INDIAN INSTITUTE OF TOURISM AND TRAVEL MANAGEMENT

STANDARD OPERATING PROCEDURE FOR SAP ACTIVITIES

Activities under SAP:

I)   SOP for- <u>Tourist Awareness Programme</u>

Pre Activity Phase

- Carry out the designed programme at the pre decided monument at a destination finalised by Ministry of tourism.
- Select a monument/tourist attraction at the tourist destination which would contribute to maximum impact.
- Seek permission from the concerned authorities related to the monument for carrying out various activities there like giving gifts, performing nukkad natak, distributing posters etc.
- Decide on a date, for accomplishing the activity at the monument, mutually with the concerned authority so as to avoid any misunderstandings later on.
- Booking of travel tickets, renting out an accommodation and booking local transportation like taxis for the staff going there for the activity.
- Advertising about the activity in the local newspaper of the area on the day of the activity.
- If any, local FM is operating in that city then play jingles and advertisement on the FM too, to reach a wider group of audience.
- Reach the site, preferably one day prior to the day of activity and physically visit the site so as to get familiarized with it and look after the preparation for the next day.
- Get in contact with local NGOs/ Dance groups/ Schools/ Colleges/ Universities etc for performing nukkad natak at the site on the next day.

During Activity Phase

- Get volunteers from local colleges/ universities/ institutes etc, preferably students from NSS, NCC and Scouts for the main day of the event.
- On the day of the event representatives from ITDC/ IHM/ State Tourism Development Boards if any in that area are invited to attend the event.
- A spot or point at the monument is identified where students can act *nukkad natak* without disturbing the usual tourist flow.
- To attract the tourist to watch *nukkad natak* the team play jingles on cleanliness through portable audio system. They also hold banners/ placards related to the activity to create an environment by which tourist can understand the importance of *swachhta* on tourist spots.

- After gathering of tourist, representatives, students etc. perform *nukkad natak*, having a theme which helps in sensitizing the tourist towards the importance of cleanliness at the monuments.
- One of the team members clicks high resolution photographs covering the various components of the activity.
- After the completion of *nukkad natak*, the volunteers distribute gifts/ goodies, cleanliness motivating flyers, trash bags etc. to the tourist and they also interact with the tourist to make them aware about the importance of cleanliness at the tourist spot.

Post Activity Phase

- Feedback is taken from the tourist in the form of either video clippings or filling out feedback forms or both regarding the impact of the activity on their mind.
- Filling of Swachhata Audit Sheet on cleanliness in the nearby washroom area and food outlets by observation method.
- High resolution photograph along with brief message about activity are forwarded to Director/ headquarter to forward the same to Ministry of Tourism.
- A small report on the activity performed is drafted to send the same to Chief Coordinator SAP in the prescribed format.
- Post completion of the various activities, the team travel backs to IITTM, where they share their success stories/ experiences/ good practices etc with their colleagues at the institute.
- Digital transfer of the payment to the volunteers/ play groups.

II)   SOP for – Awareness for Schools/ Colleges

Pre Activity Phase

- Choose a school or college where the SAP activity has to be carried out or performed.
- Obtain permission from the selected venue authorities regarding various activities to be carried out.
- Contact the local school/college teachers for performing *nukkad natak* at the venue.
- Participation of maximum 500 students, depending upon the strength of the school or college.
- Mutually decide on the date when the programme has to be conducted at the venue so as to avoid confusion.
- Boarding, loading and local transportation bookings are done by the team.
- Publish advertisement in local newspaper to aware the readers about the activities to be accomplished and play jingles on local FM of the area, if any.
- Reach preferably one day prior to the day of the activity at the destination whether a school or college, to check out that whether the arrangements have been carried out according to the requirement.
- Connecting to the college/ school canteen owners to arrange the refreshments for the students.
- Setting up the venue with projector, audio video systems, tents, and other equipments for accomplishing a successful event.

During Activity Phase

- The activity starts with students performing *laghu natika / Nukkad Natak/ Folk Songs and instruments by local artists*, so as to sensitize the audience towards the importance of cleanliness in our country.
- Next activity will be an expert lecture for the students, to be delivered by an expert speaker invited by the team on the importance of swachhta.
- Show a video film, developed on swachhta to sensitize the students.
- One of the team members clicks high resolution photographs covering the various components of the activity.
- After these activities, the team will distribute gifts/ goodies and swachhta flyers etc to the students present in the event.
- Refreshments is provided to the students.

Post Activity Phase

- Filming video clippings of students giving their feedbacks about what they learnt and how they perceived the event.
- Also filling out of feedback forms by the students regarding the impact of the various activities done throughout the day on their conscience.
- High resolution photograph along with brief message about activity are forwarded to Director/ headquarter to forward the same to Ministry of Tourism.
- A small report on the activity performed is drafted to send the same to Chief Coordinator SAP in prescribed format to be forwarded month wise to MoT.
- The team will travel back to IITTM, Gwalior where they will share their success stories/ experiences/ good practices they learned there with the other faculty members of the institute.
- Digital transfer of the Payment to the school/college / volunteers / play groups.

III) SOP for- Programme With The Tourism Stakeholders

Pre Activity Phase

- Choose a venue, preferably a Government hotel for conducting the workshop including all tourism stakeholders.
- Decide a date and book the venue on which the workshop has to be conducted and intimate it to the hotel as well as the stakeholders.
- Invite representatives from local hotel associations, local guide associations, local travel agents associations, taxi drivers, porters etc. or anybody who can be considered as an important stakeholder in the field of tourism.
- A maximum of 60 stakeholders are invited for the workshop.
- Publish advertisement in the local newspaper on the day of the activity, informing people about the workshop.
- Book travel tickets, hotel rooms and local transportation like taxi for the team.

- Reach the destination preferably one day prior to the workshop so as to check out that whether the arrangements are proper or not.

During Activity Phase

- The workshop starts with discussion amongst various stakeholders in the field of tourism on the importance of cleanliness and hygiene in our country.
- Sharing the success stories by stakeholders.
- Also provide participants with workshop kits and swachhta flyers arranged by the team for the workshop.
- Playing a video for the participants on swachhta and its importance.
- Special lecture by two expert speakers invited by the team on the importance of Swachhata and how it is beneficial for tourism development.
- Attendance record of the participants/ stakeholders.
- One of the team members clicks high resolution photographs covering the various components of the activity.
- After these activities working lunch/ dinner, tea and snacks is hosted by IITTM for the stakeholders.

Post Activity Phase

- Collecting feedback from the stakeholders on the impact of the event on their mindset in the form of video clippings recorded by the team and feedback forms filled out by the stakeholders.
- A small report on the activity performed is drafted to send the same to SAP Coordinator.
- After successful completion of the event, the team will travel back to IITTM, Gwalior where they share their success stories/ experiences. Good practices with the other faculty members.
- Digital transfer of the payment to food supplier/ venue owner/ trust.