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# Travel Journalism, Communication and Social Media

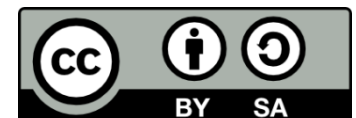
**Module 7: Public Communication of Travel**

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Faculty of Economics and Political Sciences



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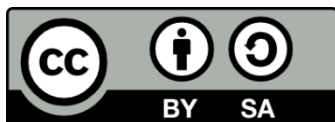
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# Public Communication of Travel

Dr Clio Kenterelidou & Dr Fani Galatsopoulou



European Union  
European Social Fund



MINISTRY OF EDUCATION & RELIGIOUS AFFAIRS  
MANAGING AUTHORITY

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# Module's Outline

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**Course title “Travel Journalism, Communication and Social Media”**

**Module title**

**“Public Communication of Travel”**

- Mapping Public Communication
- Travel, Public Communication: exploring the linkages
- Viewing Travel communicatively



# Public Communication (1)

- is at the heart of our society, economy and politics.
- is a field built on ideas and images, persuasion and information
- is the communication -the receipt and exchange- of messages, ideas and opinions for BETTER DEVELOPMENT
- is an attempt to inform or influence behaviors toward desirable SOCIAL OUTCOMES (non commercial benefits to individuals and society) using an organized set of communication activities in creative and innovative ways, defined by emerging values and characterized by actions that make society or the lives of individuals better or promote change; generates specific outcomes in a large number of individuals (large audiences) and in a specified time period (Rice & Atkin, 2009; Rogers & Storey, 1987) and aims at education, literacy, engineering solutions, enforcement, participation.



# Public Communication (2)

So, this module is all about...

- ✓ sharpening communication and journalistic skills, but also learning ...
- ✓ how to think strategically, creatively, innovatively in environments for social interaction (social media) and, ...
- ✓ how to use an integrated approach to **travel communication** that includes critically analyzing situations, managing information, crafting messages and producing media articulations that work in an increasingly global society and mobile era, contribute to public life and awareness, and encourage sustainability.

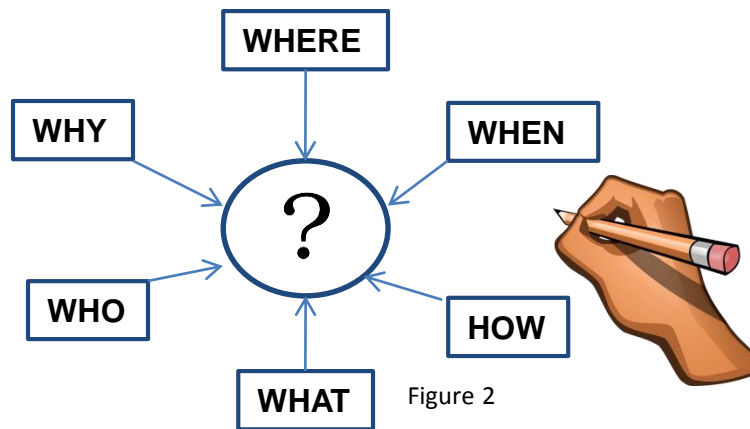


Figure 1



# Public Communication (3)

- **Strategic Thinking** is being able to cover all the angles, the vision, the details, the environment, the how, why, what and who of the issue/situation/idea.
- This can often be achieved by asking ...





# Public Communication (4)

- Strategy YES, but NO drafting of strategy (strategic) papers.  
**Why?**

‘The compass has replaced the map’ (Godin, 2012)

Both (map, compass) are tools used in travelling for orienteering and navigating a course, BUT

the *map and strategy papers* just provide the big picture, whereas

the *compass and strategy* get you somewhere; point you the right direction.



# Public Communication (5)

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## Creative and Innovative Thinking

- is when we think out of the box and in a fresh perspective, look for ideas everywhere and generate original ideas, spark imagination but fuel with data, focus but accelerate learning by experience and sharing.



# Public Communication (6)

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**Creative and Innovative Thinking** is when ...

- we are creative and innovative thinkers by questioning (challenge current situation and consider new), observing (detect small details), networking (gain perspectives), experiencing (try out), interconnecting and having associational thinking (draw connections).
- we have **Cosmos and Greece** (in our case) to be our communications laboratory





Figure 3

# Welcome to our office



# exploring the linkages

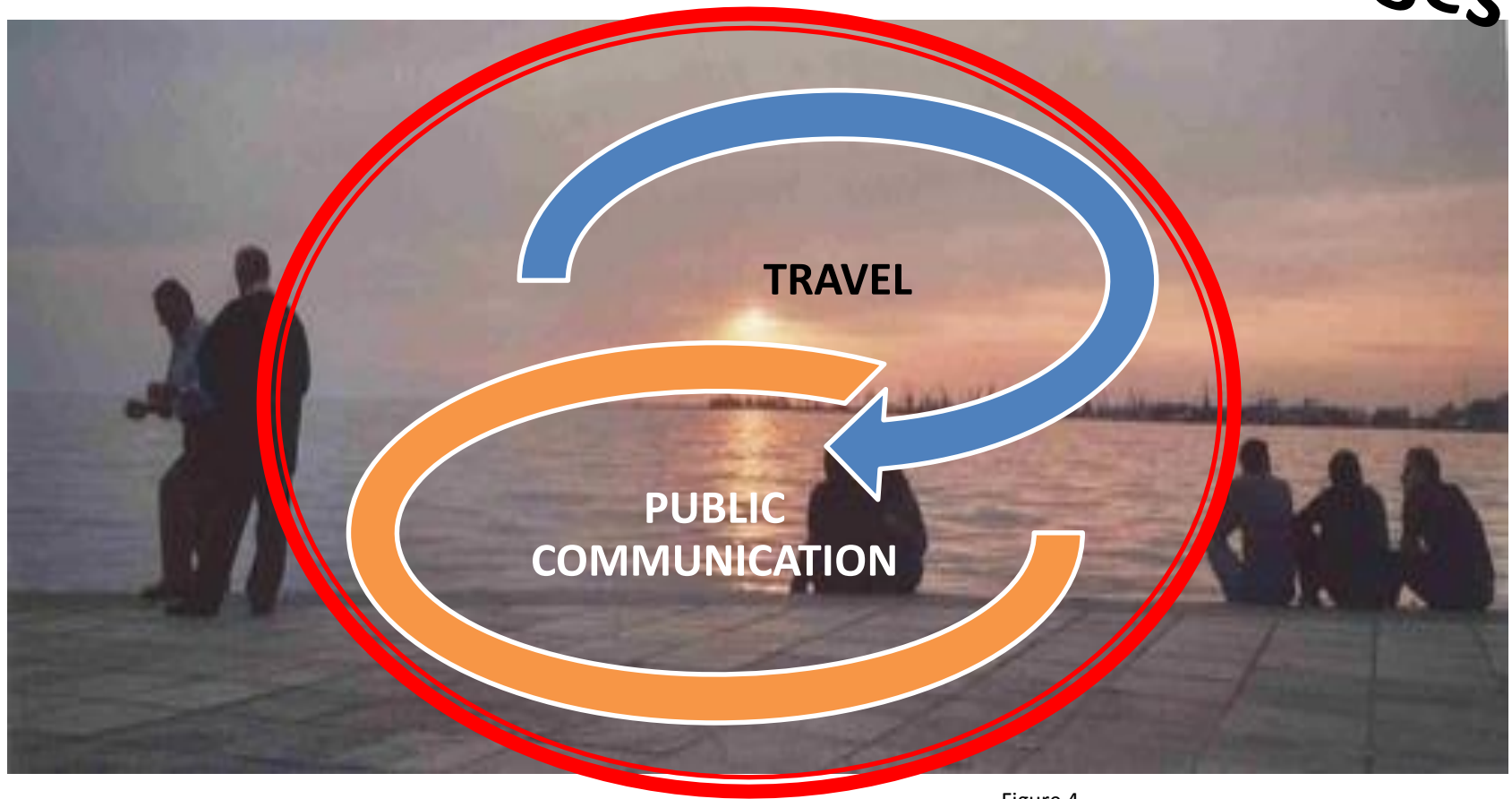


Figure 4



# Travel

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- ◆ **Travel** is a basic human desire.
- ◆ **Travel** : embodies dynamics of movement – mobility  
... attached is the formation of knowledge



# Communication

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INFORMATION



◆ **Communication** : Data + Extracting Meaning of Data = Feedback and retroAction (Inter~ or TransAction)







# Travel is perceived...

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- as a constituent of the journalistic and communication process.
- as means of building and fostering travel literacy and sustainability.
- as means of promoting culture, and enhancing public awareness and social development.

and, interconnects the involved, the interested, the uninterested public and the non-public.



# Travel & Communication (1)

---

Travel is integral to a variety of other fields ... \*



## On the relevance of Travel

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- ... to society and culture → history, heritage, etc.
- ... to economy → tourism
- ... to environment
- ... to politics, diplomacy and policies
- ... to education → literacy
- ... to media → journalism and communications
- ... to technology
- ... to business, industry and innovation
- ... to arts, and creativity
- ... to volunteerism



# Travel & Communication (2)

**Travel** is integral and pivotal to a variety of other fields ... \*

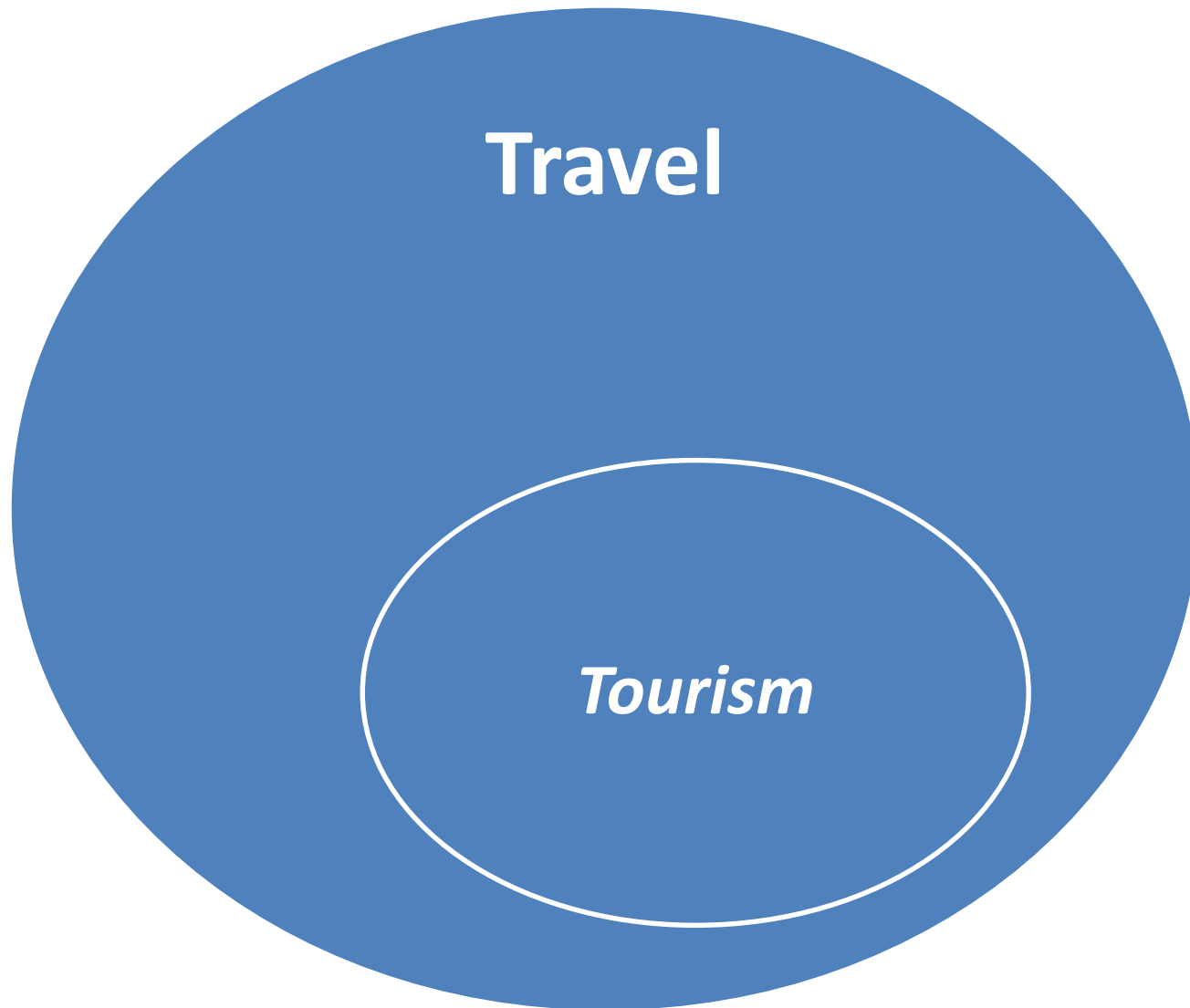
**Travel as Communication**

**Public Communication of Travel**

(capital & stock: public awareness, education, literacy and repository)

**Travel and Travelling Experiences**

- as **good**
- as **capital & stock** (a stock of goods denotes capital)
- as **product** ; correlate to **Tourism**, Marketing, Commercial activities → **economic** interests and **political** aspects



**Tourism is a subset of Travel** *(source: UNWTO)*



# Travel & Communication (3)

So, ...

today travel interacts with public communication  
and

the traveler is the communicator of what he/she experiences

Therefore, ...

lets be travelers



Figure 5



Figure 6

and become travel communicators



- Effective communication is vital in today's environment



Figure 7

← Effective and non effective communication →



Figure 8

- The communication's *efficiency* is 'measured' by the extent to which the message that the transmitter/sender has in mind reaches 'untouched' (**undeformed**) the receiver.

*Ideally*, the meanings sent are the meanings received.

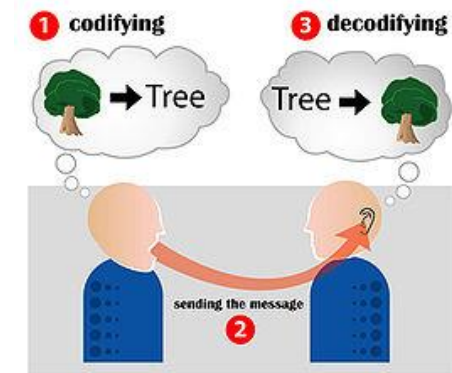


Figure 9

- The impact and the value of public communication can be evaluated whether or not it: provides information, directs attention, triggers norms, changes underlying values and preferences, provides content but also creates contexts that facilitate social development outcomes.



# Remember... (1)

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The penetration of a message is affected by ...

the **kind** of information we provide

the **quality** of that information

and the **style** of our communication.



# Remember... (2)

- we hear half of what is said, **50%**  
we understand half of what we hear, **25%**  
we remember half of what we understand, **12,5%**  
*(Allan Pease)*
- Active participation and engagement, **experience**, 70 – 90%  
*(learning pyramid)*

**keep it in mind next time  
you will try to communicate**





# Remember... (3)

The biggest problem/obstacle in Communication  
is the delusion that we were clear.

(George Bernard Shaw)

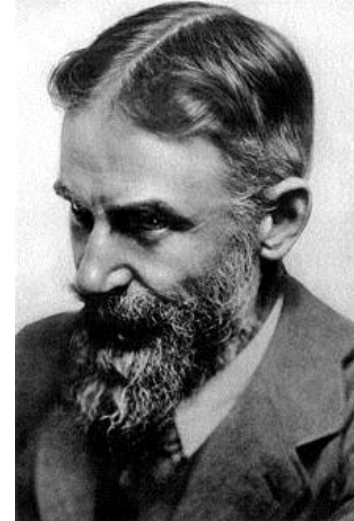


Figure 10



# Creative Task

Please continue the phrase.

- Ταξιδεύω ... / I travel ...
- Ταξίδι είναι ... / Travel is ...
- Ταξιδεύοντας καταγράφω / κρατάω ...  
When I travel I record / keep ...
- Στα ταξίδια μου επικοινωνώ με ... για ...  
When I travel I communicate with ... for ...
- Τις ταξιδιωτικές μου εμπειρίες τις ...  
My travel experiences I ...
- Τα ταξίδια μου τα θυμάμαι μέσα από / με ...  
I remember my travels through / with ...
- Θεωρώ τα κοινωνικά μέσα για το ταξίδι μου ...  
I consider the Social Media for my travel ...



# Creative Task

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Pictures into Words:

choose a picture of your travels and describe it so that blind people can 'see' it.

You are the communicator – narrator.

The picture that you chosen, upload it on our fb team; provide a title for it and the information that build the image and help the others recreate a visual rendering and understand the photo.

Describe what you see in the image presented by you, convey the same essential information as the image for people who are blind or have low vision; offer visual and non-visual elements and remember experiences are subjective.



# References (figures) -1

2. (Question mark) White square with question mark

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3. World map green

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8. Nazareth College Hypnotist

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10. George bernard shaw

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# End of Module 7

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