

02023

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2016

**MTM-014 : TOURIST TRANSPORT
MANAGEMENT (ROAD TRANSPORT)**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in about 600 words each.

1. Discuss the role of transport in the development of tourism. Of the various modes of domestic tourist transportation which do you think is most cost efficient and popular in India ? 20
2. What is "infrastructure" in tourism transport management ? What are the main components of tourism transport system ? 20
3. How is the market for domestic tourism transport segmented in India ? Discuss the main market segmentation approaches and their relative importance. 20
4. What factors go into calculating costing and pricing in tourist transport business ? What role does the elasticity of demand play in demand assessment for tourism transport ? 20

5. What is "marketing mix" ? Discuss the various components and their relative importance in growth of domestic transport for growth of tourism. 20
6. How important is customer care in development of transport tourism management ? What essentials should be kept in mind in improving "customer care" in transport management ? 20
7. What are the main "managerial Roles" in domestic tourism ? Discuss "work pattern" in tourism transport business. 20
8. Discuss various Indian laws relating to operation and development of domestic transport tourism in India. Throw some light on the motor vehicles (All India Permit for Tourism Transport Operation) Rules, 1993. How important are they in facilitating or curbing the growth of domestic tourism ? 20
9. What is "leakage" in the context of tourist business operations ? How do leakages affect the tourism industry ? 20
10. Write short notes on (any two) : 10x2=20
- (a) Additional conditions for National Permit to operate a public transport vehicle.
 - (b) Mass emission standards for various public transport vehicles used for tourism.
 - (c) Rent a cab scheme.
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