

PROSPECTUS

ENTREPRENEURSHIP DEVELOPMENT TRAINING
ON

ADVENTURE TOURISM

26th October to 9th November 2017

Organised By:

DIRECTORATE OF TOURISM
GOVERNMENT OF ASSAM



Conducted By:

ASSAM MOUNTAINEERING ASSOCIATION
(An ISO 9001:2015 Certified Organisation)



Prelude:

Adventure Tourism is now becomes one of the most popular segments of tourism sector. More and more people mostly youths are now attracted towards the training and travel as an adventurer across the globe and new countries are added every day in the list. Because of its growing popularity, more and more manpower is needed for training, practice and providing value added package on adventure tourism. Many tourist destination, hotel & resorts and even luxury cruise vessel have added adventure activities in their premises for tourist's recreation and new circuits are opened every corners because of its growing demand.

Despite having tremendous god gifted potentiality, North East India in general and Assam in particular is still lagging behind in this particular segment mainly for not having well demarcated circuits, well trained manpower and lack of adventure tour operator.

To minimize the gape and to boost tourism in Assam, it is high time to motivate and prepare our young generation to become an entrepreneur in the sector of Adventure Tourism.

Being the nodal department for the development of tourism in Assam, the Directorate of Tourism (DOT), Assam with the technical assistance from pioneer adventure organization of NER, the Assam Mountaineering Association (AMA) have decided to conduct few fully residential courses of Entrepreneurship Development Training on Adventure Tourism in the below mentioned manner.

About Technical Agency:

Assam Mountaineering Association (AMA) is the pioneer adventure sports body of NER established in 1968. This is an ISO 9001:2015 certified organization having the expertise and experience of conducting professional training courses on **Adventure Sports** and **Adventure Tourism** in various level. AMA is the only such organization of NER, who is providing specialized training on Adventure Tourism with 60% practical field training and 40% theoretical exposure. The Indian Institute of Entrepreneurship (IIE), Guwahati; an Autonomous Organisation of the Ministry of Skill Development and Entrepreneurship, Govt. of India have entered in a tie-up with AMA to conduct trainings related to adventure tourism and skill development for the youths of NE India under joint curriculum. Training for first 04(four) batches have already been completed with Govt. sponsorship.

Besides several successful Himalayan expeditions since its inception, AMA had successfully organized "**Assam Mount Everest Expedition in 2015 & 2016**" under the sponsorship of Govt. of Assam. In 2015, AMA had unveiled a new opportunity for tourism promotion in Assam by organizing a 637 K.M. long "**Bamboo Rafting Expedition**" on mighty Brahmaputra from Shadiya to Guwahati.

AMA is also the recipient organization of "**Certificate of Excellence**", awarded by Department of Tourism, Govt. of Assam for the promotion of adventure sports and tourism on the occasion of World Tourism Day 2016.

About Proposed Training:

ENTREPRENEURSHIP DEVELOPMENT TRAINING ON ADVENTURE TOURISM (EDTAT)

Course Venue:	Guwahati (Reporting venue will be intimated later on)
Field Training Location:	Guwahati and adjoining area
Course Duration:	15 days (26th October to 9th November 2017)
Course Type:	Fully residential
Course Fee:	Nil (Fully sponsored by DOT, Assam)
Total Intake:	25 (twenty five), both Male & Female
Age Group:	18 to 40 years
Minimum Qualification:	H.S. (10+2) pass in any stream
Course Medium:	Training will be in English, Communication in Eng., Hindi & Ass.
Physical Standard:	Applicants must be Physically Fit to undergo hard Field Training

Application Procedure:

Interested applicant have to download prescribed "Application Form" enclosed herewith and have to mail the same after duly filled in to assammount@gmail.com on or before **15th October 2017**. A final selection list will be available on 20th October 2017 in both the website and selected candidates will get personal intimation over telephone also. Applicant having prior experience in adventure activities and tourism sector will get priority in the selection procedure, but that is not a must. APPLICANT MUST BE A DOMICILE OF ASSAM.

Articles to be Brought by Participants:

1. Back Pack; 2. Water Bottle; 3. Rice Plate; 4. Small Mug/ Cup; 5. Spoon; 6. Tissue Paper/ Handkerchief; 7. Comfortable Trouser/ Track Pant; 8. Cotton Shirt/ T Shirt; 9. Sports Shoe with Rubber Sole and Extra Shocks; 10. Light cap; 11. Light Rain Coat or Umbrella; 12. Extra Dress for River Crossing and Water Sports (a. Half T Shirt; b. Shorts/ Half Pant; c. Under Garments; d. Bath Towel; e. Bath Soap); 13. One bed sheet; 14. Torch Light; 15. Toiletries; 16. Night Wears; 17. Hawai Sappal Optional: 1. Sun Glass 2. Camera

N.B.: 1. *Use of Mobile Phone during training period is strictly prohibited.* 2. *Participants are advised not to wear loose items such as jewelries etc.* 3. *Valuable item and cash have to be carried at their own risk.*

Course Contents:

- a) **Theoretical:** Establishing Ground Rules; Group Division and Task Assignment; Entrepreneurial Motivation; Interpersonal Relationship, Leadership & Communication Skills; Adventure Tourism, its Scope & Potentiality in NER; Legal Formalities & Norms for Setting Up of Tourism Venture; Adventure Tourism & Entrepreneurship; Health Issues During Adventure Activities; Concept & Development of Adventure Hub; Marketing for Adventure Tourism with Special Reference in NER; Role, responsibilities & Approaches of a Tourist Guide; Home Stay Tourism Enterprise for Different Types of Tourists; Motorcycle & Jeep Tourism - Current Status and its Potentiality; Importance of Leadership, Team Building & Networking for Adventure Tourism Venture; Professionalism, Passion & Business Ethics in Adventure Tourism Venture; Basics for Preparation of Business Plan; Adventure Tourism as a Business Venture with Special Reference to NER; Funding, Resourcing & Handling of Fund in an Enterprise; Scope of Eco-Tourism in NER & Legal Formalities for Adventure & Eco Tourism Venture in Forest Areas with Special Reference of Forest Act & Rules; Importance of Training, Risk Management & Regulations in Adventure Tourism; Preparation of Action Plan & Presentation.
- b) **Group Activities:** Demonstration of Adventure Sport Equipments & Knot Practice; Planning & Management of Adventure Camp for Tourist; Rucksack and Luggage Packing Practice; Rescue & First Aid During Adventure Activities; Preparation of Ethnic Food with Local Herbs; Panel Discussion.
- c) **Practical:** Physical Exercise /Warm-up & Yoga; Basics of Rock Climbing, Chimney Climbing and Repelling; Jungle Trekking; Preparation of Jungle Camps in Wilderness Training on River Crossing and Water Falls Climbing; Long Distance Hiking; Preparation of Camping Ground; Practice of Tent Pitching; Preparation of Food in Camp Environment; Night Camping; Making of Burma Bridge & Zip Lines; Basics of Water Sports (Kayaking, Canoeing & Rafting); Adventure/Nature Photography; Map Reading & Radio Communication.

N.B.: *Course contents subject to change even at the last moment on the basis of local & climatic condition. For any further queries & clarification, call on: 9435106748; 9864178891*