



Travel Journalism, Communication and Social Media

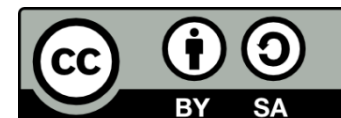
Module 13: ‘The Travel Journalist and Communicator; breaking into the profession’

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Funding

- This educational material has been developed as part of the educational work of the academic teacher.
- The project "Open Academic Courses at Aristotle University of Thessaloniki" has only fund the reconfiguration and reshaping of the educational material.
- The project is implemented under the Operational Program "Education and Lifelong Learning" and is co-funded by the European Union (European Social Fund) and National resources.





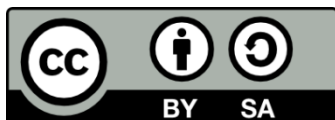
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‘The Travel Journalist and Communicator; breaking into the profession’

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Travel Journalist and Communicator (1)

Travel, in today's mobile world, has a dual nature as it becomes ...

a constituent of the communication and journalistic process

and

a constituent of public information, knowledge and engagement



Travel Journalist and Communicator (2)

When ...

- travel associates with a social dimension and impact,
- travel communication generates awareness and promotes the fields that travel is pivotal to (e.g. society and culture: history, heritage – economy: tourism – environment – politics/diplomacy/policies – education: literacy – media: journalism and communications – technology – business/industry/innovation – arts and creativity – volunteerism),
- travel communication and journalism informs and influences the public,

then travel is connected with public communication, and public communication of travel finds its place as field of study.



Travel Journalist and Communicator (3)

The changing nature of travel moving it from impressions and the attention-attracting approach to experiences and the people-centric approach, as well as the travel's social dimension and impact, interconnect eventually travel with public communication and participation and lead Travel Communication and Journalism to contribute to:

- the exploration of the senses
- the highlighting of travel's social dimension
- the strengthening of the knowledge of the traveler by creating a repository of authentic experiences
- the cultivation of travel and social literacy as well as phronesis to those involved in the experience



**communicators;
truth-tellers
and sense-makers**

facilitators

**Travel
Communicator /
Journalist
become
highly flexible**

**mediators;
reporters / journalists**

**thinkers;
explainers / educators**



Travel Journalist and Communicator (4)

Lets break into the profession by interacting with the specialists from the field, or the socio-cultural decoders as Santos names them (2004).

Lets see how they describe their professional reality to AUTH's potential travel journalists and communicators (Greeks and International Exchange Students).

Here are the interviews of, and the students' Q&A: Questions and Answers, to the professionals of the field:

- Victoria Hislop, travel journalist and novel writer, UK
- Chris Deliso, travel journalist and travel writer, US
- Sakis Tanimanidis and George Lentzas, tv series travel communicators, Greece



Creative Task

Present to us a travel journalist or communicator with his/her work. Why is he/she your favorite one and why would you like to interview him/her?

What would you ask him/her?

Phrase 3 questions on things that you consider important to be asked and upload them on our fb team.



References

Santos, C. A. (2004). Perception and Interpretation of Leisure Travel Articles. *Leisure Sciences*, 26 (4), 393-410



End of Module 13

Edit: <Giomelakis Dimitrios>

Greece Thessaloniki, Spring Semester 2013-2014

