

## Qualification Pack



# Cinematic Tourism Manager

QP Code: MES/Q2811

Version: 1.0

NSQF Level: 5

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola,  
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## Qualification Pack

### Contents

MES/Q2811: Cinematic Tourism Manager .....	3
<i>Brief Job Description</i> .....	3
Applicable National Occupational Standards (NOS) .....	3
<i>Compulsory NOS</i> .....	3
<i>Qualification Pack (QP) Parameters</i> .....	3
MES/N0104: Maintain Workplace Health & Safety .....	5
MES/N2845: Identify the film locations to be used for potential tourist .....	11
MES/N2846: Connect with tourism industry to promote such locations as tourist destination .....	16
MES/N2847: Develop and implement innovative strategies, campaigns .....	21
MES/N2848: Analyse financial viability .....	25
Assessment Guidelines and Weightage .....	28
<i>Assessment Guidelines</i> .....	28
<i>Assessment Weightage</i> .....	29
Acronyms .....	30
Glossary .....	31



## Qualification Pack

### MES/Q2811: Cinematic Tourism Manager

#### Brief Job Description

The Cinematic Tourist Manager (CTM) carry out survey of places of tourist interest with specific importance of film spot / in-demand cinematic scene & understands packages/offers to promote cinematic tourism, collects information, identifies different modes of transport available for the tourists. CTM will also know to facilitate the travel procedure and provide necessary guidance to tourist guides as to promote cinematic tourism location, provision for bookings, cancellation, changing of tickets & concession given in Railways. Plans and prepares the advertisements for newspapers, magazines etc. and makes brochures for tourist office, hotels, etc.

#### Personal Attributes

The job holder needs to have visionary ideas and implementation skill to identify, develop and promote the cinematic tourism. A team player with eye for details on aspect of cinematic tourism destination. Budgeting and estimation for promotion

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [MES/N0104: Maintain Workplace Health & Safety](#)
2. [MES/N2845: Identify the film locations to be used for potential tourist](#)
3. [MES/N2846: Connect with tourism industry to promote such locations as tourist destination](#)
4. [MES/N2847: Develop and implement innovative strategies, campaigns](#)
5. [MES/N2848: Analyse financial viability](#)

#### Qualification Pack (QP) Parameters

<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Advertising
<b>Occupation</b>	Production
<b>Country</b>	India
<b>NSQF Level</b>	5



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<b>Credits</b>	18
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/5113.0200
<b>Minimum Educational Qualification &amp; Experience</b>	Graduate with 1 Year of experience OR 12th Class with 4 Years of experience OR Diploma with 3 Years of experience
<b>Minimum Level of Education for Training in School</b>	
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	22 Years
<b>Last Reviewed On</b>	NA
<b>Next Review Date</b>	31/03/2027
<b>NSQC Approval Date</b>	31/03/2022
<b>Version</b>	1.0
<b>Reference code on NQR</b>	2022/ME/MESC/05704
<b>NQR Version</b>	1

### Remarks:

## Qualification Pack

### MES/N0104: Maintain Workplace Health & Safety

#### Description

This OS unit is about contributing towards maintaining a healthy, safe and secure working environment

#### Elements and Performance Criteria

##### *Understanding the health, safety and security risks prevalent in the workplace*

To be competent, the user/individual on the job must be able to:

- PC1.** understand and comply with the organizations current health, safety and security policies and procedures
- PC2.** understand the safe working practices pertaining to own occupation
- PC3.** understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises
- PC4.** participate in organization health and safety knowledge sessions and drills

##### *Knowing the people responsible for health and safety and the resources available*

To be competent, the user/individual on the job must be able to:

- PC5.** identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency
- PC6.** identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

##### *Identifying and reporting risks*

To be competent, the user/individual on the job must be able to:

- PC7.** identify aspects of your workplace that could cause potential risk to own and others health and safety
- PC8.** ensure own personal health and safety, and that of others in the workplace through precautionary measures
- PC9.** identify and recommend opportunities for improving health, safety, and security to the designated person
- PC10.** report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

##### *Complying with procedures in the event of an emergency*

To be competent, the user/individual on the job must be able to:

- PC11.** follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard
- PC12.** identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

## Qualification Pack

- KU1.** Organizations norms and policies relating to health and safety
- KU2.** Government norms and policies regarding health and safety and related emergency procedures
- KU3.** Limits of authority while dealing with risks/ hazards
- KU4.** The importance of maintaining high standards of health and safety at a workplace
- KU5.** The different types of health and safety hazards in a workplace
- KU6.** Safe working practices for own job role
- KU7.** Evacuation procedures and other arrangements for handling risks
- KU8.** Names and contact numbers of people responsible for health and safety in a workplace
- KU9.** How to summon medical assistance and the emergency services, where necessary
- KU10.** Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** how to write and provide feedback regarding health and safety to the concerned people
- GS2.** how to write and highlight potential risks or report a hazard to the concerned people
- GS3.** read instructions, policies, procedures and norms relating to health and safety
- GS4.** highlight potential risks and report hazards to the designated people
- GS5.** listen and communicate information with all anyone concerned or affected
- GS6.** make decisions on a suitable course of action or plan
- GS7.** plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS8.** apply problem solving approaches in different situations
- GS9.** understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority
- GS10.** apply balanced judgments in different situations
- GS11.** How to write and provide feedback regarding health and safety to the concerned people
- GS12.** How to write and highlight potential risks or report a hazard to the concerned people
- GS13.** Read instructions, policies, procedures and norms relating to health and safety
- GS14.** Highlight potential risks and report hazards to the designated people
- GS15.** Listen and communicate information with all anyone concerned or affected
- GS16.** Make decisions on a suitable course of action or plan
- GS17.** Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS18.** Apply problem solving approaches in different situations
- GS19.** build and maintain positive and effective relationships with colleges and customers
- GS20.** analyze data and activities
- GS21.** Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority



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**GS22.** Apply balanced judgments in different situations

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### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understanding the health, safety and security risks prevalent in the workplace</i>	<b>15</b>	<b>15</b>	-	-
<b>PC1.</b> understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
<b>PC2.</b> understand the safe working practices pertaining to own occupation	5	5	-	-
<b>PC3.</b> understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises	3	2	-	-
<b>PC4.</b> participate in organization health and safety knowledge sessions and drills	2	3	-	-
<i>Knowing the people responsible for health and safety and the resources available</i>	<b>10</b>	<b>10</b>	-	-
<b>PC5.</b> identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
<b>PC6.</b> identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
<i>Identifying and reporting risks</i>	<b>18</b>	<b>17</b>	-	-
<b>PC7.</b> identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
<b>PC8.</b> ensure own personal health and safety, and that of others in the workplace through precautionary measures	5	5	-	-
<b>PC9.</b> identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-



## Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC10.</b> report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
<i>Complying with procedures in the event of an emergency</i>	<b>7</b>	<b>8</b>	-	-
<b>PC11.</b> follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
<b>PC12.</b> identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0104
<b>NOS Name</b>	Maintain Workplace Health & Safety
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Animation, Gaming, Radio, Advertising
<b>Occupation</b>	Ad sales/Account Management/Scheduling/Traffic
<b>NSQF Level</b>	5
<b>Credits</b>	2
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	30/12/2021
<b>Next Review Date</b>	31/03/2027
<b>NSQF Clearance Date</b>	31/03/2022

## Qualification Pack

### MES/N2845: Identify the film locations to be used for potential tourist

#### Description

This OS unit is about identifying possible locations for filming, conducting location surveys (recces) and assessing suitability

#### Scope

The scope covers the following :

- Identify and promote the potential cinematic tourism destination

#### Elements and Performance Criteria

##### *Assess suitability of filming location*

To be competent, the user/individual on the job must be able to:

- PC1.** Identify the potential cinematic tourism destination the attractiveness contained in an area to be developed as untapped or not managed well to become a qualified attraction and able to attract tourists to come to the area.
- PC2.**
- Develop key model to promote film tourism location by
    - □ Destination marketing activities
    - □ destination attributes
    - □ film-specific factors
    - □ film commission and government efforts
    - □ location feasibility
- PC3.** Appoint a team of executive or public relations specialist to deal with film studios directly
- PC4.** Be actively involved in location scouting

##### *Promote the potential cinematic tourism destination*

To be competent, the user/individual on the job must be able to:

- PC5.** Plan carefully to maximize the impacts of post-production exposure
- PC6.** Negotiating and/or produce a "making of the film" feature
- PC7.** Identify the historic place used in cinema to create cinematic tourism destination
- PC8.** Ensure media coverage of the film mentions the film location
- PC9.** Invite travel media to film location

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the vision and motivations of the creative team (scriptwriter, director, production designer among others)
- KU2.** production limitations such as constraints on budget, resources and time availability and any specific limits on shooting locations

## Qualification Pack

- KU3.** the role and contribution of key departments during filming, interdependencies and reporting structures
- KU4.** how to interpret the script and identify location requirements (based on the space required, mood, historical context, natural backdrop etc.)
- KU5.** how to identify 4-5 options for each type of location (based on available databases, prior experience and independent research)
- KU6.** how to conduct a location survey (recce) typically using a pre-agreed checklist of factors that need to be assessed
- KU7.** how to assess the accessibility of a location including availability of public/ private transport and parking space
- KU8.** how to check for adequate power supply (either through the grid or generators), and corresponding requirements for wires and cables
- KU9.** how to check the location for facilities including availability of food and water, rest areas, garbage disposal etc.
- KU10.** how to check the location for lighting, direction of sunlight, appropriate times of day to shoot and requirements for artificial lighting
- KU11.** how to identify relevant frames and backdrops at the location (based on the script and requirements for specific shots/ scenes)
- KU12.** how to check the location for ambient sound (recordings may be made to assess sound level in a studio)
- KU13.** how to check the suitability of the location for transporting heavy equipment (e.g. lights, grips and cameras) e.g. the height, dimensions and any obstacles that need removal
- KU14.** how to assess the location for weather patterns and any potential disruption to filming due to rain, snow, extreme heat or other conditions
- KU15.** how to check the location for adequate storage space for safe and secure storage of equipment and materials required for filming
- KU16.** how to identify relevant approvals and permissions (from local, state or central authorities) required for filming at that location
- KU17.** how to maintain a record of all production-related documents including non disclosure agreements (nda), legal permissions, proposals, insurance contracts, team lists etc.

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** take notes and mark-up the script for location requirements
- GS2.** prepare a checklist to undertake the location survey (recce), take notes and mark-up the checklist with findings from the recce
- GS3.** use hand drawing and computer design techniques to create floor plans (i.e. parking, sound stage, storage space, facilities etc.)
- GS4.** interpret the script/ creative brief/ production concept/ schedule/ budget or any other type of written material
- GS5.** correctly read background information on the location, floor plans, documentation regarding approvals and permissions etc.
- GS6.** understand the creative vision of the director/ script writer and producer



## Qualification Pack

- GS7.** understand the brief from the financier and any constraints/ limitations that affect the location selection (e.g. time, people, materials, budget)
- GS8.** communicate effectively with the key heads of department, propose alternatives and agree on key decisions
- GS9.** make relevant decisions related to the area of work e.g. choice of location based on suitability across a range of factors
- GS10.** how to prepare a work schedule/ sequence of activities to help plan the location survey (recce) effectively
- GS11.** identify any problems with successful execution of the task and resolve them in consultation with the relevant members of the production unit
- GS12.** how to assess the impact of selecting a particular location on the time and budget of the production

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Assess suitability of filming location</i>	<b>15</b>	<b>70</b>	-	-
<b>PC1.</b> Identify the potential cinematic tourism destination the attractiveness contained in an area to be developed as untapped or not managed well to become a qualified attraction and able to attract tourists to come to the area.	5	-	-	-
<b>PC2.</b> • Develop key model to promote film tourism location by • ☐ Destination marketing activities • ☐ destination attributes • ☐ film-specific factors • ☐ film commission and government efforts • ☐ location feasibility	4	-	-	-
<b>PC3.</b> Appoint a team of executive or public relations specialist to deal with film studios directly	3	-	-	-
<b>PC4.</b> Be actively involved in location scouting	3	-	-	-
<i>Promote the potential cinematic tourism destination</i>	<b>15</b>	-	-	-
<b>PC5.</b> Plan carefully to maximize the impacts of post-production exposure	3	-	-	-
<b>PC6.</b> Negotiating and/or produce a "making of the film" feature	3	-	-	-
<b>PC7.</b> Identify the historic place used in cinema to create cinematic tourism destination	3	-	-	-
<b>PC8.</b> Ensure media coverage of the film mentions the film location	3	-	-	-
<b>PC9.</b> Invite travel media to film location	3	-	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N2845
<b>NOS Name</b>	Identify the film locations to be used for potential tourist
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Advertising
<b>Occupation</b>	Production
<b>NSQF Level</b>	5
<b>Credits</b>	3
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	31/03/2027
<b>NSQC Clearance Date</b>	31/03/2022

## Qualification Pack

# MES/N2846: Connect with tourism industry to promote such locations as tourist destination

## Description

This OS unit is about identifying possible locations for filming, conducting location surveys (recces) and assessing suitability and connect with various stakeholders to promote film location

## Scope

The scope covers the following :

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

## Elements and Performance Criteria

### *Host events to continue the pull of the film*

To be competent, the user/individual on the job must be able to:

- PC1.** Invite travel media to special release of the film
- PC2.** Get ready the Post signage and interpretation at the location
- PC3.** Host events that continue the pull of the film beyond its natural audience peak
- PC4.** Create exhibitions or displays of memorabilia from the film
- PC5.** Promote film location by creating viewpoint/ selfie point

### *Connect with various stakeholders to promote film location*

To be competent, the user/individual on the job must be able to:

- PC6.** Develop a dedicated Web site for potential tourists
- PC7.** Post links on Web site to film tours run by local tour operators
- PC8.** Engage in joint promotional activity with inbound tour operators
- PC9.** Package additional attractions to lengthen tourist stay
- PC10.** Engage in joint promotional activity with film companies
- PC11.** Produce film and site maps for tourists

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the vision and motivations of the creative team (scriptwriter, director, production designer among others)
- KU2.** production limitations such as constraints on budget, resources and time availability and any specific limits on shooting locations
- KU3.** the role and contribution of key departments during filming, interdependencies and reporting structures



## Qualification Pack

- KU4.** how to interpret the script and identify location requirements (based on the space required, mood, historical context, natural backdrop etc.)
- KU5.** how to identify 4-5 options for each type of location (based on available databases, prior experience and independent research)
- KU6.** how to conduct a location survey (recce) typically using a pre-agreed checklist of factors that need to be assessed
- KU7.** how to assess the accessibility of a location including availability of public/ private transport and parking space
- KU8.** how to check for adequate power supply (either through the grid or generators), and corresponding requirements for wires and cables
- KU9.** how to check the location for facilities including availability of food and water, rest areas, garbage disposal etc.
- KU10.** how to check the location for lighting, direction of sunlight, appropriate times of day to shoot and requirements for artificial lighting
- KU11.** how to identify relevant frames and backdrops at the location (based on the script and requirements for specific shots/ scenes)
- KU12.** how to check the location for ambient sound (recordings may be made to assess sound level in a studio)
- KU13.** how to check the suitability of the location for transporting heavy equipment (e.g. lights, grips and cameras) e.g. the height, dimensions and any obstacles that need removal
- KU14.** how to assess the location for weather patterns and any potential disruption to filming due to rain, snow, extreme heat or other conditions
- KU15.** how to check the location for adequate storage space for safe and secure storage of equipment and materials required for filming
- KU16.** how to identify relevant approvals and permissions (from local, state or central authorities) required for filming at that location
- KU17.** how to maintain a record of all production-related documents including non disclosure agreements (nda), legal permissions, proposals, insurance contracts, team lists etc.

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** take notes and mark-up the script for location requirements
- GS2.** prepare a checklist to undertake the location survey (recce), take notes and mark-up the checklist with findings from the recce
- GS3.** use hand drawing and computer design techniques to create floor plans (i.e. parking, sound stage, storage space, facilities etc.)
- GS4.** interpret the script/ creative brief/ production concept/ schedule/ budget or any other type of written material
- GS5.** correctly read background information on the location, floor plans, documentation regarding approvals and permissions etc.
- GS6.** understand the creative vision of the director/ script writer and producer
- GS7.** understand the brief from the financier and any constraints/ limitations that affect the location selection (e.g. time, people, materials, budget)



## Qualification Pack

- GS8.** communicate effectively with the key heads of department, propose alternatives and agree on key decisions
- GS9.** make relevant decisions related to the area of work e.g. choice of location based on suitability across a range of factors
- GS10.** how to prepare a work schedule/ sequence of activities to help plan the location survey (recce) effectively
- GS11.** identify any problems with successful execution of the task and resolve them in consultation with the relevant members of the production unit
- GS12.** how to assess the impact of selecting a particular location on the time and budget of the production

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Host events to continue the pull of the film</i>	<b>19</b>	<b>60</b>	-	-
<b>PC1.</b> Invite travel media to special release of the film	5	-	-	-
<b>PC2.</b> Get ready the Post signage and interpretation at the location	4	-	-	-
<b>PC3.</b> Host events that continue the pull of the film beyond its natural audience peak	3	-	-	-
<b>PC4.</b> Create exhibitions or displays of memorabilia from the film	4	-	-	-
<b>PC5.</b> Promote film location by creating viewpoint/ selfie point	3	-	-	-
<i>Connect with various stakeholders to promote film location</i>	<b>21</b>	-	-	-
<b>PC6.</b> Develop a dedicated Web site for potential tourists	3	-	-	-
<b>PC7.</b> Post links on Web site to film tours run by local tour operators	3	-	-	-
<b>PC8.</b> Engage in joint promotional activity with inbound tour operators	3	-	-	-
<b>PC9.</b> Package additional attractions to lengthen tourist stay	4	-	-	-
<b>PC10.</b> Engage in joint promotional activity with film companies	4	-	-	-
<b>PC11.</b> Produce film and site maps for tourists	4	-	-	-
<b>NOS Total</b>	<b>40</b>	<b>60</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N2846
<b>NOS Name</b>	Connect with tourism industry to promote such locations as tourist destination
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Advertising
<b>Occupation</b>	Production
<b>NSQF Level</b>	5
<b>Credits</b>	4
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	31/03/2027
<b>NSQC Clearance Date</b>	31/03/2022



## Qualification Pack

### MES/N2847: Develop and implement innovative strategies, campaigns

#### Description

This OS unit is about various campaigns and strategies to promote film locations

#### Scope

The scope covers the following :

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

#### Elements and Performance Criteria

##### *Develop and implement innovative strategies, campaigns*

To be competent, the user/individual on the job must be able to:

- PC1.** Plan attractive campaigns to invite tourist to travel location of importance with cinematic view
- PC2.** Use social media platform to highlight the scenic beauty of film tourism
- PC3.** Associate with tourism industries to analyse the travel destination
- PC4.** • Associate tourism industry to market and highlight the cinematic tourism  
• locations
- PC5.** Implement the campaigns by using associate/executive to appeal to tourist

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the vision and motivations of the creative team (scriptwriter, director, production designer among others)
- KU2.** production limitations such as constraints on budget, resources and time availability and any specific limits on shooting locations
- KU3.** the role and contribution of key departments during filming, interdependencies and reporting structures
- KU4.** how to interpret the script and identify location requirements (based on the space required, mood, historical context, natural backdrop etc.)
- KU5.** how to identify 4-5 options for each type of location (based on available databases, prior experience and independent research)
- KU6.** how to conduct a location survey (recce) typically using a pre-agreed checklist of factors that need to be assessed
- KU7.** how to assess the accessibility of a location including availability of public/ private transport and parking space
- KU8.** how to check for adequate power supply (either through the grid or generators), and corresponding requirements for wires and cables
- KU9.** how to check the location for facilities including availability of food and water, rest areas, garbage disposal etc.

## Qualification Pack

- KU10.** how to check the location for lighting, direction of sunlight, appropriate times of day to shoot and requirements for artificial lighting
- KU11.** how to identify relevant frames and backdrops at the location (based on the script and requirements for specific shots/ scenes)
- KU12.** how to check the location for ambient sound (recordings may be made to assess sound level in a studio)
- KU13.** how to check the suitability of the location for transporting heavy equipment (e.g. lights, grips and cameras) e.g. the height, dimensions and any obstacles that need removal
- KU14.** how to assess the location for weather patterns and any potential disruption to filming due to rain, snow, extreme heat or other conditions
- KU15.** how to check the location for adequate storage space for safe and secure storage of equipment and materials required for filming
- KU16.** how to identify relevant approvals and permissions (from local, state or central authorities) required for filming at that location
- KU17.** how to maintain a record of all production-related documents including non disclosure agreements (nda), legal permissions, proposals, insurance contracts, team lists etc.

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** take notes and mark-up the script for location requirements
- GS2.** prepare a checklist to undertake the location survey (recce), take notes and mark-up the checklist with findings from the recce
- GS3.** use hand drawing and computer design techniques to create floor plans (i.e. parking, sound stage, storage space, facilities etc.)
- GS4.** interpret the script/ creative brief/ production concept/ schedule/ budget or any other type of written material
- GS5.** correctly read background information on the location, floor plans, documentation regarding approvals and permissions etc.
- GS6.** understand the creative vision of the director/ script writer and producer
- GS7.** understand the brief from the financier and any constraints/ limitations that affect the location selection (e.g. time, people, materials, budget)
- GS8.** communicate effectively with the key heads of department, propose alternatives and agree on key decisions
- GS9.** make relevant decisions related to the area of work e.g. choice of location based on suitability across a range of factors
- GS10.** how to prepare a work schedule/ sequence of activities to help plan the location survey (recce) effectively
- GS11.** identify any problems with successful execution of the task and resolve them in consultation with the relevant members of the production unit
- GS12.** how to assess the impact of selecting a particular location on the time and budget of the production

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Develop and implement innovative strategies, campaigns</i>	<b>35</b>	<b>65</b>	-	-
<b>PC1.</b> Plan attractive campaigns to invite tourist to travel location of importance with cinematic view	5	-	-	-
<b>PC2.</b> Use social media platform to highlight the scenic beauty of film tourism	5	-	-	-
<b>PC3.</b> Associate with tourism industries to analyse the travel destination	5	-	-	-
<b>PC4.</b> • Associate tourism industry to market and highlight the cinematic tourism • locations	10	-	-	-
<b>PC5.</b> Implement the campaigns by using associate/executive to appeal to tourist	10	-	-	-
<b>NOS Total</b>	<b>35</b>	<b>65</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N2847
<b>NOS Name</b>	Develop and implement innovative strategies, campaigns
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Advertising
<b>Occupation</b>	Production
<b>NSQF Level</b>	5
<b>Credits</b>	3
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	31/03/2027
<b>NSQF Clearance Date</b>	31/03/2022



## Qualification Pack

### MES/N2848: Analyse financial viability

#### Description

This OS unit is about budgeting and estimating expenditure to market the cinematic tourism

#### Scope

The scope covers the following :

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

#### Elements and Performance Criteria

##### *Estimate and Create budget for making a locations tourist attraction*

To be competent, the user/individual on the job must be able to:

- PC1.** Create budget to develop location of importance with cinematic vision as tourist destination
- PC2.** Estimate the expenditure to market the cinematic tourism
- PC3.** • Analyse the business value in creating boom for cinematic tourism  
• destination
- PC4.** Channelise the related stakeholders like travel agency, hotels, and hospitality nearby tourist destination
- PC5.** Analyse financial viability for specific business

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the vision and motivations of the creative team (scriptwriter, director, production designer among others)
- KU2.** production limitations such as constraints on budget, resources and time availability and any specific limits on shooting locations
- KU3.** the role and contribution of key departments during filming, interdependencies and reporting structures
- KU4.** how to interpret the script and identify location requirements (based on the space required, mood, historical context, natural backdrop etc.)
- KU5.** how to identify 4-5 options for each type of location (based on available databases, prior experience and independent research)
- KU6.** how to conduct a location survey (recce) typically using a pre-agreed checklist of factors that need to be assessed
- KU7.** how to assess the accessibility of a location including availability of public/ private transport and parking space
- KU8.** how to check for adequate power supply (either through the grid or generators), and corresponding requirements for wires and cables

## Qualification Pack

- KU9.** how to check the location for facilities including availability of food and water, rest areas, garbage disposal etc.
- KU10.** how to check the location for lighting, direction of sunlight, appropriate times of day to shoot and requirements for artificial lighting
- KU11.** how to identify relevant frames and backdrops at the location (based on the script and requirements for specific shots/ scenes)
- KU12.** how to check the location for ambient sound (recordings may be made to assess sound level in a studio)
- KU13.** how to check the suitability of the location for transporting heavy equipment (e.g. lights, grips and cameras) e.g. the height, dimensions and any obstacles that need removal
- KU14.** how to assess the location for weather patterns and any potential disruption to filming due to rain, snow, extreme heat or other conditions
- KU15.** how to check the location for adequate storage space for safe and secure storage of equipment and materials required for filming
- KU16.** how to identify relevant approvals and permissions (from local, state or central authorities) required for filming at that location
- KU17.** how to maintain a record of all production-related documents including non disclosure agreements (nda), legal permissions, proposals, insurance contracts, team lists etc.

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** take notes and mark-up the script for location requirements
- GS2.** prepare a checklist to undertake the location survey (recce), take notes and mark-up the checklist with findings from the recce
- GS3.** use hand drawing and computer design techniques to create floor plans (i.e. parking, sound stage, storage space, facilities etc.)
- GS4.** interpret the script/ creative brief/ production concept/ schedule/ budget or any other type of written material
- GS5.** correctly read background information on the location, floor plans, documentation regarding approvals and permissions etc.
- GS6.** understand the creative vision of the director/ script writer and producer
- GS7.** understand the brief from the financier and any constraints/ limitations that affect the location selection (e.g. time, people, materials, budget)
- GS8.** communicate effectively with the key heads of department, propose alternatives and agree on key decisions
- GS9.** make relevant decisions related to the area of work e.g. choice of location based on suitability across a range of factors
- GS10.** how to prepare a work schedule/ sequence of activities to help plan the location survey (recce) effectively
- GS11.** identify any problems with successful execution of the task and resolve them in consultation with the relevant members of the production unit
- GS12.** how to assess the impact of selecting a particular location on the time and budget of the production

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Estimate and Create budget for making a locations tourist attraction</i>	<b>35</b>	<b>65</b>	-	-
<b>PC1.</b> Create budget to develop location of importance with cinematic vision as tourist destination	10	-	-	-
<b>PC2.</b> Estimate the expenditure to market the cinematic tourism	10	-	-	-
<b>PC3.</b> • Analyse the business value in creating boom for cinematic tourism • destination	5	-	-	-
<b>PC4.</b> Channelise the related stakeholders like travel agency, hotels, and hospitality nearby tourist destination	5	-	-	-
<b>PC5.</b> Analyse financial viability for specific business	5	-	-	-
<b>NOS Total</b>	<b>35</b>	<b>65</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N2848
<b>NOS Name</b>	Analyse financial viability
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Advertising
<b>Occupation</b>	Production
<b>NSQF Level</b>	5
<b>Credits</b>	3
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	31/03/2027
<b>NSQC Clearance Date</b>	31/03/2022

## Assessment Guidelines and Assessment Weightage

### Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

## Qualification Pack

**Minimum Aggregate Passing % at QP Level : 70**

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

## Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
MES/N2845.Identify the film locations to be used for potential tourist	30	70	-	-	100	30
MES/N2846.Connect with tourism industry to promote such locations as tourist destination	40	60	-	-	100	25
MES/N2847.Develop and implement innovative strategies, campaigns	35	65	-	-	100	25
MES/N2848.Analyse financial viability	35	65	-	-	100	10
<b>Total</b>	<b>190</b>	<b>310</b>	<b>-</b>	<b>-</b>	<b>500</b>	<b>100</b>



## Qualification Pack

### Acronyms

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training

## Qualification Pack

### Glossary

<b>Sector</b>	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
<b>Scope</b>	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

## Qualification Pack

<b>Knowledge and Understanding (KU)</b>	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
<b>Organisational Context</b>	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
<b>Electives</b>	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
<b>Options</b>	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.