

BTTM-403

Tourism, Travel and Transport

Programme: Bachelor in Tourism and Travel Management (BTTM 16)**Year/Semester:** 4th Semester**Objective:** To disseminate knowledge regarding the concepts, characters, 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 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 ITTA in Growth of Indian Tourist Transport Industry
Unit 12	Indian Railways and Tourism
Block 4 Marketing of Tourist Transport	
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