

MANGALORE UNIVERSITY
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. Arvahan E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.
