (See Annexure I for a complete profile of NAR and Annexure II for RUDSETI model of Entrepreneurship Development) |
| **Body which will accredit providers to offer courses leading to the qualification:**  National Academy of RUDSETI, Bengaluru |
| **Body/bodies which will be responsible for assessment:**  National Academy of RUDSETI, Bengaluru |

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| **Occupation(s) to which the qualification gives access:**  This qualification will enable the trainee to establish and run a small travel and tourist guiding unit.  Besides skills in the field of tourism and hospitality, the qualification will give access to the trainee to:   1. Acquire and internalize the required Entrepreneurial Competencies (skill as well as attitude). 2. Knowledge and techniques for identifying the business opportunities, selection of an entrepreneurial activity, launching of the venture and skills for managing a Micro Enterprise. 3. Build confidence in one’s own abilities |
| **Proposed level of the qualification in the NSQF:**  Level 3 |
| **Anticipated volume of training/learning required to complete the qualification:**  80 hours  (See Annexure III & IV for Curriculum & Session Plan) |
| **Entry requirements / recommendations:**  Male or Female Candidates in the age group of 18 to 45 years having inclination for taking up travel and tourist related hospitality as a self-employment venture. Candidates with a flair for people centric skills are preferred  . |
| **Progression from the qualification:**  This qualification will enable the trainees to become Self Employed by establishing and running a small travel and tourist guiding unit. If the candidate is able to successfully do this he/she can expand this business into a hospitality venture unit and provide employment to more persons. |
| **Planned arrangements for the Recognition of Prior learning (RPL):**  Not applicable |
| **International comparability where known:**  **------** |

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| **Formal structure of the qualification** | | | |
| **Travel and Tourist Guide** | **Mandatory/**  **Optional** | **Estimated Size (learning hours)** | **Level** |
| **A - Entrepreneurship**   1. Importance of Self Employment & developing self confidence 2. Entrepreneurial competencies 3. Banking, insurance and management   **B. Domain/Technical Knowledge**   1. Scope opportunity and career as a tourist guide 2. Understanding the travel industry and role of travel guide 3. Etiquettes of dealing with tourists 4. Understanding the behaviors of tourists and their expectations 5. Different segments and forms of tourism 6. Geography, history and culture of the destination 7. Various type of heritage sites namely fort, museum, monuments, palace, etc 8. Heritage facts and history related to the place 9. Planning on the interesting ways to explain the heritage site 10. In-depth destination information details | Mandatory  Mandatory | 12 hours  30 hours  (Theory) | Level 3  Level 3 |
| **Professional Skills**   1. Oral communication skills 2. Networking Skills 3. Reading skills 4. Tour guide tips and techniques | Mandatory | 24hours  (Demonstration  Field visit) | Level 3 |
| **Core Skills**   1. Business Opportunity Identification 2. Problem solving 3. Time management 4. Communication 5. Business Management skills | Mandatory | 10 hours  (Practical) | Level 3 |
| **Admission & Examination** | Mandatory | 4 hours | - |
| **Total Duration of the Course** | | | 80 hours |

**SECTION 1 - ASSESSMENT**

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| **Body/Bodies which will carry out assessment:**  This qualification will be used by 585 RSETIs (list is furnished in Annexure V) across the country which has been established in each district. These RSETIs are controlled by commercial banks (both Government owned and Private). NAR is a separate body and there is no linkage in management and control between the RSETIs offering the training and NAR which will conduct the assessment. The assessment of outcome of the qualification will be done by NAR which is an independent organization. It is run by professionals who are expert in rural entrepreneurship development. In NAR there will be a separate vertical similar to ‘Controller of Examinations’ in Universities, which will conduct the assessment through its empanelled assessors at the RSETI level. The empanelled assessors will be provided training by NAR.  **How will RPL assessment be managed and who will carry out?**  Not Applicable  **Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of NSQF.**  Assessment tools for the Qualification are decided on the basis of composition of knowledge and skill in that particular Course. All assessments shall have at least two tools viz.1. Practical test and 2. Written test and/or Viva.   1. **Assessment process:**   The assessment will be primarily carried out by collecting evidence of competence gained by the trainees by observing them at work, asking questions and initiating formative discussions to assess understanding and by evaluating their practical work. The question papers for the theory Examinations contain objective/descriptive type questions, drawings etc.  **Minimum pass mark:** Overall 50% of marks allotted   1. **Testing and certifications for the course:**   Arrangements will be made by NAR to ensure that the evidence on which assessment / judgments made are comparable for all trainees and that the judgments made does not vary from assessor to assessor. Arrangements relating to the conduct and monitoring process of assessment are as follows:   * Questions papers will be prepared by NAR in consultation with vocation experts in the field. * Structured tests at the Institute level will be administered in the presence of the assessors. * The tests will be supervised and monitored at every Centre * Theory and practical Examinations will be carried out with invigilators/examiners with the overall supervision of the certified assessors. * Examiners called for evaluation of practical will have technical expertise in the field |

**ASSESSMENT EVIDENCE**

**Assessment & Evaluation:**

The trainees will be assessed through a structured test process. The test will comprise of both written, practical and viva voce. Standard question paper will be devised keeping in view the expected outcome of the training. The test will be administered by certified and empanelled assessors at RSETI level. The technical skill component will be tested through practical examination. Both of these tests will be followed by personal interview wherein the entrepreneurial competencies will be tested. The extent of internalization of the inputs given will be tested. The face-to-face interview will assess the overall ability of the trainee concerned to perform the defined job role including behavioral aspects of entrepreneurial competencies. On getting the results of these tests from the assessors at ground level, a senior expert in entrepreneurship at NAR, Bengaluru will review the marks and on his validation, system generated certificates will be issued to the successful candidates online.

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| **Assessable Outcome** | **Performance Criteria** | **Assessment Criteria** | | |
| **Total** | **Theory** | **Practical** |
| 1. Candidate is clearly able to differentiate between Wage employment, Self-employment and Entrepreneurship 2. Understand, appreciate and develop the self-confidence for embarking on self-employment 3. Understand and internalize entrepreneurial competencies and know their importance for becoming a successful entrepreneur. 4. Trainee is able to appreciate need for continuous growth and expansion of an enterprise 5. Trainee is able to analyze major trends in a given economic sector / sub-sector and identify Business Opportunities 6. Develop effective personal management skills like time management and communication skills. 7. Trainees are able to devise a simple marketing and sales strategies and plan for a small business 8. Trainees able to manage small team of workers required for managing a small business | **PC 1** – Understanding the Context and Need for Rural Entrepreneurship Development, Role of RSETIs | 1 | 1 | 0 |
| **PC 2** – Developing Self Confidence and Positive Attitude (Micro Lab & Tower Building) | 2 | 1 | 1 |
| **PC 3** – Comparative Advantages of Entrepreneurship and Self Employment over Wage Employment | 2 | 2 | 0 |
| **PC 4** - Understanding and internalizing entrepreneurial competencies | 5 | 2 | 3 |
| **PC 5** - Understanding the process of steps in Problem Solving | 3 | 2 | 1 |
| **PC 6 –** Time Management – Understanding of Basic Concepts and ability to manage time | 3 | 2 | 1 |
| **PC 7 –** Effective Communication Skills – Understanding of Basic Concepts and ability | 3 | 1 | 2 |
| **PC 8** – Ability to assess market conditions and indentify appropriate business opportunities | 2 | 1 | 1 |
| **PC 9** – Understanding of Banking and how it can help a start up enterprise | 2 | 1 | 1 |
| **PC 10** – Ability to Prepare Business Plan based on data obtained from Market Survey | 10 | 6 | 4 |
| **PC 11** – Understanding licensing and regulatory aspects of launching an enterprise. | 2 | 1 | 1 |
| **PC12** – Ability to Maintain Books of Accounts and Develop Financial Statements for a Small Business | 5 | 3 | 2 |
| **PC 13** – Understanding and ability for Sales and Marketing | 5 | 3 | 2 |
| **PC14** – Human Resource Management – Understanding of Concepts and ability to manage a team | 5 | 3 | 2 |
| **PC 15** – Understanding of Basic Laws relating to tourism industry | 5 | 3 | 2 |
| **PC16** - Growth and Strategic Planning - Understanding of Concepts | 5 | 3 | 2 |
| **Total REDP** | | **60** | **35** | **25** |

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| **B. Technical Knowledge**   1. Knows and understands tourism related products and services. 2. Has an in depth knowledge of the Destination and travel information Etiquettes of dealing with tourists 3. Is aware of the Tourism management at the desired destination and strives to promote tourism activity in the destination. 4. Knows how to communicate easily with different category of the tourists visiting and be able to plan and act accordingly 5. Knowledge regarding the relevant information related to the history and /or culture of the destination and explain it in an interesting format to the tourists 6. Being a hospitality industry the trainee will be in a position to develop proper behavioral etiquettes with the customers 7. Understands safety measures and devices used at tour spots 8. Has necessary updates on latest information related to the place, tour site and city 9. Has updated knowledge on the latest Government policy communication at the destination 10. Knows how to provide satisfactory services to tourists.   **Technical Skills**   1. Can continuously learn to improve tour guide narration skills 2. Trainee will be able to communicate effectively with tourists ,travel agents and with colleagues 3. The individual on the job needs to know and understand how to: read about the tour activities and plans for guiding tourists. | **Performance Criteria** | **Assessment Criteria** | | |
| **Total** | **Theory** | **Practical** |
| **PC1 -** Able to list out of the tourism products. | 2 | Nil | 2 |
| **PC2 –** Is in a position to provide information services to tourists in a given location. | 10 | Nil | 10 |
| **PC3 –** Has complete knowledge of the destination – especially historical aspects | 10 | 10 | Nil |
| **PC4 –** Is able to update his/her own knowledge about the destination through various sources such as books, Internet etc. based on latest research | 5 | 5 | Nil |
| **PC5 –** Is able to effectively communicate with tourist’s in-spite of language barriers. | 5 | nil | 5 |
| **PC6 –** Is able to communicate effectively with other stake holders in the industry such as shop keepers in the area, Government officials etc. | 3 | nil | 3 |
| **PC7 –** Has developed proper behavioral etiquettes to deal with customers | 10 | 5 | 5 |
| **PC8 –** Has complete knowledge of the safety measures and devices used at tourist locations and can communicate the same to Tourists. | 5 | 5 | Nil |
| **PC9 –** Is able to guide the tourists with thelatest information related to the place, tour site and city, such as transport, hotels etc. | 5 | nil | 5 |
| **PC10 –** Iswell informed with Government policy communication at the destination | 5 | 5 | nil |
| **PC11 -** Knows the techniques for resolving customer grievances | 5 | 1 | 4 |
| **PC12** - Is able to continuously improve upon narration skills | 5 | 1 | 4 |
| **PC13** – Is able to liaison with travel agents | 3 | 1 | 2 |
| **PC14 –** Knows about the various tour activities that can be taken up in the given destination | 3 | 1 | 2 |
| **PC 15** – Is able to explain the history of the destination | 3 | 2 | 1 |
| **PC 16** - Is able to explain the importance and significance of the tourist place | 3 | 2 | 1 |
| **PC 17 –** Is able to take the tourists through the heritage site such as national monuments, historical sites, districts, archaeological sites, museum, fort, etc | 3 | 1 | 2 |
| **PC 18** – It able to explain the history of the site and every monument and article in the destination | 10 | nil | 10 |
| **PC19 –** Is ableto explain the various rules and regulations to be followed at the heritage site | 5 | nil | 5 |
| **PC 20 -** Knows and can communicate about thevarious restrictions and prohibitions that have to be taken in mind while inside the site such as no photography and video, restricted use of mobile phones, etc. | 5 | 2 | 3 |
| **PC 21 –** Is in a position toposition to intimate the tourists if there are restricted entry to certain sites or to a specific place into the site and give reasons for the restriction | 5 | 1 | 4 |
| **PC 22 –** Is able to interact with the tour operators and extend their services like transport and hospitality to tourists | 5 | nil | 5 |
| **PC 23 –** Knows the important dates and events related to the destination | 5 | nil | 5 |
| **PC 24 –** Knows how to obtain the necessary travel documents such as itinerary, customer details, etc | 5 | nil | 5 |
| **PC 25** – Is able to narrate the destination highlights in an interesting and lucid manner | 5 | nil | 5 |
| **PC 26** – Is able to interact fluently with other stake holders for improvement in business relation and development | 5 | nil | 5 |
| **PC 27** – Can narrate the prepared plan and guide tourists very well | 5 | nil | 5 |
| **Total Technical Knowledge and Skills** | | **140** | **42** | **98** |
| **Total for the Entire Course** | | **200** | **77** | **123** |

# SECTION 2 - EVIDENCE OF LEVEL

Option B: Key Requirements of the Job Role

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| **Title of the Qualification: TRAVEL AND TOURIST GUIDE** | | | | |
| **NSQF LEVEL – 3** | | | | |
| **Process Required** | **Professional Knowledge** | **Professional Skills** | **Core Skills** | **Responsibility** |
| **Person may carry out a job which may require limited range of activities routine and predictable** | **Basic facts, process and principle applied in trade of employment** | **Recall and demonstrate practical skill, routine and repetitive in narrow range of application, using appropriate rule and tool, using quality concepts** | **Language to communicate written or oral, with required clarity, skill to basic arithmetic and algebraic principles, personal banking, basic understanding of social and natural environment** | **Under close supervision.**  **Some responsibility for own work and learning** |
| Ability to do the routine works connected with travel and a travel guide at a particular destination | Full historical and heritage knowledge of the destination chosen to function | Ability to develop proper etiquette and pleasing manners to the full satisfaction of the tourists | Ability to develop and practice good communication skills | Since this training leads to self-employment, responsibility for won work and learning is to be present and demonstrated |

# SECTION 3 - EVIDENCE OF NEED

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| **What evidence is there that the qualification is needed?**  Entrepreneurship has been embedded in the Indian genius and is a part of its tradition. India traditionally has been an entrepreneurial society. Traditionally, the entrepreneurship of many communities has been facilitated principally by the successful use of informal ‘entrepreneurial ecosystems’ and interdependent business networks. Further, there is also a rich tradition within the Indian Diaspora, spanning the past several hundred years, whose spirit of enterprise is legion.  Entrepreneurship in India occurs in ‘far more encompassing and far reaching ways than in developed countries’, and could therefore be far more complex, for there is so much more that needs to be done. Commentators today celebrate the ubiquitous Indian attitude of ‘*Jugaad’* (a Hindi word roughly translated as ‘creative improvisation) tool to somehow find a solution based on a refusal to accept defeat, and calling on initiative, quick thinking, cunning and resolve to quickly fulfill market demands at the lowest possible prices) as an entrepreneurial trait that has been as much a part of everyday Indian living as its rich tradition of philosophy and speculation.  A travel / tourist guide's job is both delightful and challenging. A tourist guide has to make the tourist spots aesthetically appealing, whether it the narrow lanes of a historical city or the striking landscape of Himalayas.  He has to uphold the cultural traditions and heritage of the place being visited and also talk of social customs, even local superstitions. In this job, it's important to satisfy the curiosity of a tourist, especially the first - timers. An outgoing, friendly personality; ability to handle people, verbal fluency, aptitude for languages are the skill set required to be successful in the field. You need to have a thorough knowledge relating to traveling and tourist destinations, business tactics and social etiquette. Lastly, the ability and patience to help and provide hospitality is a must. One should also have an up-to-date knowledge of available facilities and services in the field.  This is a growing field which offers excellent opportunities in the field of tour operations, tour-packages, sight-seeing etc. Many employment opportunities exist in this industry. Travel services including   * Tour Operators * Travel Agents * Hoteliers * Restaurateurs * Transport Service Providers * Adventure and Leisure Tourism Providers * Heritage Sites and their Conservation * Manufacture and Sale of Handicraft Items * Marketing of Souvenirs   Besides the specialized services, there are the support services: administration in the offices, secretarial and clerical jobs. The Government of India has recognized the tourism sector as an industry thereby boosting the career prospects. |
| In order to give impetus to this growing demand of first generation entrepreneurs to gain formal training in entrepreneurship knowledge and skills RSETIs have been established by various Banks. Ministry of Rural Development gives part funding of the training. The RSETIs have been established on the RUDSETI models which have been proved very effective in eradicating the problems of unemployed youth. The RUDSETI model of developing rural entrepreneurs has been well researched and documented (please see Annexure VI). The trainings by these Institutes are unique in the sense they are demand based. The Institutes have got the experience of conducting these Programmes over the years.  **In order to identify the potential programmes as per the needs of the unemployed youth, a Committee of General Managers of top 5 RSETI sponsoring Banks has been constituted. The General Managers of State Bank of India, Punjab National Bank, Bank of Baroda, Central Bank of India and Bank of India are the members of this Committee. In addition, Executive Director, RUDSETI, National Director for RSETIs and Director General, National Academy of RUDSETI who got rich field experience also joined this Committee**. **The above Committee met at Mumbai on 7th November 2016. After thorough discussions and based on the past experience the Committee short listed potential /need based courses for training rural unemployed youth in the RSETIs. The training on ‘Travel and Tourist Guide’ is one such shortlisted need based training.** |

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| **What is the estimated uptake of this qualification and what is the basis of this estimate?**  Presently there are 586 Rural Self Employment Training Institutes (RSETIs) across the country sponsored by various Banks. National Academy of RUDSETI is the anchoring Institution which designs and approves the training programmes being conducted by these RSETIs. The Training Modules are demand driven and are vetted by National Academy of RUDSETI, having experience of running similar programmes by the RUDSETIs since over three decades. With expectations of a robust growth of tourism sector due its due recognition as an industry it is expected to have good demand in the RSETI’S functioning in the areas of tourist attraction viz, heritage sites, wild life sanctuaries, hill stations etc. |

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| **What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?**  This Qualification offers a combination of technical knowledge and skills in Travel and Tourism Guide along with entrepreneurial knowledge and skills. This is a unique short duration course for rural people interested in taking up Travel and Tourist Guide. Hence this qualification, is unique and such a qualification is not offered by SSCs |

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| **What Arrangements are in place to monitor and review the qualification (s)? What data will be used and at point will the qualification (s) be revised or updated?**  National Academy of RUDSETI has put in place a robust MIS for RSETIs. Comprehensive data (Course wise/Bank Wise/State Wise) for all RSETIs is maintained by NAR in the said MIS. Entry level data include the photograph of the candidate other basic details. Course modules are made available in the MIS and the website of NAR. Training logs and Post Programme Reports with action photographs of the training are also made available in the MIS. Details of Settlement and credit linkages are uploaded in the MIS with action photos and documentary proofs. The State Directors of RSETIs are also visiting the RSETIs every quarter for reviewing the quality of training / settlement. Officials from the controlling offices of the Banks and NAR are also making periodic visits to the RSETIs for reviewing the activities. MIS reports are used for viewing the settlement of the trained candidates, their level of income and employment generation by them. Feedback obtained from the trained candidates, RSETI sponsoring bank and other stake holders are used to review/update the course. |

# SECTION 4 - EVIDENCE OF RECOGNITION AND PROGRESSION

**What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?**

The candidates who undergo the training programme on Travel and Tourist Guide will be able to increase their income in due course. This will also help in creating incremental employment opportunities in rural areas since the entrepreneur will be able to give employment to more people in the area because of increased tourist in-flow.