

HTT A138: SHARING THE TRAVEL EXPERIENCE

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	300900 - Travel Services and Tourism
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

In this course you will learn the critical nature of translating what you see, hear, taste, touch, smell, feel and experience into blogging, tweeting, Facebook posts and journaling. You will learn how to capture the attention of follower's and build a reputation of storytelling. You will understand the methods needed to sell material in today's competitive market. If you have a desire to write and a yen to travel, you're a perfect candidate for this class. So pack your sense of adventure, organize your determination and put your keyboard in a comfortable position. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Maintain a travel journal to demonstrate the ability to record details that will enrich their writing.
2. Write a series of Blog's, Tweets, Facebook posts totaling between three- and four-thousand words demonstrating summary, analysis, and evaluation.

Course Objectives

- 1. Demonstrate basic computer knowledge, skills, and application of the various systems.
- 2. Use the Internet to research social media topics.
- 3. Apply critical thinking skills to case studies.
- 4. Identify legal and ethical issues related to travel writing.
- 5. Discover techniques to capture followers interests
- 6. Learn to devise, recognize, and apply general standards for bringing storytelling to life.
- 7. Develop techniques for evaluating, blogging, tweeting, about travel and travel related experiences
- 8. Foster an awareness of publication requirements in different venues.
- 9. Learn to apply research skills in support of writing reviews and critiques.
- 10. Learn to apply editing skills for publishing reviews and critiques.
- 11. Apply Info-graphics as they relate to identified reviews or critiques.
- 12. Develop a personal story form as it relates to your area of expertise.

- 13. Foster an appreciation for travel and their services and products.
- 14. Develop a personal ethical strategy for reviewing and critiquing travel related experiences.
- 15. Identify the different types of travel articles, and get an overview of the process of writing and submitting them.
- 16. Explore the different types of travel books, as well as some specifics for writing them and creating and submitting proposals
- 17. Discover what it means to travel like a travel writer, and learn about the importance of telling the truth in what you write.
- 18. Discover ways of generating new ideas, including the "Bubble Method," and learn how to outline effectively.
- 19. Learn about the importance of research and how to do it effectively.
- 20. Discover how to get the most out of your research and published work by creating new angles for new articles.
- 21. Get some tips on taking better photos to accompany your travel pieces and make your articles more desirable to editors and publishers.

Lecture Content

From Ancient Origins to Today's Opportunities A Short History Of Travel Writing Enter the "Professional Travel Writer" Opportunities (Both On Offline) Understanding Structure and Techniques of Travel Writing Introduction To Travel Writing Forms Opening: Five Compelling Beginnings The Middle Section Conclusions That Lead To New Directions Journaling How to Bring Your Storytelling Voice to Life Characters Using Dialogue Illuminating Details and Anecdotes Descriptions: Using All Your Senses and Balancing Showing vs Telling Avoiding Clichés and Working With Pacing Making Your Verbs Act Your Words Count Rewriting and Self-Editing Writing from Your Original Voice Story Forms and How They Fit in Travel Writing Markets Destination Stories Reviews, QAs, and Infographics Travel Blogging How to Research, Plan, and Prepare for a Paid Writing Assignment Three Lessons to Learn Before Pitching Any Story to an Editor Focusing Your Pitch and Story Researching Your Story – Before, During, and After Your Trip Focusing Your Story as you write Developing a Publication Mindset Understanding how the Publishing Industry is Evolving Getting a Publication Mindset Essential Skills and Tactics for Pitching How to Present Yourself in a Professional Way Three Successful Pitches and Why They Worked Getting the Most Out of Matador Market Leads The Fine Print: A Final Note on Publishing Vs. Self-Publishing, Money, and Legal Matters Myths vs. Realities: 9 Things You Need to Make Travel Writing Your Career The Main Qualities Matador Success Stories: The Glamor versus the Hard Work In-House Versus Freelancing and How to Deal with Burnout Straight Talk About Earnings Press Trips, Guidebooks, and Other Projects: Managing Paid Assignments for Maximum Productivity Introduction to Guidebooks and Press Trips What It Takes to Be a Guidebook Writer or Go on a Press Trip Approaching a Publisher Everything You Need to Know About Press Trips Example of a Successful "Letter of Interest / Application" A Press Trip Report Building and Keeping an Audience Online by Mastering Social Media What is Social Media. Tackling Twitter And Attracting Followers Analytics, Alexa Rankings, and Number Crunching How to Capitalize on New Media, SEO, and Ads to Monetize your Blog and Pay for Your Travels Monetizing Your Blog Why You Should Avoid Google AdSense How to Sell Your Own Ads 8 Steps to Building a Profitable Blog that Funds Your Travels A Travel Writers Tools for Writing, Editing, Audio, and Video Your Trusty Journal Travel Photography- Selling More Than Just Your Words The A-B-C-D-E of Travel Photography Shooting Video and adding it to Your Blog The Digital

Audio Recorder: Your Best Friend for Conducting Interviews Which Laptop Works Best for Travel Writers. Podcasting: What You Need for Recording and Editing in the Field Securing Your Gear How to Launch, Sustain, and Advance Your Travel Writing Career for the Long Term Overview: Putting it All Together and Making The Leap Couchsurfing / Volunteering: How to Extend Your Travel Time Managing Mail, Taxes, Finances, and Healthcare On the Road

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, group participation, oral presentations, video, projects, computers, and hands on application.

Reading Assignments

Students will spend approximately 2-3 hours per week on reading assignments, including assigned articles and text. They will also research and report on specific topics related to the subject.

Writing Assignments

Students will spend approximately 2-3 hours per week on writing assignments, including: Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/online discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques. Journal of observations and experiences. Present a professional portfolio journaling learning outcomes. Participate in newsletter design, production and dissemination

Out-of-class Assignments

Students will spend approximately 2-3 hours per week on out-of-class assignments, including: Quizzes and examinations. Weekly problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critique techniques.

Demonstration of Critical Thinking

Participate in class discussion and other interactive classroom work Use theory to support writing assignments Research, evaluate and organize information in order to present a presentation on an assigned topic Evaluate the presentations of others Present a professional portfolio documenting travel experiences

Required Writing, Problem Solving, Skills Demonstration

All quizzes and examinations will be at least 75% comprehensive responses. Weekly problem solving exercises will include written and oral comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critiques techniques. Complete course appropriate projects.

Eligible Disciplines

Flight attendant training: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Hotel and motel services: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Travel services (dispatching):

Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Shaw, Eva. Creativity Training for Writers, Most Current ed. Carlsbad: Writeriffic Publishing Group, 2009 2. Required Metter, Ellen. Facts in a Flash: A Research Guide: From Cruising the Stacks to Surfing the Net, Most Current ed. Iola: Writers Digest Book, 2010 3. Required Brewer, Robert Lee. 2010 Writers Market , Most Current ed. Windsor: Fraser Direct, 2009

Other Resources

1. Required: Students must have routine access to reliable computer, internet and mobile communication device with adequate Internet and SMS/video/camera capabilities.