

CALICUT UNIVERSITY

SECOND SEMESTER

FOUR-YEAR UNDER GRADUATE PROGRAMME (CU-FYUGP)

equipping with excellence

**CONTENT CREATION:TRAVEL NARRATIVES**

**2024 ADMISSION**

**PREPARED BY**

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**CALICUT UNIVERSITY – FOUR-YEAR UNDER GRADUATE  
PROGRAMME (CU-FYUGP)**

**BA ENGLISH LANGUAGE AND LITERATURE HONOURS  
MINOR**

**BASKET 1: ENGLISH FOR CONTENT CREATION**

Programme	<b>ENGLISH LANGUAGE AND LITERATURE HONOURS</b>				
Course Code	<b>ENG2MN101</b>				
Course Title	<b>CONTENT CREATION:TRAVEL NARRATIVES</b>				
Type of Course	<b>MINOR</b>				
Semester	2				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	Basic communication skills with emphasis on written communication.				
Course Summary	This course is designed to equip learners with the basic techniques and skills in travel content creation. Through the modules, the learner will understand the prerequisites and skills to produce compelling travel literature and content for the media.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level	Knowledge Category	Evaluation Tools Used
CO1	Enhance communication proficiency by crafting engaging travel narratives across diverse platforms, integrating advanced language skills and cross-cultural awareness.	C	P	Assignment, Seminar
CO2	Cultivate social responsibility by advocating for sustainable tourism practices in travel content creation.	Ap	P	Assignment, Project
CO3	Analyse and interpret literary and cultural texts within travel writing, discerning underlying themes and values.	An	C	Project, Assignment Group Discussion
CO4	Demonstrate digital proficiency to create compelling travel content for web platforms, utilizing SEO techniques, scripting vlogs, and producing podcasts to reach diverse audiences.	C	P	Assignment, Exam
CO5	Develop imaginative prowess through creative expression in travel storytelling, using different media to convey unique perspectives and experiences.	C	P	Assignment, Project & Presentation
CO6	Foster narrative skills to evaluate Create comprehensive investigations to destinations and cultural phenomena to enrich narratives with depth and accuracy.	An	C	Assignment, Seminar

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

## SYLLABUS

Module	Unit	Content	Hrs	Marks
I		<b>TRAVEL CONTENT: AN INTRODUCTION</b>	12	18
	1	Realms of travel content- features of travel content in newspapers, magazines, books, guidebooks, travel brochures, newsletters, itineraries, promotional literature, blogging and vlogging	7	
	2	History of Sancharam Part 01 by Santhosh George Kulangara (YouTube Video) <a href="https://youtu.be/BA6xFbuKNkE?si=cyho_stJO1hhwBVf">https://youtu.be/BA6xFbuKNkE?si=cyho_stJO1hhwBVf</a>	2	
	3	“How a stopover at Tokyo Airport changed my life” by Pico Iyer (Newspaper article) <a href="https://www.theguardian.com/travel/2020/may/16/pico-iyer-how-stopover-at-tokyo-airport-japan-changed-my-life">https://www.theguardian.com/travel/2020/may/16/pico-iyer-how-stopover-at-tokyo-airport-japan-changed-my-life</a>	2	
	4	Kerala Tourism Newsletter, Issue: 365 January, 2024 (Newsletter) <a href="https://www.keralatourism.org/kerala-article/2024/ayiramthengu-kollam/1370">https://www.keralatourism.org/kerala-article/2024/ayiramthengu-kollam/1370</a>	1	
		<b>Activities</b> <ol style="list-style-type: none"><li>1. Compare the travel content from newspapers and magazines, vlogs and blogs focusing on the use of language in print and the web.</li><li>2. Group Activity– students create a sample itinerary for a chosen destination, focusing on engaging descriptions and practical information.</li><li>3. Assess the features of a guidebook for a chosen destination and how it differs based on the target audience.</li></ol>		

<b>II</b>	<b>TRAVEL WRITING: PREPARATION AND SKILLS REQUIRED</b>		<b>16</b>	<b>24</b>
	4	Finding Your Story- The right subject, travel trends, your voice, professional niche (food, sustainability, lifestyle etc), repurposing (creation of different publishable articles as possible from one trip)	4	
	5	Developing your story -on-trip research, note-taking, interviewing, finding your focus	4	
	6	Writing a structured article, use of dialogues, characters, anecdotes, details, accuracy, avoiding clichés, word count	6	
	7	Rewriting and self-editing, copyright, photo release, electronic rights, responsible and ethical travel practices	2	
	<b>Suggested Activities:</b>			
	<ol style="list-style-type: none"> <li>1. Visit a local site to hone your narrative skills and apply techniques learned in pre-trip and on-trip research (finding focus, note-taking, interviewing, and writing)</li> <li>2. Conduct mock interviews with locals or experts to practise effective interviewing techniques and gather insights for your travel narratives.</li> <li>3. Engage in a content repurposing exercise with the learners to generate maximum travel narratives from one trip.</li> </ol>			
<b>III</b>	<b>PREPARING TRAVEL CONTENT FOR THE WEB</b>		<b>12</b>	<b>18</b>
	8	Vlogging- narration, length of the content, writing attractive captions for images, script writing, subtitling, and SEO	3	
	9	“The Legacy of Living Root Bridges of Meghalaya” by Neelima Vallangi (Blogpost) <a href="https://travelwithneelima.blogspot.com/2015/12/living-root-bridges-meghalaya.html">https://travelwithneelima.blogspot.com/2015/12/living-root-bridges-meghalaya.html</a>	6	
	10	“A Traditional Onam Experience” National Geographic India, YouTube <a href="https://youtu.be/ELY7mjQLwEM?si=8XqIo9MUjDgHGJVV">https://youtu.be/ELY7mjQLwEM?si=8XqIo9MUjDgHGJVV</a>	1	
	11	Content Making - podcasts, travel website, and blog	2	

		<b>Suggested Activities:</b> <ol style="list-style-type: none"> <li>1. Create a blog on a historically relevant place in your locality.</li> <li>2. Plan the theme and script of a travel podcast.</li> <li>3. Create content for a travel website of your choice</li> </ol>		
<b>IV</b>		<b>TRAVEL CONTENT: CAREER PROSPECTS</b>	<b>8</b>	<b>10</b>
	12	Career prospects - Freelance writing, travel columnist, sustainable tourism advocate, travel influencing (content collaborations, destination marketing, event and festival promotion), social media managers for travel brands/ agencies, travel journalist/editor	5	
	13	Portfolio Preparation	3	
		<b>Suggested Activities:</b> <ol style="list-style-type: none"> <li>1. Create a portfolio incorporating the travel content created across a variety of platforms.</li> <li>2. Analyse the prospects of creating content on crowd-sourced sustainable travel.</li> <li>3. Create a travel brochure</li> </ol>		
<b>V</b>		<b>OPEN ENDED</b>	<b>12</b>	

Note: The course is divided into five modules, with four having total 13 fixed units and one open-ended module with a variable number of units. There are total 48 transaction hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 13 units from the fixed modules.

#### **Suggested Reading:**

1. “The Sound of Travelers: Analysing Online Travel Podcasts Interest Communities” by Leonor Lima & Maria João Antunes Part of the Communications in Computer and Information Science book series (CCIS, volume 1655)
2. *The Lonely Planet’s Guide to Travel Writing* by Don George, published by Lonely Travel Publishers, 2010 ebook
3. *The Cambridge History of Travel Writing* edited by Nandini Das and Tim Youngs published by Cambridge University Press, 2019
4. <https://www.nation>

5. [algeographic.com/travel/article/the-new-world-of-travel-writing](http://algeographic.com/travel/article/the-new-world-of-travel-writing)
6. Travel Writing and Global Change: TedTalk by Lavinia Spalding at TEDxParkCity  
[https://youtu.be/\\_CNulcWfi-0?si=C87xfxBb36o2uhb6](https://youtu.be/_CNulcWfi-0?si=C87xfxBb36o2uhb6)
7. Part 1 of *The Lonely Planet's Guide to Travel Writing* by Don George. Lonely Planet Publications, 2010 (e-book)
8. Part II of *The Lonely Planet's Guide to Travel Writing* by Don George, Lonely Travel Publishers, 2010(e-book)
9. <https://egyankosh.ac.in/bitstream/123456789/13661/1/Unit-14.pdf>
10. [Jonathan Raban changed travel writing forever | The Spectator](#)
11. <https://egyankosh.ac.in/bitstream/123456789/13661/1/Unit-14.pdf>
12. [www.writtenroad.com](http://www.writtenroad.com)
13. [www.thetravelwriterslife.com](http://www.thetravelwriterslife.com)
14. [www.freelancetravelwriter.com](http://www.freelancetravelwriter.com)
15. [https://youtu.be/N-DN34Zdvo8?si=QVyc\\_z1chOzuZBd](https://youtu.be/N-DN34Zdvo8?si=QVyc_z1chOzuZBd)
16. <https://www.nomadicmatt.com/travel-blogs/my-current-list-of-favorite-blogs/>
17. [https://link.springer.com/chapter/10.1007/978-3-031-19682-9\\_49](https://link.springer.com/chapter/10.1007/978-3-031-19682-9_49)
18. <https://thetraveldiariespodcast.com/>
19. <https://open.spotify.com/show/3AwRGIPRytKa9Txnz1cGBK>
20. [www.lonelyplanet.com/](http://www.lonelyplanet.com/)
21. “How to Make Travel Videos for Beginners” by Pascal Basel  
<https://youtu.be/QYA7Jy8Z0IA?feature=shared>
22. “Shoot CINEMATIC travel videos on your Smartphone” by Content Creators  
<https://youtu.be/owLFKbRbvN8?si=G4lT6B-fjHDqbHYJ>

### Mapping of Cos with PSOs and POs:

	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PO7
C O 1	3	-	-	2	3	-	2	3	-	1	-	-	-
C O 2	-	1	-	-	3	-	-	-	-	-	-	3	2
C O 3	-	1	3	-	-	-	3	-	-	-	-	-	-
C O 4	-	-	-	3	3	-	3	-	-	3	-	1	-
C O5	1	-	-	2	3	-	2	2	-	2	-	-	3

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

### Assessment Rubrics:

- Quiz / Assignment (10%)
- Project/Seminar (10%)
- Midterm Exam (10%)
- Final Exam (70%)

### Mapping of COs to Assessment Rubrics:

	Assignment	Seminar	Internal Evaluation	Project Evaluation	End Semester Examination
CO 1	✓	✓	✓		✓
CO 2	✓		✓	✓	✓
CO 3	✓			✓	✓
CO 4	✓				✓
CO 5	✓			✓	✓

CPA COLLEGE OF GLOBAL STUDIES

## **MODULE I: TRAVEL CONTENT: AN INTRODUCTION**

### **1.Travel Content**

- 1. Print Media: This includes travel content published in physical formats such as newspapers, magazines, books, guidebooks, and travel brochures.
- 2. Digital Media: This includes travel content published online, such as newsletters, itineraries, promotional literature, blogs, and vlogs.

### **Features of Travel Content**

- 1. Descriptive Language: Using vivid and descriptive language to paint a picture of destinations, landscapes, and cultures.
- 2. Storytelling: Sharing personal anecdotes, experiences, and stories to engage and inspire readers.
- 3. Practical Information: Providing tips, advice, and recommendations for travelers to help them plan and prepare for their trips.
- 4. Visuals: Using high-quality images, videos, and graphics to showcase destinations and attractions.
- 5. Cultural Insights: Providing information on local customs, traditions, and history to help travellers understand and appreciate the cultures they visit.
- 6. Reviews and Recommendations: Evaluating destinations, accommodations, and activities to help travellers make informed decisions.
- 7. Travel Tips and Advice: Offering practical advice on planning, packing, and traveling to help travellers prepare for their trips.

### **Key Elements of Effective Travel Content**

- 1. Engaging Storytelling: Captivating readers with personal stories and experiences that inspire and motivate them to travel.
- 2. Accurate Information: Providing up-to-date and reliable information that travellers can trust and rely on.
- 3. High-Quality Visuals: Using stunning images and videos to showcase destinations and attractions in a way that inspires and motivates travellers.
- 4. Cultural Sensitivity: Respecting local customs, traditions, and history to help travellers understand and appreciate the cultures they visit.

- 5. Practicality: Offering useful tips, advice, and recommendations that travelers can use to plan and prepare for their trips.
- **Types of Travel Content**
- 1. Destination Guides: Comprehensive guides to destinations, including information on attractions, activities, and accommodations.
- 2. Travelogues: Personal accounts of travel experiences, often including stories, anecdotes, and reflections.
- 3. Travel Tips and Advice: Practical advice on planning, packing, and traveling, often including tips and recommendations on destinations and activities.
- 4. Cultural Insights: Information on local customs, traditions, and history, often including insights and reflections on cultural differences and similarities.
- 5. Travel News and Updates: News and updates on the travel industry, including information on new destinations, attractions, and activities.

## **2.HISTORY OF SANCHARAM PART 01 BY SANTHOSH GEORGE KULANGARA**

- Sancharam, a renowned Indian Malayalam-language travel documentary, was conceived by Santhosh George Kulangara. The show premiered in 2001 on Asianet and later shifted to Safari TV, which is owned by Kulangara
- Santhosh George Kulangara, the brainchild behind Sancharam, is a multifaceted personality - a writer, filmmaker, and entrepreneur. Born on December 25, 1971, he has made a name for himself in various fields <sup>3</sup>.
- Sancharam has garnered numerous awards, including the Kerala Sahitya Akademi Award, Asia Television Award, and Limca Book of Records. The show has also been recognized for its unique blend of travel, culture, and adventure.
- "Sancharam Part 01" by Santhosh George Kulangara is a written account of his travel experiences, covering 10 foreign countries, including Singapore, Malaysia, Sri Lanka, and Thailand. The book is a testament to Kulangara's passion for travel and storytelling
- Throughout its run, Sancharam has become synonymous with travel and exploration, inspiring countless individuals to embark on their own journeys. With its rich history and accolades, Sancharam remains a beloved and respected name in the world of travel documentation.

### **3. HOW A STOPOVER AT TOKYO AIRPORT CHANGED MY LIFE**

**BY PICO IYER**

- Pico Iyer, a renowned travel writer, recounts a transformative experience he had during a stopover at Tokyo's Narita Airport.
- In 1987, Iyer was traveling from New York to Bangkok when his flight was delayed, forcing him to spend the night at the airport. Initially frustrated, Iyer began to explore the airport and its surroundings.
- He stumbled upon a small temple near the airport, where he met a wise and kind monk who shared insights on the nature of travel, identity, and belonging.
- This chance encounter had a profound impact on Iyer's life and writing. He realized that travel was not just about moving from one place to another, but about the inner journeys and transformations that occur along the way.
- Iyer's experience at Tokyo Airport also made him appreciate the beauty of impermanence and the importance of being present in the moment.
- The article concludes with Iyer reflecting on how that stopover at Tokyo Airport changed his life, inspiring him to write about the intersections of travel, culture, and the human condition.
- Key themes:
  - 1. Transformation through travel
  - 2. Inner journeys and self-discovery
  - 3. Impermanence and being present
  - 4. The power of chance encounters
  - 5. The intersection of travel, culture, and human experience

### **4. KERALA TOURISM NEWSLATTER, ISSUE:365 JANUARY,2024**

**(NEWSLETTER)**

Kerala Tourism's January 2024 newsletter, Issue 365, highlights the state's efforts to promote tourism and make Kerala a 365-day tourism destination.

**Key Initiatives:**

- Kerala Travel Mart 2024: The 12th edition of KTM is set to surpass records, with 2,860 buyers and 345 stalls participating in the four-day event.

- 365-Day Tourism: Kerala Tourism is focusing on promoting the state as a year-long tourist destination, highlighting its unique features, and providing various avenues for tourism with social distancing and COVID-19 safety protocols.
- New Magazine Launch: A new magazine, Kerala Travel Explorer, has been launched to promote Kerala Tourism, showcasing the state's travel destinations, lifestyle, history, tradition, art, and culture.
- Sports Tourism: Kerala Tourism is also promoting sports tourism, with initiatives like the pilgrim tour package focusing on the Mahabharata.
- Responsible Tourism: Kerala Tourism has won awards for its exemplary activities during the COVID-19 pandemic, promoting responsible tourism practices.

## **MODULE II TRAVEL WRITING: PREPARATION AND SKILLS REQUIRED**

### **Module Overview**

Travel writing is a specialized genre that requires a unique set of skills and preparation. This module will cover the essential skills and techniques needed to become a successful travel writer. From finding your travel story to repurposing your content, we'll explore the key elements of travel writing and provide you with the tools to succeed in this exciting field.

### **Finding Your Travel Story**

Finding the right travel story is crucial to capturing the attention of your readers. It's not just about recounting your travels, but about sharing a unique and compelling experience that transports your readers to new and exciting destinations. To find your travel story, consider the people you meet, the places you visit, and the experiences you have. What makes your travel experience unique? What can you share with your readers that will leave a lasting impression?

- Travel trends are also an important consideration when finding your travel story. Stay up-to-date with the latest trends, such as sustainable tourism, foodie travel, and adventure travel. These trends can provide a rich source of inspiration for your travel writing and help you to identify what's currently relevant and interesting to readers.
- Your voice and writing style are also essential components of finding your travel story. Develop your unique writing voice and style, using descriptive language, vivid

imagery, and engaging storytelling techniques. Your voice should shine through in your writing, making your readers feel like they're experiencing the journey alongside you.

### **Professional Niche**

Specializing in a specific area of travel writing, such as food, sustainability, or lifestyle, can help you to stand out and attract a dedicated audience. By focusing on a particular niche, you can develop a deeper understanding of the subject matter and provide your readers with expert insights and advice. This can also help you to establish yourself as an authority in your chosen field and increase your chances of getting published.

### **Repurposing**

Repurposing your travel experiences into multiple articles is a great way to maximize your content and get the most out of your travels. By repurposing your content, you can create a portfolio of publishable articles that showcase your writing skills and expertise. This can include destination guides, cultural features, food and wine reviews, personal essays, and travel tips and advice.

- To repurpose your content effectively, consider the different angles and perspectives that you can take on a particular destination or experience. Think about the different types of articles that you can write, such as a destination guide, a cultural feature, or a personal essay. By taking a fresh approach to your content, you can create new and exciting articles that showcase your writing skills and creativity.

### **Key Skills Required**

To succeed as a travel writer, you'll need to develop a range of key skills, including research and planning, writing and storytelling, photography and visual storytelling, interviewing and people skills, and adaptability and flexibility.

- Research and planning are essential components of travel writing. You'll need to research your destinations, plan your itineraries, and identify the best places to visit and experiences to have. This will help you to create engaging and informative articles that provide your readers with valuable insights and advice.
- Writing and storytelling are also critical skills for travel writers. You'll need to develop your writing skills, using descriptive language, vivid imagery, and engaging storytelling techniques to bring your travel experiences to life. This will help you to capture the attention of your readers and transport them to new and exciting destinations.

## **Best Practices**

To succeed as a travel writer, it's essential to follow best practices, including keeping a travel journal, taking detailed notes, capturing high-quality photos, conducting research, and editing and revising your work.

- Keeping a travel journal is a great way to record your thoughts, observations, and insights during your travels. This will help you to reflect on your experiences, identify key themes and ideas, and develop your writing skills.
- Taking detailed notes is also essential for travel writers. Record your observations, conversations, and experiences, using descriptive language and vivid imagery to bring your notes to life. This will help you to create engaging and informative articles that provide your readers with valuable insights and advice.

## **On-Trip Research**

- Conducting research while on a trip is crucial to gathering information, insights, and inspiration for your travel story. Here are some tips to help you make the most of your on-trip research:
  1. Pre-trip research: Before you embark on your trip, research your destination to get a sense of the local culture, history, and customs.
  2. Immerse yourself: Once you arrive at your destination, immerse yourself in the local culture by trying new foods, attending local events, and exploring off-the-beaten-path destinations.
  3. Talk to locals: Engage with locals, including your hotel staff, tour guides, and street vendors, to gain insights into their daily lives and experiences.
  4. Take guided tours: Consider taking guided tours to gain a deeper understanding of the local history, culture, and customs.

## **Note Taking**

- Taking notes while on a trip is essential to capturing your thoughts, observations, and insights. Here are some tips to help you take effective notes:
  1. Carry a notebook: Bring a notebook and pen with you wherever you go to jot down notes, observations, and insights.

2. Be observant: Pay attention to your surroundings, including the sights, sounds, and smells, and take note of anything that strikes you as interesting or unusual.
3. Record conversations: Take note of conversations you have with locals, including quotes, anecdotes, and insights.
4. Take photos: Take photos of your surroundings, including landmarks, street art, and local cuisine, to help illustrate your story.

## **Interviewing**

Conducting interviews with locals is a great way to gain insights into their daily lives and experiences. Here are some tips to help you conduct effective interviews:

1. Prepare your questions: Research your topic and prepare a list of questions to ask your interviewee.
2. Be respectful: Be respectful of your interviewee's time and opinions, and avoid asking sensitive or intrusive questions.
3. Take notes: Take note of your interviewee's responses, including quotes, anecdotes, and insights.
4. Record the interview: Consider recording the interview, with your interviewee's permission, to help you remember the conversation and to provide a more accurate account of the interview.

## **Finding Your Focus**

- Finding your focus is essential to developing a compelling travel story. Here are some tips to help you find your focus:
  1. Define your theme: Define the theme of your story, whether it's a cultural exploration, a historical account, or a personal reflection.
  2. Identify your angle: Identify your angle or perspective on the story, whether it's a unique insight, a personal experience, or a fresh perspective.
  3. Develop your narrative: Develop your narrative by creating a clear structure, including a beginning, middle, and end, and by using descriptive language and vivid imagery to bring your story to life.

4. Edit and revise: Edit and revise your story to ensure that it is clear, concise, and engaging, and that it effectively communicates your theme and angle.

## Writing a Structured Article

- A well-structured article is essential to engaging and informing your readers. Here are some tips to help you write a structured article:
- Introduction: Start with a hook that grabs the reader's attention, followed by a brief introduction that sets the context and provides an overview of the article.
- Body: Divide the body of the article into sections or subheadings that explore different aspects of the topic.
- Conclusion: Summarize the main points and reiterate the key takeaway.

### Using Dialogues

- Dialogues can add depth, emotion, and authenticity to your article. Here are some tips to help you use dialogues effectively:
- Use quotation marks: Use quotation marks to set off dialogue from the rest of the text.
- Attribute dialogue: Attribute dialogue to the speaker, using phrases like "said," "stated," or "explained."
- Use dialogue sparingly: Use dialogue sparingly to avoid overwhelming the reader.

### Creating Characters

- Well-developed characters can help bring your article to life. Here are some tips to help you create characters:
- Give them a voice: Give your characters a unique voice and perspective.
- Make them relatable: Make your characters relatable and accessible to your readers.
- Use descriptive language: Use descriptive language to bring your characters to life.

### Using Anecdotes

- Anecdotes can add humour, emotion, and interest to your article. Here are some tips to help you use anecdotes effectively:
- Keep them brief: Keep your anecdotes brief and to the point.
- Make them relevant: Make sure your anecdotes are relevant to the topic and add to the narrative.
- Use them sparingly: Use anecdotes sparingly to avoid overwhelming the reader.

### Adding Details

- Details can help bring your article to life and make it more engaging. Here are some tips to help you add details effectively:
- Use sensory details: Use sensory details like sights, sounds, and smells to create a vivid picture.
- Be specific: Be specific and avoid generalities.
- Use descriptive language: Use descriptive language to add depth and texture to your article.

### **Ensuring Accuracy**

- Accuracy is essential to maintaining credibility and trust with your readers. Here are some tips to help you ensure accuracy:
- Fact-check: Fact-check your information to ensure accuracy.
- Verify sources: Verify your sources to ensure they are credible and reliable.
- Be transparent: Be transparent about your methods and sources.

### **Avoiding Clichés**

- Clichés can make your article seem lazy and unoriginal. Here are some tips to help you avoid clichés:
- Use fresh language: Use fresh and original language to describe familiar concepts.
- Avoid overused phrases: Avoid overused phrases and expressions.
- Be creative: Be creative and think outside the box.

### **Word Count**

- Word count is an essential consideration when writing an article. Here are some tips to help you manage your word count:
- Know your limit: Know your word count limit and plan accordingly.
- Be concise: Be concise and avoid unnecessary words.
- Edit and revise: Edit and revise your article to ensure it meets the word count requirement.

## **Rewriting and Self-Editing**

- Importance of rewriting: Rewriting is an essential step in the writing process. It helps to refine your ideas, clarify your writing, and ensure that your message is conveyed effectively.
- Self-editing techniques: Self-editing involves reviewing your work to ensure that it is error-free, clear, and concise. Techniques include:
  - Taking a break from your work before reviewing it
  - Reading your work aloud
  - Using grammar and spell check tools
  - Getting feedback from others
  - Common mistakes to avoid: When rewriting and self-editing, be aware of common mistakes such as:
    - Overusing certain words or phrases
    - Using passive voice instead of active voice
    - Failing to provide clear transitions between paragraphs
    - Not addressing your audience effectively

## **Copyright**

- What is copyright?: Copyright is a form of intellectual property protection that gives creators exclusive rights over their work.
- Types of copyright: There are different types of copyright, including:
  - Literary copyright (protects written works)
  - Artistic copyright (protects visual works)
  - Musical copyright (protects musical compositions)
- How to obtain copyright: Copyright is automatically granted to creators when they produce an original work. However, registering your work with the relevant authorities can provide additional protection.

## **Photo Release**

- What is a photo release? A photo release is a document that grants permission for a photograph to be used for a specific purpose.
- Types of photo releases: There are different types of photo releases, including:
  - Model release (grants permission for a person's image to be used)
  - Property release (grants permission for a property to be photographed)

- How to obtain a photo release: To obtain a photo release, you should:
  - Ask the relevant person or property owner for permission
  - Provide a clear explanation of how the photograph will be used
  - Obtain a signed release form

### **Electronic Rights**

- Electronic rights refer to the rights to reproduce and distribute digital versions of a work.
- Types of electronic rights: There are different types of electronic rights, including:
  - Digital reproduction rights
  - Digital distribution rights
  - How to obtain electronic rights: To obtain electronic rights, you should:
    - Negotiate with the copyright holder
    - Obtain a written agreement that specifies the terms of the electronic rights

### **Responsible and Ethical Travel Practices**

- Responsible and ethical travel practices refer to the actions taken by travelers to minimize their impact on the environment and local communities.
- Types of responsible and ethical travel practices: There are different types of responsible and ethical travel practices, including:
  - Environmental sustainability (e.g., reducing carbon emissions, conserving water)
  - Cultural sensitivity (e.g., respecting local customs, learning local languages)
  - Economic responsibility (e.g., supporting local businesses, fair trade practices)
- How to practice responsible and ethical travel: To practice responsible and ethical travel, you should:
  - Research your destination and local customs
  - Respect local environments and communities
  - Support local businesses and fair trade practices

## MODULE III: PREPARING TRAVEL CONTENT FOR THE WEB

### 8. Vlogging

- Definition: Vlogging, or video blogging, is a style of blogging that uses video content to tell a story or convey information.
- Equipment: To create high-quality vlogs, you'll need a good camera, microphone, and editing software.
- Narration: Narration is the voiceover that accompanies your video content. It should be clear, concise, and engaging.
- Length: The ideal length for a vlog can vary, but aim for 5-10 minutes.
- Tips:
  - Be authentic and genuine in your narration.
  - Use a conversational tone.
  - Edit your footage to keep it engaging.

### Writing Attractive Captions for Images

- Importance: Captions can make or break an image. They provide context and help the viewer understand what they're looking at.
- Tips:
  - Keep it concise: 1-2 sentences max.
  - Use descriptive language.
  - Include relevant keywords for SEO.
  - Use a conversational tone.

### Script Writing

- Definition: A script is a written document that outlines the narrative, dialogue, and actions of a video or film.
- Structure: A typical script structure includes:
  - Introduction
  - Body
  - Conclusion

- Tips:
  - Keep it concise and focused.
  - Use descriptive language.
  - Include relevant keywords for SEO.

## Subtitling

- Definition: Subtitling is the process of adding text to a video to provide additional context or to help viewers understand the dialogue.
- Types: There are two main types of subtitling:
  - Open captions: These are burned into the video and cannot be turned off.
  - Closed captions: These can be turned on or off by the viewer.

### 3. Tips:

- Use a clear and easy-to-read font.
- Keep the text concise and focused.
- Use a consistent formatting style.

## SEO (Search Engine Optimization)

- Definition: SEO is the process of optimizing your online content to rank higher in search engine results pages (SERPs).
- Keyword Research: Identify relevant keywords and phrases that your target audience is searching for.
- Optimization Techniques: Use techniques such as:
  - Keyword placement
  - Meta descriptions
  - Header tags
  - Image optimization
- Tips:
  - Use a natural and conversational tone.
  - Avoid keyword stuffing.
  - Use high-quality and relevant images.

## Preparing Travel Content for the Web

- Definition: Preparing travel content for the web involves creating and optimizing content for online platforms.
- Types of Content: Types of content include:
  - Blog posts
  - Videos
  - Images
  - Social media posts
- Tips:
  - Use a conversational tone.
  - Keep it concise and focused.
  - Use high-quality and relevant images.
  - Optimize for SEO.

## 9.“THE LEGACY OF LIVING ROOT BRIDGES OF MEGHALAYA” BY NEELIMA VALLANGI

### Introduction

- The blog post introduces the living root bridges of Meghalaya, a unique and fascinating natural wonder. These bridges are created by the roots of rubber trees (*Ficus elastica*) that are trained to grow across rivers and streams.
- **History and Significance**  
The living root bridges have been a part of Meghalaya's culture and tradition for centuries. They were created by the local Khasi people, who used them as a sustainable and eco-friendly way to cross rivers and streams. The bridges are not only a testament to the ingenuity and resourcefulness of the Khasi people but also a symbol of their deep connection with nature.

### How the Bridges are Made

The blog post explains the process of creating a living root bridge. It involves training the roots of a rubber tree to grow across a river or stream by placing betel nut trunks or other supports across the water. Over time, the roots grow and entwine, forming a sturdy and stable bridge.

### **Challenges and Threats**

- The living root bridges face several challenges and threats, including climate change, deforestation, and human activities such as mining and construction. These activities can damage the roots and disrupt the ecosystem, putting the bridges and the communities that depend on them at risk.

### **Conservation Efforts**

The blog post highlights the efforts being made to conserve and protect the living root bridges. These efforts include community-led conservation initiatives, sustainable tourism practices, and government programs aimed at preserving the bridges and promoting eco-friendly development.

### **Conclusion**

The living root bridges of Meghalaya are a unique and fascinating natural wonder that reflects the ingenuity and resourcefulness of the Khasi people. However, they face several challenges and threats that require urgent attention and action. By promoting conservation efforts and sustainable practices, we can help preserve these incredible bridges and the communities that depend on them.

## **9.A TRADITIONAL ONAM EXPERIENCE" BY NATIONAL GEOGRAPHIC INDIA ON YOUTUBE**

- The video showcases a traditional Onam celebration in Kerala, India. Onam is a harvest festival celebrated by the Malayali community, and it's a time for family reunions, traditional food, and cultural festivities.
- The video takes viewers through a traditional Onam celebration, showcasing the preparation of traditional dishes such as sadya, which is a multi-course meal served on a banana leaf. The video also highlights the importance of family gatherings and reunions during Onam.
- The video features stunning visuals of traditional Onam festivities, including the famous snake boat races, traditional music and dance performances, and the elaborate floral arrangements known as pookalam.
- Throughout the video, the narrator provides insightful commentary on the significance of Onam and its traditions, highlighting the importance of preserving cultural heritage and community traditions.

- Overall, the video provides a captivating and informative glimpse into the traditional Onam celebrations of Kerala, showcasing the rich cultural heritage and traditions of the Malayali community.
- Key highlights of the video:
  - Traditional Onam celebrations in Kerala
  - Preparation of traditional Onam dishes such as sadya
  - Importance of family gatherings and reunions during Onam
  - Traditional Onam festivities such as snake boat races and pookalam
  - Insights into the significance of Onam and its traditions

## 11. CONTENT MAKING FOR A PODCAST, TRAVEL WEBSITE, AND BLOG

### **Podcast Content**

- Theme and Format: Decide on a theme, format, and tone for your podcast. Will it be an interview-style podcast, a storytelling podcast, or an educational podcast?
- Episode Planning: Plan your episodes in advance, including researching topics, booking guests, and scripting introductions and outros.
- Recording and Editing: Invest in good recording equipment and editing software. Record your episodes, edit them for clarity and flow, and add music or sound effects as needed.
- Publishing and Promotion: Publish your podcast on popular platforms like Apple Podcasts, Spotify, and Google Podcasts. Promote your podcast on social media, your website, and other relevant channels.

### **Travel Website Content**

- Destination Guides: Create comprehensive guides for destinations, including information on attractions, activities, accommodations, and dining.
- Travel Tips and Advice: Offer practical advice and tips for travelers, such as packing lists, safety tips, and cultural insights.
- Travel Stories and Blogs: Share personal travel stories and blogs to inspire and engage your audience.
- Visual Content: Use high-quality images and videos to showcase destinations and attractions.

- SEO Optimization: Optimize your website content for search engines to improve visibility and drive traffic.

### **Blog Content**

- Travel Stories and Reflections: Share personal travel stories, reflections, and insights to engage and inspire your audience.
- Destination Spotlights: Highlight specific destinations, including their attractions, activities, and cultural experiences.
- Travel Tips and Advice: Offer practical advice and tips for travelers, such as packing lists, safety tips, and cultural insights.
- Cultural Insights and Experiences: Share cultural insights and experiences, such as trying new foods, attending local festivals, or visiting cultural attractions.
- Photography and Visual Storytelling: Use high-quality images and videos to showcase destinations and attractions.

### **Content Repurposing**

- Repurpose Podcast Episodes: Turn podcast episodes into blog posts, social media content, or video scripts.
- Repurpose Blog Posts: Turn blog posts into social media content, email newsletters, or podcast episodes.
- Repurpose Visual Content: Use images and videos across multiple platforms, including social media, blog posts, and podcast episodes.

### **Content Calendar**

- Plan and Schedule Content: Plan and schedule content in advance using a content calendar.
- Coordinate Content Across Platforms: Coordinate content across multiple platforms, including podcast, website, blog, and social media.
- Track Engagement and Analytics: Track engagement and analytics to refine your content strategy and improve performance.

## MODULE IV: TRAVEL CONTENT: CAREER PROSPECTS

### 12. CAREER PROSPECTUS

- **Career Prospectus:** A Career Prospectus is a document or a presentation that outlines the potential career paths and opportunities available to individuals in a specific field or industry. It provides an overview of the job market, required skills, and growth prospects, helping individuals make informed decisions about their career choices.
- A Career Prospectus typically includes information on:
  1. Job descriptions: Detailed descriptions of various job roles, including responsibilities, tasks, and required skills.
  2. Career paths: An outline of the typical career progression in the field, including entry-level positions, mid-level roles, and senior-level positions.
  3. Industry trends: An analysis of the current state of the industry, including growth prospects, challenges, and emerging trends.
  4. Required skills: A list of the key skills and qualifications required for success in the field.
  5. Salary ranges: Information on the typical salary ranges for different job roles in the field.
  6. Growth prospects: An assessment of the potential for career advancement and professional growth in the field.
  7. Education and training: Information on the educational requirements and training opportunities available in the field.
- **Freelance Writing**
  - Write for various publications, websites, and travel companies
  - Specialize in specific types of travel content, such as adventure travel, food and wine, or luxury travel
  - Build a portfolio and pitch stories to editors and clients
- **Travel Columnist**
  - Write regular columns for newspapers, magazines, or online publications
  - Develop a unique voice and perspective on travel
  - Build a loyal readership and engage with readers through social media
- **Sustainable Tourism Advocate**

- Promote environmentally-friendly and culturally-sensitive tourism practices
- Work with tour operators, travel companies, and government agencies to develop sustainable tourism initiatives
- Write about sustainable tourism issues and best practices for publications and websites

- **Travel Influencing**
  - Build a social media following and create engaging content around travel experiences
  - Collaborate with travel brands, destinations, and tourism boards to promote their products and services
  - Develop content collaborations, destination marketing campaigns, and event promotions
- **Social Media Manager for Travel Brands**
  - Develop and implement social media strategies for travel companies and tourism boards
  - Create engaging content, manage social media campaigns, and analyse metrics
  - Collaborate with influencers, content creators, and other stakeholders to promote travel brands
- **Travel Journalist/Editor**
  - Research and write articles about travel destinations, experiences, and trends
  - Edit and proofread articles for publications, websites, and travel companies
  - Conduct interviews with travel experts, tour operators, and other stakeholders
- **Destination Marketing**
  - Promote travel destinations through marketing campaigns, events, and public relations
  - Collaborate with tourism boards, travel companies, and local stakeholders to develop destination marketing strategies
  - Create content, manage social media campaigns, and analyse metrics

- **Event and Festival Promotion**

- Promote travel events, festivals, and experiences through marketing campaigns, social media, and public relations
- Collaborate with event organizers, tourism boards, and travel companies to develop event promotion strategies
- Create content, manage social media campaigns, and analyse metrics

## **13. PORTFOLIO PREPARATION**

### **Portfolio for a career in travel content creation:**

#### **I. Introduction**

1. Define your niche: Identify your area of specialization (e.g., adventure travel, food and wine, cultural tourism)
2. State your objective: Clearly outline your career goals and what you hope to achieve with your portfolio

#### **II. Content Selection**

1. Choose your best work: Select a range of pieces that demonstrate your writing, photography, and storytelling skills
2. Variety is key: Include different types of content, such as articles, blog posts, social media posts, and photos
3. Relevance matters: Ensure that your selected pieces are relevant to the travel industry and your niche

#### **III. Writing Samples**

1. Articles and blog posts: Include 3-5 writing samples that demonstrate your research, writing, and storytelling skills
2. Tone and style: Showcase your ability to adapt to different tones and styles, from informative to persuasive
3. Editing and proofreading: Ensure that your writing samples are error-free and polished

## **IV. Visual Content**

1. Photography: Include 10-15 photos that demonstrate your photography skills and style
2. Captions and storytelling: Add captions to your photos that tell a story and provide context
3. Video content: Consider including 1-2 video samples that showcase your video production skills

## **V. Social Media and Online Presence**

1. Social media profiles: Include links to your social media profiles (e.g., Instagram, Twitter, Facebook)
2. Online articles and publications: List any online articles or publications you've contributed to
3. Personal website or blog: Include a link to your personal website or blog, if applicable

## **VI. Design and Layout**

1. Clean and simple design: Use a clean and simple design that makes it easy to navigate and view your content
2. Consistent branding: Ensure that your portfolio has consistent branding throughout, including your name, logo, and color scheme
3. Easy to navigate: Organize your content in a logical and easy-to-follow manner

## **VII. Final Tips**

1. Keep it concise: Keep your portfolio concise and focused on your best work
2. Regularly update: Regularly update your portfolio with new content and projects
3. Tailor it to your audience: Tailor your portfolio to your target audience and the job or opportunity you're applying for.