

DTS-104
Transport Management

Programme Name and Code: Diploma in Tourism Studies (DTS-24)

Course Name and Code: Transport Management (DTS-104)

Semester: 1st

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

Credits: 06

Block-1 Introduction to Transportation 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
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
Unit-8	Linkages and Inter Relationship between different Modes of Transport
Block-3 National and International Organizations	
Unit-9	International Air Transport Association (IATA): History, Aims, Services, Activities, Membership
Unit-10	International Civil Aviation Organization (ICAO): History, Objectives, Functions, Organizational Structure
Unit-11	Role and Functions of DGCA
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
Block-5	
Tourism and Transportation: Luxury, Heritage, and Challenges	
Unit-17	Luxurious Trains
Unit-18	Toy Trains of India
Unit-19	IndRail Pass
Unit-20	Relationship between Tourism Industry and Transportation
Unit-21	Problems and Challenges Faced by the Transportation System

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.