

TOURISM-JOURNALISM: A NEW PARADIGM

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ABSTRACT

Neither Tourism is free from journalism nor journalistic approaches are wide from tourism activities. We can combine both for a holy purpose. Simply a tourist can traverse a place, collects the facts and informations about the place and major installations but a journalist can analyse all those facts and informations and he can spread the veracity of the facts to all over world. Through Newspapers, Magazines, Online Blogs, Use of social media and Electronic media, he can popularise the place on its own modes and measures. A journalist can also evolve new places for tourism industry, Only he can energise the government and other responsible agencies to create the facilities and basic amenities for the tourists on a particular place. On other hand, a tourist can also play a vital role to extract the weak points and slackness of govt. On a place specific. Finally, a person, who has an eyes of reporter and the etiquettes of a tourist, he can explore the new dimensions of informations, which will be useful for the govt. and the upcoming tourists from different corners of the world.

Keywords: Tourism, Journalism, Role of Media, Dimensions.

INTRODUCTION

Tourism is an important pillar in almost every country's economy. While some countries are really good at promoting themselves, others need some serious work. For example, "What happens in Vegas, stays in Vegas" was an instant hit, and Las Vegas can't seem to find something better to replace it. Increasingly with the more and aggressive role of media (electronic and print) in the tourism the travel journalism is becoming one of the hot favourite career opportunity for the young budding talent who want to see the world and define it to the rest of the world with their own eyes and words. Imagine being paid to travel the globe, stay in luxury hotels, experience

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exciting adventures, enjoy fabulous food, and view incredible sights. Welcome to the wonderful world of travel writing. In this fab job, you can combine your love of travel and writing to earn a living, and enjoy a life others dream about. When you become a travel writer you might write about Adventure travel, Art and architecture, Eco-tourism, or many other types of travel experiences. There are hundreds of travel guide book publishers, travel magazines, and newspapers seeking articles about travel every week. What this means for you is many opportunities to get paid to do what you love when you become a travel writer. As long as you have the desire, you can become a travel writer. No special education or experience is necessary to become a travel writer.

QUALITIES REQUIRED FOR BECOMING TRAVEL JOURNALIST

Journalism is concerned with collection and dissemination of news through the print media as well as the electronic media. This involves various areas of works like reporting, writing, editing, photographing, broadcasting or cable casting news items. Journalism is classified into two on the basis of media— (i) Print Journalism and (ii) Electronic (Audio/Visual) Journalism. Print Journalism includes newspapers, magazines and journals. In print journalism one can work as editors, reporters, columnists, correspondents etc. Electronic journalism includes working for Radio, Television and the Web. In the web, skilled people are required to maintain sites by web newspapers (which cater only to the web and do not have print editions) and popular newspapers and magazines that have their own web editions. In electronic journalism one can be a reporter, writer, editor, researcher, correspondent and anchor. Career in journalism is a prestigious profession as well as a highly paid one.

Journalist plays a major role in the development of nation. It is through them that we get information about daily happenings in the society. The purpose of journalism itself is to inform and interpret, educate and enlighten the people. The opportunities for journalists are endless and at the same time the job has become more challenging, as the new world is proving the adage that “the pen (and the camera) is mightier than the sword.” Simple reporting of events is no more sufficient, more specialisation and professionalism in reporting is required. Journalists specialize in diverse areas, such as politics, finance and economics, investigation, culture and sports for newspapers and periodicals. A geography background is an asset for careers in travel and tourism, particularly for travel Journalism. There are no specific educational requirements for travel writers. Many employers prefer to hire individuals with degrees in English, journalism, communications, and related fields. Without fail, companies that hire writers are concerned about writing skills and abilities. Before you start applying for work as a writer, it's important to develop strong writing skills that you can demonstrate by providing samples of your work.

If you really want to work your way into a full time travel writing job, getting real-world writing experience is essential. Employers are going to want to see print clips and/or links to web content with your byline. When you first start seeking entry into the travel writing field, you might find an entry-level opportunity with a magazine, publishing company, or even a public

relations firm that works with clients in the travel industry. As an alternative, if you aren't able to locate suitable employment that involves direct travel writing experience, then it's a good idea to seek employment in a field related to the travel industry while building an impressive portfolio of published freelance work to show to prospective employers. You might try for a position with an airline, hotel, cruise line, or other business within the hospitality industry. Your experiences are likely to give you plenty of material to write about.

SUGGESTIONS

The rapid expansion of media in the last two decades has not only changed the perception of the people towards journalism as a career but has also increased the demand for competent media persons, well versed in latest communication technologies. Travel journalist has a quite good scope in India. Many news channels have started various travelogue programmes that need good journalist, who love travelling and at the same time have a good knowledge of different places. Now, many websites, magazines and newspapers also recruit travel journalists often. Travel journalist has a life full of adventure and enjoyment too. In India, we have lots of travel sites that require travel journalists for various parts of the country. So, one willing to choose travel journalism as a career has a vast opportunity.

REFERNECES

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