

Programme Name and Code: Master of Tourism and Travel Management (MTTM-24)

Course Name and Code: Transport Management (MTTM-10)

Semester: 2nd

Objective: To disseminate knowledge regarding the concepts, characteristics, growth and management of transport management.

Block-1 Introduction to Transport System	
Unit-1	Characteristics of Transport System
Unit-2	Types and Modes of Tourist Transport
Unit-3	Landmarks in the Development of Transport Sector
Unit-4	Tourist Transport System: Distribution and Operational Requirements
Block-2 Various Modes of Transport	
Unit-5	Air Transport: Origin and Growth in International Context
Unit-6	Surface Transport: Growth and Development
Unit-7	Water Transport: Evolution, Growth and Prospects
Unit-8	Linkages and Inter-Relationship between different modes of Transport
Block-3 National and International Tourism Organizations	
Unit-9	Role and Importance of IATA and ICAO in Development of Air Transport Industry
Unit-10	Role and Functions of DGCA
Unit-11	Contribution of IATO (Indian Association of Tour Operators) in Growth of Indian Tourist Transport Industry
Unit-12	Indian Railways and Tourism
Block-4 Marketing of Tourist Transport Services	
Unit-13	Demand and Supply Equation vis-à-vis of Tourist Transport
Unit-14	Promotion of Tourist Transport: Approaches and Techniques
Unit-15	Effective Sales and Advertising for Tourist Transport
Unit-16	Marketing of Tourist Transport: Challenges and Prospect

Suggested Readings:

- Agrawal, D. K. (2003). Textbook of Logistics and Supply Chain Management. Macmillan India.

- Jaiswal, N. K. (2017). Public Transport Planning and Management in Developing Countries. CRC Press.
- Sinha, P. K., & Sinha, P. (2011). Logistics and Supply Chain Management. Pearson Education India.
- Rangaraj, N., & Raghuram, G. (2008). Supply Chain Management for Competitive Advantage: Concepts and Cases. Tata McGraw-Hill Education.