



NEERAJ®

M.T.T.M.-14

Tourist Transport Operations (Road Transport)

**Chapter Wise Reference Book
Including Many Solved Sample Papers**

Based on

I.G.N.O.U.

& Various Central, State & Other Open Universities

By: Gaurav Sahni



**NEERAJ
PUBLICATIONS**

(Publishers of Educational Books)

Mob.: 8510009872, 8510009878 E-mail: info@neerajbooks.com

Website: www.neerajbooks.com

MRP ₹ 280/-

Content

**TOURIST TRANSPORT MANAGEMENT
(ROAD TRANSPORT)**

Question Paper—June-2023 (Solved)	1
Question Paper—Exam Held in March-2022 (Solved)	1
Question Paper—Exam Held in August-2021 (Solved)	1
Question Paper—Exam Held in February-2021 (Solved)	1
Question Paper—June, 2019 (Solved)	1
Question Paper—December, 2018 (Solved)	1
Question Paper—June, 2018 (Solved)	1
Question Paper—December, 2017 (Solved)	1-2
Question Paper—June, 2017 (Solved)	1-2

<i>S.No.</i>	<i>Chapterwise Reference Book</i>	<i>Page</i>
1.	Tourist Transport System	1
2.	Establishing Your Own Tourist Transport Business (Planning and Forecasting)	13
3.	Required Infrastructure and Capital	22
4.	Need for Segmentation/Segmentation Techniques	36
5.	Costing and Pricing in Tourist Transport Business	45
6.	Selling in Tourist Transportation	56
7.	Tourist Transport Operations - I	67

<i>S.No.</i>	<i>Chapterwise Reference Book</i>	<i>Page</i>
8.	Tourist Transport Operations - II (Managerial Aspects of Tourist Operations)	74
9.	Personal Management: Recruitment, Training and Briefing	82
10.	Transportation Laws and Regulations	89
11.	Car Rental Agency Operations	115
12.	Managing Leakages	121

■ ■

**Sample Preview
of the
Solved
Sample Question
Papers**

Published by:



**NEERAJ
PUBLICATIONS**

www.neerajbooks.com

QUESTION PAPER

June – 2023

(Solved)

TOURIST TRANSPORT MANAGEMENT (ROAD TRANSPORT)

M.T.T.M.-14

Time: 3 Hours]

[Maximum Marks: 100

Note: Answer any **five** questions out of the following selecting at least **two** questions from each section. All questions carry **equal** marks.

Q. 1. Justify the statement ‘Transportation is Backbone of Tourism Business’ with suitable examples.

Ans. Ref.: See Chapter-1, Page No. 1, ‘Introduction’ and Page No. 8, ‘Role of Transport in Tourism’.

Q. 2. Explain eight major steps involved in Tourist Transport Planning.

Ans. Ref.: See Chapter-2, Page No. 17, ‘Planning Tourist Transportation’ and Page No. 19, Q. No. 2.

Q. 3. Explain Tourist transport infrastructure with suitable examples.

Ans. Ref.: See Chapter-3, Page No. 22, ‘Infrastructure in Tourist Transport’.

Q. 4. Explain the relationship between price and demand in tourism transportation business.

Ans. Ref.: See Chapter-5, Page No. 49, ‘Relationship between Price and Demand’.

Q. 5. Explain marketing mix in tourist transport business with suitable examples.

Ans. Ref.: See Chapter-6, Page No. 56, ‘Application of Marketing Mix in Tourist Transport Operations’.

Q. 6. Explain sales strategies in tourism transport business.

Ans. Ref.: See Chapter-6, Page No. 58, ‘Sales Strategies’ and ‘Stages in Sales Strategy Formulation’.

Q. 7. Explain various managerial roles in tourist transport operations.

Ans. Ref.: See Chapter-8, Page No. 74, ‘Managerial Roles’.

Q. 8. Explain the main responsibilities and essential functions of tourist transport operations.

Ans. Ref.: See Chapter-9, Page No. 84, ‘Responsibilities and Essential Functions’.

Q. 9. Explain the concept of car rental agency. Name any five international car rental companies.

Ans. Ref.: See Chapter-11, Page No. 115, ‘Concept of Car Rental Agency’ and ‘Rent-A Cab Scheme’.

Q. 10. Explain how leakages affect tourist transport business with suitable examples.

Ans. Ref.: See Chapter-12, Page No. 121, ‘Leakages : A Conceptual Background’ and Page No. 123, Q. No. 1 and Q. No. 2.



QUESTION PAPER

Exam Held in
March – 2022
(Solved)

TOURIST TRANSPORT MANAGEMENT (ROAD TRANSPORT)

M.T.T.M.-14

Time: 3 Hours]

[Maximum Marks: 100

Note: Answer any **five** questions out of the following selecting at least **two** questions from each section. All questions carry **equal** marks.

Q. 1. Write an essay on development of different transport systems.

Ans. Ref.: See Chapter-1, Page No. 2, 'Development of Means of Transport', 'Road Transport', Page No. 3, 'Rail Transport' and Page No. 7, 'Water Transport' and 'Air Transport'.

Q. 2. What are the planning considerations for setting up of a tourist transport business?

Ans. Ref.: See Chapter-2, Page No. 17, 'Planning Considerations for Setting up of Tourist Transport Business'.

Q. 3. Define transport infrastructure. Elaborate various kinds of vehicles as an important source of infrastructure.

Ans. Ref.: See Chapter-3, Page No. 30, Q. No. 1 and Page No. 31, Q. No. 2.

Q. 4. How do various segments affect designing of tourist transport products? Give suitable examples.

Ans. Ref.: See Chapter-4, Page No. 39, Q. No. 1 and Page No. 40, Q. No. 2.

Q. 5. Establish relationship between price and demand for tourist transport. Justify your answer with examples from transport operations.

Ans. Ref.: See Chapter-5, Page No. 52, Q. No. 3.

Q. 6. What sales task transport operator shall perform to run his business successfully? Give suitable examples.

Ans. Ref.: See Chapter-6, Page No. 62, Q. No. 1 and Page No. 63, Q. No. 3.

Q. 7. What are the various steps in transport services related complaint handling?

Ans. Ref.: See Chapter-7, Page No. 71, Q. No. 2 and Q. No. 1.

Q. 8. Discuss the role of a manager in tourist transport operation.

Ans. Ref.: See Chapter-8, Page No. 77, Q. No. 1.

Q. 9. What do you mean by Rent-a-cab scheme? How is Rent-a-cab marketed?

Ans. Ref.: See Chapter-11, Page No. 115, 'Rent-A-Cab Scheme' and Page No. 118, 'Marketing of Rent-A-Cab'.

Q. 5. Write short notes on the following :

(a) Kinds of leakages in transport business

Ans. Ref.: See Chapter-12, Page No. 123, Q. No. 2.

(b) Management of leakages in transport business.

Ans. Ref.: See Chapter-12, Page No. 124, Q. No. 2.



Sample Preview of The Chapter

Published by:



**NEERAJ
PUBLICATIONS**

www.neerajbooks.com

TOURIST TRANSPORT MANAGEMENT (ROAD TRANSPORT)

Tourist Transport System



INTRODUCTION

Transport and communication occupy an important place in the economic and social development of a country. Transport industry has all essential roles to play in the global network system by assisting the mobility of persons and goods from one place to another without any difficulty. The development of the tourist industry is primarily depending on the infrastructure of the transport in the respective nation. A tourist always looks for the safe and comfortable journey and transport has all important roles to play in this regard. The transport industry has to lure the tourists by offering best and suitable means of travel. In this chapter we will learn about the various means of transport. We will also learn about the role of the transport industry in the tourism industry.

CHAPTER AT A GLANCE

THE TOURIST TRANSPORT SYSTEM: A FRAMEWORK FOR ANALYSIS

Suppose if you are planning to visit to any destination the first thing which comes in your mind that how you will go there. Hence, came the importance of transport. We mean to say that transport is the first basic need for tourism. The tourist has to take the decision on the choice of the mode of transport. It majorly depends on the following factors:

- Availability of the various modes of travel in that particular destination.
- Cost to be spend on the transport.

- The time of the journey.
- The type of experience one need to gain.

The tourist will take the final decision by keeping aforesaid factors in his mind. It is essential to know about the relationship between tourism and transport. To understand this relationship one needs to build a framework which can synthesize the different factors and processes affecting the organization, operation and management of activities, associated with tourist travel. Transport system is a whole composed of technical, technological, organizational, economic and legislative elements with the aim to perform transfer, loading and unloading of goods and passengers. Taking in consideration that most economic activities demand participation of certain transport system elements, any economic growth is impossible without an adequate transport system development. According to the famous scholars Simmons and Leiper it becomes quite clear that input here is tourist decision to travel and movement to destination and output would be tourist holiday experience. Leiper (1979) describes tourism as a system, based on an understanding of tourism as a mobile activity, where the tourists' travel from their permanent homes to return after a temporary stay abroad/elsewhere. Following are few of the elements of the tourism system:

- The tourist himself.
- The travelling area.
- The location of the tourism destination.
- Transit routes where tourist travel during his journey.

2 / NEERAJ : TOURIST TRANSPORT MANAGEMENT (ROAD TRANSPORT)

- Travel and tourism industry will consist of transport, accommodation, firm and organizations supplying services and products to tourists.

The transportation system is a critical component of urban infrastructure and the lifeline of tourism industry. A well-developed and planned transportation system is integral to the development of economic and social activity and accelerates economic growth. It enables you to understand the overall process of tourist travel from both the supplier's and purchaser's perspective.

DEVELOPMENT OF MEANS OF TRANSPORT

The transport sector is an important component of the economy impacting on development and the welfare of populations. When transport systems are efficient, they provide economic and social opportunities and benefits that result in positive multiplier effects such as better accessibility to markets, employment and additional investments. The discovery and application of steam and electricity in the 19th century and the internal combustion engine in the 20th century revolutionized travel and transport. The aircrafts and jet engines came into the picture in the late 1950. Travel became faster and more and more people could travel.

The development of the transport system can be broadly divided in the three different periods:

- Pre-colonial Period.
- Colonial Period.
- Post-Independence Era.

The first stage of the industrial revolution in the late 18th and early 19th centuries was linked to the development of canal systems, mainly to transport heavy goods. The second stage of industrial revolution in the 19th century was intimately linked to the development and implementation of rail systems. The 20th century saw the development of road transportation systems and automobile manufacturing. The later part of the 20th century saw the development of global air and telecommunication networks in conjunction with the globalization of economic activities. New organization, control and maintenance capacities were made possible.

ROAD TRANSPORT

The four major modes of road transport prevailing in India are:

- Road Transport
- Rail Transport
- Water Transport
- Air Transport

Road transport is one of the most promising and potent means suitable for short and medium distances. Transport on roads can be roughly grouped into two categories: transportation of goods and transportation of people. In many countries licensing requirements and safety regulations ensure a separation of the two industries. It plays a vital role in the opening up of interior and remote areas and is relatively cheaper and less capital intensive. The nature of road transportation of goods depends, apart from the degree of development of the local infrastructure, on the distance the goods are transported by road, the weight and volume of the individual shipment and the type of goods transported. For short distances and light, small shipments a van or pickup truck may be used. Within Road Transport there are different modes like tourist coaches, buses, taxis of various types.

India has a network of National Highways connecting all the major cities and state capitals, forming the economic backbone of the country. Most of the interstate movements up to a distance of 600-800 kms are by road. National highways are maintained well by National Highway Commission to ensure smooth movement of road traffic.

In the Republic of India, state highway refers to the numbered highways which are laid and maintained by the state government. These are not related to national highways and are not involved with the National Highways Authority of India or the Central Government in any way. The state highways usually are roads which link important cities, towns, district headquarters within the state and connecting them with national highways or highways of the neighbouring states. These highways provide connections to industries/places from key areas in the state making them more accessible. In India still more than 50% of the population is living in villages. These roads play vital role in reducing distances among these places.

The passenger traffic carried by the public sector is, however, 51% as against 49% by the private sector and is mainly through the state transport undertakings. Inter state bus services in India are provided by, public state road transport corporations, and private luxury, Volvo bus service providers. Public transport buses ply between different states on interstate highways, with regular, express and hi-tech buses. Inter state buses cover major cities across the states and bus fares are affordable to passengers. Private state road transport buses are available, mostly air conditioned and non-air conditioned Volvo coaches, regular luxury buses, and express services. Based on past experience passengers always make trade off between going by interstate public buses v/s private run luxury buses. At inter state bus terminals, like the one in Delhi, practically all State transport corporations provide information and advance booking counters.

As the tourist your first and essential task is to collect information about the tourist places which can be covered by road transport. For example, if a tourist has reached Agra and wants to see the famous Taj Mahal

and other historical sites around Agra. Road transport is the most ideal mode for them to visit these places. As the tourist one needs to update on various sorts of information and also of innovative ideas to propose to the tourists.

RAIL TRANSPORT

Rail transport is a commonly used mode of long-distance transportation in India. Almost all Rail operations in India are handled by a state-owned organization, Indian Railways, Ministry of Railways. The rail network traverses the length and breadth of the country, covering a total length of 64,015 kilometres. It is the 4th largest railway network in the world, transporting over 10 billion passengers and over 1050 million tonnes of freight annually. Both passenger and freight traffic has seen steady growth, and as per the 2009 budget presented by the Railway Minister, the Indian Railways carried over 7 billion passengers in 2009.

As per the old government statistics between the eras of 1950s to 1990s following are some of the finding came into the notice:

Number of Passengers Originating (in millions)

Year	Sub-Urban		Non-Sub-Urban			Total Sub-Urban	Total Non-Sub-Urban
	All Classes	Upper Class	Mail / Express	Second Class	Ordinary		
1950-51	412	25	52	795	847	872	1,284
1960-61	680	15	96	803	899	914	1,594
1970-71	1,219	16	155	1,041	1,196	1,212	2,431
1980-81	2,000	11	260	1,342	1,602	1,613	3,613
1990-91	2,259	19	357	1,223	1,580	1,599	3,858
1991-92	2,412	20	371	1,246	1,617	1,637	4,049
1992-93	2,282	20	332	1,115	1,447	1,467	3,749
1993-94	2,302	21	*314	1,071	1,385	1,406	3,708
1994-95	2,430	23	*335	1,127	1,462	1,485	3,915
1995-96	2,484	27	*380	1,127	1,534	1,507	4,018
1996-97	2,578	27	*403	1,145	1,548	1,575	4,153

Source: www.indianrailways.gov.in/railway/overview/passenger.html

4 / NEERAJ : TOURIST TRANSPORT MANAGEMENT (ROAD TRANSPORT)

Passenger Kilometres

(in millions)

Year	Sub-Urban		Non-Sub-Urban			Total Sub-Urban	Total Non-Sub-Urban
	All Classes	Upper Class	Mail / Express	Second Class	Ordinary		
1950-51	6,551	3,790	12,537	43,639	56,176	59,966	66,517
1960-61	11,770	3,454	22,251	40,190	62,441	65,895	77,665
1970-71	22,984	4,394	37,856	52,886	90,742	95,136	118,120
1980-81	41,086	5,140	86,712	75,620	162,332	167,472	208,558
1990-91	59,578	8,712	138,054	89,300	227,354	236,066	295,644
1991-92	63,390	7,256	148,336	93,582	241,918	251,174	314,564
1992-93	60,448	9,751	142,444	87,460	229,904	239,655	300,103
1993-94	63,045	10,147	138,552	84,501	223,053	233,200	296,245
1994-95	67,989	13,599	152,558	85,219	237,777	251,376	319,245
1995-96	73,291	15,900	166,675	86,133	252,808	268,708	341,999
1996-97	76,543	14,670	176,213	89,587	265,800	280,470	357,013

Source: www.indianrailways.gov.in/railway/oveview/passenger.html

Average Lead

(in Kms.)

Year	Sub-Urban		Non-Sub-Urban			Total Sub-Urban	Total Non-Sub-Urban
	All Classes	Upper Class	Mail / Express	Second Class	Ordinary		
1950-51	15.9	151.6	241.1	54.9	66.3	68.8	51.8
1960-61	17.3	203.3	232.4	50.0	69.5	72.1	48.7
1970-71	18.9	274.6	244.2	50.8	75.9	78.5	48.6
1980-81	20.5	484.0	333.3	56.4	101.3	103.9	57.7
1990-91	26.4	462.8	386.5	73.0	143.9	147.6	76.6
1991-92	26.5	470.1	400.1	75.1	149.6	153.4	77.7
1992-93	27.4	487.2	428.9	78.4	158.8	163.3	80.0
1993-94	28.0	473.9	*442.1	78.9	161.1	165.9	79.9
1994-95	29.5	606.8	*454.9	75.6	162.6	169.3	81.6
1995-96	29.5	590.4	*438.5	76.4	167.8	175.2	85.1
1996-97	29.7	542.7	*436.9	78.3	171.7	178.1	86.0

Source: www.indianrailways.gov.in/railway/oveview/passenger.html