

ROLE OF TRANSPORT AS HOSPITALITY IN ACADEMIC INSTITUTION PARTICULARLY IN THE UNIVERSITY-A THEORETICAL PERSPECTIVE

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ABSTRACT

The Academic Institution, with the basic philosophy of providing higher education and serving as bridge between teaching and research, the university also provides various infrastructural support in form of hospitality of the stakeholders. One of them is basic transport facilities for the students, faculty members, staffs and other stakeholders associated with it. Higher Academic Institutions are one of the best places in India to understand the meaning of hospitality in form of educational facilities, research facilities, administration, hostels, canteen, transport, playground, gymnastics etc. This paper aims to describe the contribution of transport facilities including the role of it during various activities of the university in form of providing hospitality for the guests visiting the university, from the theoretical point of view.

Introduction

An academic institution's particularly in the university transportation section focuses on enhancing the university's contributions to transportation transformation and innovation. Simply said, if we can't transfer people from one area to another, whether by air, sea, or land, we don't have an organization or an industry. The transportation sector is essential to the success of any organization, whether it be its business or any institutions like universities. In order to balance competing economic, educational, and environmental interests while also improving the campus environment and transportation, it is crucial for university management to interact with a variety

of stakeholders. The experiences of authors in working and observing the transportation facilities at higher educational institutions make help to formulate the paper. This essay has a comprehensive perspective and examines most of the aspects of the academic institution's particularly in the University transportation section.

Objective

The main objective of this paper is to discuss the contribution of transport facilities including the role of it during various activities of the university in the form of providing hospitality for the guests visiting the university.

Research Methodology

This article is qualitative research based on prime observations and experience faced during working at University. This study also uses the secondary materials for better theoretical understandings like journals, books, blogs etc. related to transport and hospitality industry.

DATA AND DISCUSSION:

Transport and Hospitality

One of the most important aspects of offering hospitality at academic institutions is transportation. This is necessary to preserve natural resources, raise living standards, safeguard welfare, improve lifestyles, and advance social, cultural, and scientific growth. The effectiveness of those working for academic institutions is directly correlated with the effectiveness of the transportation system. Because of this, the growth of the transportation industry is given so much attention, and this industry receives so much funding, human, financial, and material resources. Any improvement in transportation effectiveness directly affects the academic effectiveness of the university. Transportation is a catalyst for institutional and social change. It eliminates isolation, breaks down barriers of distance, spreads new ideas, shatters myths, and obliterates long-standing habits and traditions. Transport serves as a platform for the expansion of knowledge, the eradication of bias, and the reorganization and classification of long-standing practices. It encourages speedy social contact and brings about significant improvements. It moves fast from one location to another.

Transport may be defined as the movement of people, animals, and products from one place to another. Air, train, road, water, cable, pipeline, and space travel are all forms of transportation. Infrastructure, transportation, and operations make up the field. a service that makes it possible for people and cargo to travel between locations for certain purposes. Because a displacement is carried out to provide advantages, the service must be provided in the most cost-effective manner possible. Depending on the products and services being transported, several transport modes and vehicles are used. The need for transportation is anticipated to be met with the lowest cost, highest speed, and safety. It is method or system for moving people or products from one location to another using a ship, plane, or vehicle, the transfer of people, animals, and products between locations. In other words, a specific movement of an object or creature from point A to position B is what is meant by the action of transport(Das, 2017). According to Oyunsaya in 2004, Transport operations, management, energy and environmental concerns, demand and supply, infrastructure needs, and technology are all included in transportation (Onifade, 2019).

It is easy to see where the word hospitality came from because it is derived from the Latin word Hospitalitem, which meaning “friendliness to visitors.” Making guests feel at home and welcome in your house is an important part of being hospitable. This word probably won't ever be used to describe him, and he probably isn't heading for a job in the hospitality business if the individual is cranky and prefers alone(Learning, 2022). One of the world's most robust, flexible, and dynamic sectors is hospitality. In order to enhance the visitor experience, technology and innovation are being incorporated in this sector of the educational institutions(EHL, 2022). It denotes the “friendly and generous welcoming and entertaining of guests, visitors, or strangers,” according to the Oxford Dictionary. It may be described for academic institutions in the same manner that tourism is characterized, i.e., transportation is a crucial component in allowing students(tourists) to go from their place of residence to the department where they must attend the lectures or holiday. When studying transport networks, it is common to take into account links and flows, location and the places those linkages connect, a system of catchments, and interactions between various locations inside and outside the university campus(Prideaux, 1999).

According to some other experts, the Latin word “hospes,” which meaning “visitor,”“guest,” or “stranger,” is the root of the English word “hospitality,” making it an excellent place to start when developing a description of the term. Fundamentally, hospitality is how one treats guests,

visitors, or strangers. In more concrete terms, it alludes to the provision of hosting services and denotes a goodwill-based connection between the host and the visitor, who is often looking for food, housing, safety, and/or entertainment. The goal of hospitality is to make a guest feel welcome and comfortable while they are with you. The students, workers, academic professionals who reside in the campus or who visits the campus during the conferences, meetings, seminars etc. are the main guests of the University campus. If they will not feel like home there will not be a holistic development academically. The goal of hospitality may be thought of as the providing of a “home away from home” for guests to enjoy (Revfine, 2022). The interaction between a host and a visitor is ultimately what constitutes hospitality. While this may happen in a number of circumstances, like academic meetings, conferences, frequently exploit it to provide customers and clients better experiences and services.

Institutions and Transportation

Institutions are socially created limitations that influence how people interact. Institutions can also be thought of as social rule frameworks. Both formal and informal systems are functioning to be used for this. However, both inside and between organizations, there exist numerous informal institutions. The fundamental function of institutions is to organize the incentives for interpersonal communication and interaction. According to this definition, institutions can have two forms: one that is similar to organizations, and another that is identical to policies, which largely concern transportation in this study. Organizations are collections of players who are united by a shared objective or interest; institutions define and organize the interactions between actors and organizations. Institutions and organizations frequently have close ties. For instance, the institution comparable to the university structure is known as “higher education.” Organizations and institutions are interconnected. On the one hand, institutions help organizations form and remain in existence. On the other side, organizational behavior may lead to institutional change.

The writers use a range of viewpoints to explain the function and significance of institutions for transportation in this portion of the study. Sustainability, technology and technological change, industrial processes and transaction costs, geographical borders, and equality consideration are some of these views or factors. Despite the fact that these subsections offer insightful information and even fascinating ideas, they are not presented within any sort of analytical

framework or synthetic typological context. The latter two sections make a weak attempt to do this. The first of these subsections expands on Williamson's (1994) idea that institutions range from high level ones that are difficult to modify unless over lengthy periods of time to lower-level ones that are more easily to change and so change in a shorter time context. The second effort at creating a framework for synthesis classifies institutions according to how much of an influence they have on transportation (Stough, Institutions, Regulations and Sustainable Transport, a Review, 2006).

Institutions play a significant part in preserving fairness and justice for students and other stakeholders. Additionally, they have immediate repercussions for preserving the viability of the university in all respects. Take a look at the list of equity principles below, for instance, to see how they could influence how people behave in relation to transportation regulations (Stough, Institutions, regulations and sustainable transport: a cross-national perspective, 2004)

The equitable idea that “transport users should pay their way” has broad acceptance. According to Gomez-Ibanez (1997), this concept is typically understood in terms of average costs, which implies that the group of all transit users equally bears the burden of paying the total expenses. This notion would suggest for automobile owners that the taxes they pay on their vehicles should be used for their advantage, such as for road development and maintenance, security, etc. When environmental consequences are considered expenses as well, the sustainability aspect becomes important because when people use transportation, they also pay for external costs like the environment.

Regressive taxes should be avoided in favor of progressive taxation. This rule is based on the well-known Dalton principle, which states that improving fairness entails moving someone with a high income to someone with a low income while maintaining the current order of people's incomes. It can be regarded less seriously by students at universities than by people who are making an income.

A few more things are arranged into two institutional themes that have stood the test of time or have shown resistant to change:

Institutional themes across longer period of time:

- There have been conflicts of power among stakeholders;
- Impediments to effective pricing;
- Achieving intermodal transportation cooperation among actors;
- Decoupling the prestige of ownership from sensible use of the private vehicle;
- Willingness to pay on the part of the public and users; and
- Consumer preferences for unsustainable lifestyles;

While, Institutional themes for the short to medium term include:

- Achieving accountability among public transportation providers;
- Dealing with ambiguous regulations;
- Managing interactions between freight and passenger transportation;
- Managing inter and intra varsity along with governmental relations;
- Managing interest groups;
- Adopting improvements based on research findings; and
- Defining organizational goals.

The significance of this initial attempt to categorize transportation institutions in this manner is that it offers insight into the institutional framework that supports transportation development and operations, some of the raw materials needed for novel analyses of transportation systems, and some of the initial building blocks for institutional change in the transportation industry. It is crucial to consider whether institutions have a direct or indirect influence on transportation. We can observe some of the ways that institutions directly affect transportation when we define institutions broadly to encompass not just high-level statutes and regulations but also lower-level rules like vehicle standards and transport safety requirements. However, it is not always evident how lower-level institutions from other domains, such as land use, or higher-level institutions, such as values and culture, have an influence on transportation.

Role of transportation in functioning of the University

The purpose of this portion of the article is to define how the transportation infrastructure influence the expansion of destinations. Though its significance has been recognized, the function of transportation has not been thoroughly examined. In contrast to earlier studies of

destination development, which often employed a geographical or geographic and economic viewpoint, this research analyzes the function of transit from the standpoint of educational institutions. According to historical evidence, transportation has had a significant influence on travel development since the dawn of civilization. Pompeii and Herculaneum, for instance, were well-liked getaways for Roman inhabitants seeking refuge from the summertime heat in the city. Well-designed road networks, organized road transport centered on horse and cart teams, organized maritime travel in the Mediterranean, and the hospitality industry all helped these early passengers get from one point A to another point B. Recent advancements in transportation, such the steam train, the automobile, and the airplane, have made it easier for people to travel to even the most remote regions of the world.

Conclusion

The effects of transportation are all-pervasive. It has a huge impact on people from all walks of life within and outside the university campuses. Academic progress and development are impossible without a reliable transportation infrastructure. Another requirement for delivering wealth to universities and ultimately the nations is a good transportation infrastructure. History has repeatedly shown that effective transportation systems have led to the rise of several kingdoms and that poor transportation infrastructure has resulted in the loss of numerous lives. The benefit of the transportation cost model comes from its capacity to link a variety of destination cost factors to students' affordable travel choices and budgets. Putting monetary values on variables, figuring up demand functions for specific stakeholder groups, including student groups that may be categorized based on origin, and preferences for experiences based on accommodation needs. Future studies can also focus on discovering and quantifying the connection between stakeholders' finances, their choice of destination, and their method of transportation. The guest visiting the University ultimately needs some good feelings in terms of hospitality which spreads the information about the good infrastructure development of the campus. The hospitality in context of transport means cannot be ignored or less looked in comparison to other facilities provided by the University for More Competitive Environment in education sector. The responsibility of administrative officers handling the transport facilities should not be ignored.

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