

Effective from A.Y: 2019-20

Learning objective: The learner will be able to understand the basics of travel journalism and its role in tourism promotion

Course Methodology:

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

Syllabus:

UNIT 1: Travel Writing	12 Hours
Story boarding, Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Researching and Approaching Markets, Types of travel books: Guide Books, Accommodation Guides, Business Travel, Coffee Table Books, Autobiographical Tales. Research Topics: Sources of Information, Organizing research material, Developing Ideas for Travel Articles, Journey Pieces, Activity Pieces, Special Interest Pieces, Ideas from own travel experiences, Ideas from other sources	
UNIT 2: Photography in Tourism	12 Hours
Photography for travel magazines, Fundamentals of photography (Basic settings and features of DSLR), People & Portraits, landscapes, monuments and buildings, cities and towns, Friends and Family, How to portray the experiences: Practical tips, Choosing the right words, Verbs, Adjectives and Clichés, Illustrations: The Practicality of taking photographs, Non photographic illustrations.	

Suggested Readings:

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

Learning outcomes:

The learner will be able to:

1. Understand the media used in travel writing.
2. Find the sources of information for travel writing.

Capture appropriate images for written content