

Department of Business Administration MBA-Tourism and Travel Administration

TMS-508 TRAVEL MEDIA & JOURNALISM

Credits: 3

Learning Objectives

- To provide basic understanding about travel journalism and its role in tourism promotion; and
- To equip the students with the practical know-how on travel writing and the dynamics of making travelogues.

Learning Outcome:

• Cultivate the interest of travel writing, developing some travel portals etc.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

Unit-I Travel Writing: Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books - The Internet - Researching and Approaching Markets - Travel Books - Guide Books - Accommodation Guides - Business Travel - Coffee Table Books, Autobiographical Tales - Anthologies.

Unit-II Electronic Media in documenting destinations, travel and transport, hospitality and tourism resources - Nature of media coverage: webcast and telecast - Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism.

Unit –III Research Topics: Sources of Information - Research on the Internet - Researching on the spot - Organizing research material.

Unit-IV Developing Ideas for Travel Articles - Journey Pieces - Activity Pieces - Special Interest Pieces - Side-trips — Reviews - Ideas from own travel experiences - Ideas from other sources.

Unit-V How to portray the experiences: Practical tips- Choosing the right words - Verbs, Adjectives and Clichés, Illustrations - The Practicality of taking photographs, Non-photographic illustrations.

Select References

- 1. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
- 2. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
- 3. Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
- 4. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne.
- 5. Arvaham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.