

APPROVED PROGRAMME DESIGN BRIEF

Incredible India Tourist Facilitator Certificate Programme
LINGUSTICS TOURIST FACILITATORS/GUIDES



Ministry of Tourism, Government of India

Conducted by:



Indian Institute of Tourism & Travel Management
(An Autonomous Body under Ministry of Tourism, Govt. of India)

**Incredible India Tourist Facilitator Certificate Programme, Foreign Language-
Testing and Certification Programme, June-2022.**

The Certification Leading to Testing and Certification in Spoken Skills in Select Foreign Languages : (ARABIC, CHINESE, JAPANESE, THAI, KOREAN, FRENCH, GERMAN, SPANISH and RUSSIAN)

Introduction:

The training programme is designed to certify trained human resources in different foreign languages excluding English to facilitate tourist visiting India from different language speaking countries. The programme aims to upgrade the skill of the existing service providers. Practical usage of oral communication skills of a foreign language is a valuable addition to a tourist facilitator's profile. It leads to a professional advantage in the job market as well. Knowledge of foreign languages provides a competitive edge in the field of tour guiding and interpretation and also opens up alternative career options. Foreign language study enhances listening skills and memory, enabling participants to function more effectively and responsibly in a multi-cultural world. At the present juncture, an online impetus to the cross-cultural communication specifics is convenient. At a later stage, we will offer a full-fledged language module to all those who want to pursue a carrier option as a foreign language specific tourist facilitator.

Who can join?

1. This course is open to only those people who have completed Basic Level of the IITFCP with requisite percentage of eligibility.
2. Any language-specific prior certification/possession of necessary language skill as a hobby/acquaintance/family ties or any other means, provided the participants possess a sound oral communication skill in the select language.
3. The level of competence required (Oral efficiency) for foreign Languages are compared in the table below as per three established methods in practice globally:

CEFR Common European Framework of Reference for Languages	ILR Interagency Language Roundtable scale(US)	ACTFL American Council on the Teaching of Foreign Languages
A1	0/1	NL, NM, NH
A2	1+	IL, IM
B1	2/2+	IH
B2	3/3+	AL, AM, AH
C1	4	S
C2	4+	D

For an IITFP Guide CEFR-B2/ILR 3/3+/ACTFL-AL, AM, AH level is recommended by language experts.

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SELF-ASSESSMENT TEST: A sample self-assessment is as follows:

SELF-ASSESSMENT OF SPEAKING PROFICIENCY

The following Self-Assessment of Speaking Ability is intended to guide those who have not taken speaking test. It will produce an estimate of your speaking ability and is in no way a replacement for the existing ILR Skill Level Descriptions. Please respond **yes** or **no** by putting a tick in appropriate box

APPRAISAL OF SPEAKING PROFICIENCY		Yes	No
1	You can tell/ask someone how to get from here to a nearby hotel, restaurant, or post office.		
2	You can order a simple meal.		
3	You can arrange for a hotel room or taxi ride.		
4	You can buy a needed item such as bus or train ticket, groceries, or Clothing.		
5	You can ask and answer simple questions about date and place of birth, nationality, marital status, occupation, etc.		
6	You can make social introductions and use greeting and leave-taking Expressions.		
7	You can give detailed information about your family, your house, and your community		
8	You can take and give simple messages over the telephone, or leave a message on voice mail.		
9	You can describe in detail a person or place that is very familiar to you.		
10	You naturally integrate appropriate cultural and historical references in your commentary.		
11	You can eloquently represent a point of view other than your own.		
12	You can lead the direction of the discussion (friendly, controversial, collaborative).		

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The medium of instruction:

The medium of instruction in the online language testing and certification programme would be based on a standard module in select foreign languages.

The medium of assessment:

On completion of the online induction programme, the participants would be assessed on foreign language inputs.

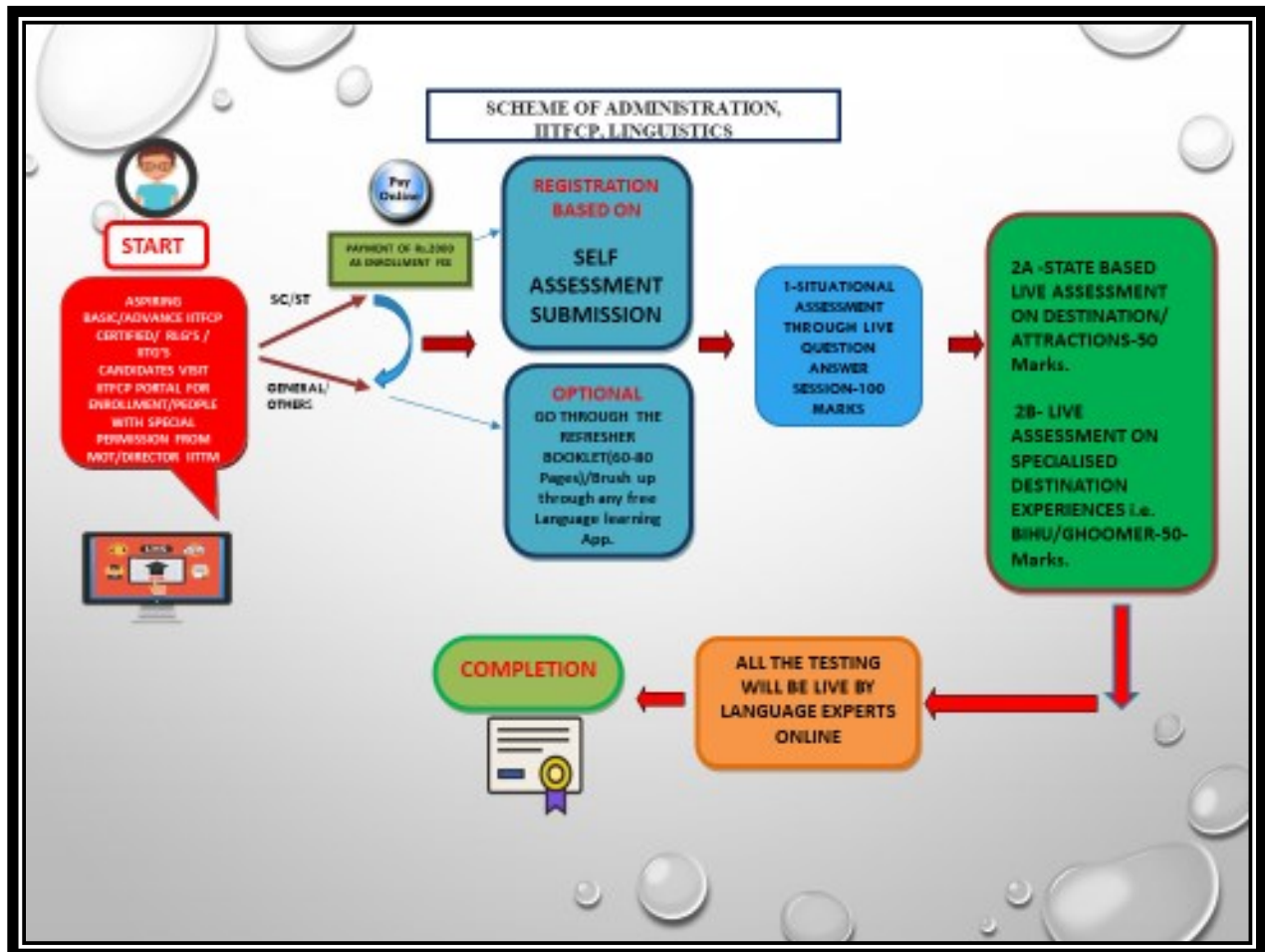
Registration Fee:

The registration fee for the enrolment will be Rs.2000/-(Two thousand only) No exemptions are allowed in the programme.

Examination Fee

The candidate will register for examination fee of Rs. 500/- (non- refundable).

Registration Process:



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Key benefits of this programme:

IITF language proficiency testing and certification programmes are created especially for Incredible India Tourist Facilitators/Incredible India Tourist Guides. We have worked with cultural centers and universities to develop the refresher booklet that are suitable for different languages, different types of learners with a wide range of abilities. IITF language proficiency testing and certification programmes encourages learners to develop lifelong skills, including:

- Ability to use a foreign language as a means of practical communication
- Insight into the culture and civilization of countries where the language is spoken
- Development of a positive attitude towards language learning, towards the speakers of other languages, and other cultures and civilizations
- A sound foundation for progression to Linguistic tourist facilitators job
- IITFP language programmes balance a thorough knowledge and understanding of a subject and help to develop the skills learners need for their next steps in employment.

Programme Objectives:

1. The programme is to allow sharing of best practice and is of interest to all practising tourist facilitators and Guides.
2. It will allow the tourist facilitator and Guides in analysing the main elements of the practical guiding skills and communication techniques they use in their daily work as tourist guides.
3. The programme also offers an opportunity to tourist facilitator to explore tools for thinking and acting creatively in a fast, efficient and effective way.
4. Will help tourist facilitators and guides to convert the whole experience of guiding a thought-provoking and stimulating update that will enliven and enhance their commentaries.
5. Will aid the participants to gain a fuller understanding of the ethos behind tourist facilitation, especially the interrelationship between common subjects and area-specific subjects.

Programme overview

The purpose of the programme is to

- Develop the ability to communicate effectively using the target language
- Insights into the culture and society of countries where the language is spoken
- Develop awareness of the nature of language and language learning and intellectual stimulation

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- Encourage positive attitudes towards speakers of other languages and an anthropocentric approach to other cultures and civilizations.
- Develop transferable skills (e.g. analysis, memorizing, drawing of inferences) to complement other areas of experience creation.
- Form a sound base of the skills, language and attitudes required for progression to work or further develop in the target language.

Our approach encourages learners to be:

- **Confident**, exploring and evaluating ideas and arguments in a structured, critical and analytical way. They are able to communicate and defend views and opinions as well as respect those of others
- **Responsible**, understanding how to use language in different contexts and for different purposes to influence and affect the world around them
- **Reflective**, critically reviewing their own work and identifying ways to improve. They develop successful learning strategies to consolidate their skills
- **Innovative**, applying their knowledge and understanding to engage with a range of pronunciations and accents. They adapt their skills in order to respond to tasks in different contexts
- **Engaged**, taking inspiration from, and being interested in, the variety of language around them. The tourist facilitators will read critically, learn from others and understand how their learning fits within the wider context.

Reference material overview:

The reference material is organized around five broad topic areas which provide contexts for the acquisition of vocabulary and the study of grammar and structures.

Through the study of these topic areas, candidates gain insight into target language countries and communities. The topic areas are:

- **Everyday activities**
- **Personal attributes**
- **Social life**
- **The world of work**
- **The Tourism world.**

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The Testing Faculty:

Well trained and experienced experts from the various language schools' cultural centers or freelancing experts will be invited for testing applicants as per the structure of the IITFC the assessment and evaluation.

Pedagogy:

The pedagogy adopted will be in the form of self-refreshing exercises and familiarization of PDF refresher booklet. *The programme is not intended to teach foreign language rather “testing and certification” of personnel's already possessing sound oral skills in a specific foreign language.*

Testing and Evaluation:

The evaluation of the participants can be considered at the end of the course. It can be custom designed oral test as well as assignment specific video clippings to be developed by participants to test the fluency and oral communication skills. The third party resources can be engaged for the process of evaluation.

Certification:

On the completion of the course, the successful candidates will be given a completion certificate as per the IITFC structure.

Course Objectives:

1. The course is highly interactive to allow sharing of best practice and is of interest to all practicing tourist guides.
2. It will allow the guides in analysing the main elements of the practical guiding skills and communication techniques they use in their daily work as tourist guides.
3. The course also offers an opportunity to guides to explore tools for thinking and acting creatively in a fast, efficient and effective way.
4. Will help guides to convert the whole experience of guiding a thought-provoking and stimulating update that will enliven and enhance their commentaries.
5. Would aid the participants to gain a fuller understanding of the ethos behind tourist guiding, especially the interrelationship between common subjects and area-specific subjects.

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Reference Material Rationale:

This particular module is intended to be delivered to the basic level qualified IITFC participants with oral skills on specific foreign language to online mode. It was proposed to deliver the contents in a specific foreign language. While ensuring above objective, it should be ensured that the participant is accustomed with English as the main language of international communication and is essential for people working in the tourism industry to communicate with spatial arrangements at destinations.

Assessment and Testing Criteria for all foreign languages:

1ST -SITUATIONAL ASSESSMENT THROUGH LIVE QUESTION ANSWER SESSION-100 Marks. It has been decided that the duration of First assessment session per candidate virtually would be: 20- minutes'. It will be conducted by at least 2-external experts with the presence of one internal supervisor. Situational assessment refers to ideal situations undergone by the facilitators/guides while on guiding assignment viz. At Airport, At Railway Station, At a Hospital, Police station, Hotel, Restaurant, Public utilities place etc. The candidates can only enter the next testing session only on completion of the previous testing session.

2nd (A) -STATE BASED LIVE ASSESSMENT ON DESTINATION/ATTRACTIONS -50 Marks. It has been decided that the duration of part-"A" assessment session per candidate virtually would be: 10-15 minutes'. It will be conducted by at least 2-external experts with the presence of one internal supervisor. Destination/Attraction assessment refers to ideal destination/attractions descriptions chosen by the facilitators/guides for the purpose of testing viz. At Forts, At Palaces, At a Tomb, National park or wildlife sanctuaries, Living temple or other religious places, Monuments, Public utilities place etc. The candidates can only enter the next testing session only on completion of the previous testing session.

2nd (B) - LIVE ASSESSMENT ON SPECIALISED DESTINATION EXPERIENCES-50 Marks. It has been decided that the duration of part-"B" assessment session per candidate virtually would be: 10-15 minutes'. It will be conducted by at least 2-external experts with the presence of one internal supervisor. Specialized Destination Experiences assessment refers to ideal destination/attractions descriptions chosen by the facilitators/guides for the purpose of testing viz. At Forts, At Palaces, At a Tomb, National park or wildlife sanctuaries, Living temple or other religious places, Monuments, Public utilities place etc.

It has been decided by the competent authorities to conduct the Part-A and Part-B of the second assessment simultaneously on the same day one after the other.

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Assessment Criteria's For Assessors:

1. It is proposed that the duration of First assessment session per candidate virtually would be: 20 minutes' The testing parameters would be Content 25%, vocabulary 25%, Pronunciation 25%, Presentation Skill 25%=100 Marks
2. As the programme intends to test the oral skills in the foreign language and would be certified by the MOT 50% of minimum scores would be required to certify a candidate and allotment of Grades for IITFCP Foreign Language Oral Proficiency. Candidates securing less than 50% would be declared unsuccessful and register for reappearance.
3. It should be recorded that the registration is valid for 2-appearances/2-attempts only. Beyond 2-attempts you have to re-register.
4. The Successful students may be allotted Grading Certificate by IITTM, to gain the confidence of the Tour Operator, Travel Agent, Hotels and Other Vendors

The Language Grading Pattern: Linguistic Facilitator/Guide (Oral Proficiency)

Marks/Percentage/Range	Status
Range 50-59	Silver
Range 60-69	Gold
More than 80	Platinum

1. The status will be in the form of a certificate
2. This will help the Qualified Language Tourist Facilitator to gain the Confidence of the Tour Operators and get decent assignments
3. MOT and IITTM will get a visibility among the larger stakeholders of the Tourism Business Fraternity Globally.

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