

MANGALORE UNIVERSITY
Department of Business Administration
MBA (TOURISM ADMINISTRATION)

TA 405- TRANSPORTATION AND ACCOMMODATION MANAGEMENT
Objectives: 60 HOURS

- To introduce two major components of Tourism to the students.
- To familiarize the concept of Transport and accommodation and its linkages to tourism industry.

Pedagogy: Assignments, cases, Seminars, Lecture-cum-discussions.

UNIT I HISTORY OF TRANSPORT - Role of transport in tourism – Growth and Development of Road Transport system in India. Transport types - Road transport system in India – types of roads – Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing), Transport & Insurance documents.

UNIT II RAIL TRANSPORT - Rail Transport: General information about Indian Railways, Brief History – high speed trains - Classes of Journey – Types of trains & tracks – Railway Reservation – modes – circle trip – Tatkal – i-ticket – e-ticket - Passenger amenities (Railway station and onboard) – Introduction to the types of rail tours in India: luxury trains, hill trains, express train, mail and passenger – IRCTC - Mountain Railways of India in the UNESCO world heritage list. Railway timetable - Eurail Pass, Indrail pass.

UNIT III AIR TRANSPORT- Airlines Transportation- The Airline Industry-Origin and growth. Organisation of Air Transport Industry in International context, Scheduled and Non-scheduled Airlines services, Classification of Aircrafts, Multinational Air Transport Regulations-Nature, Significance and Limitations. Air Transport Industry in India –DGCA and other key players, Regulatory Framework, Air Corporation Act, Indian Carriers- Operations, Management and performance, marketing strategies of Air India.

UNIT IV WATER TRANSPORT - Water Transport: Categories of water transport- Boats, Ships, Hover crafts, Ferries, Submarines, Safari boats (Coastal shipping, Inland Waterways, Foreign going traffic) – National waterways. Cruise liners – Types. Houseboats; Brief account of Harbors, Docks, Jetties, Landing stages and Wharves; Brief account of Cargo handling facilities (Cranes, Container, Dry bulk and Liquid bulk handling) Cruises: Types of cruises- Facilities- cruise accommodation

UNIT V HOTEL INDUSTRY - Origin, Growth and diversification, Role of accommodation in tourism; categories of accommodation - primary accommodation and supplementary accommodation. Regulatory laws for accommodation sector – taxes; Role of HRACC and FHRAI, Recent trends in Accommodation sector.

UNIT VI CLASSIFICATION,REGISTRATION AND GRADATION OF HOTELS - Classification of hotel based on ownership, size, location etc. Grading and classification of hotels- national and inter-national bodies responsible for grading, approval and classification. Difference in the types of facilities based on stars (I star to V Star). Operating arrangements of Accommodation and Catering Establishments- individual, lease arrangements, chain operations, professional managements, franchise and referrals, management and marketing contracts- Leading hotel and catering chains.

Reference:

1. RK Malhotra, Fundamentals of Hotel Management and Operations, Anmol Publisherrs New Delhi.

2. Sudhir Andrews, Hotel front office Management, Tata McGraw Hill, New Delhi.
3. Sudhir Andrews, Introduction to Tourism and Hospitality Industry, Tata McGraw Hill, New Delhi.
4. Jag Mohan Negi, Hotels for Tourism Development, Metropolitan Publications, New Delhi
5. John R Walker (2006), Introduction to Hospitality Management, Pearson Education India
6. Jagmohan Negi(2004), Travel Agency and Tour Operations, Metropolitan Publications, New Delhi.
7. Mohinder Chand (2003), Travel Agency and Tour Operations: An Introductory Text
8. Bhatia, A.K., (2003), International Tourism, Sterling Publishers Pvt Ltd, New Delhi.
9. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2), Sterling Publishers Pvt Ltd, New Delhi.
10. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan Publications..
11. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, Financial Times Press.

