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School of Hospitality

**Bachelor of Business Administration in Tourism and Travel
Mid Term Examination - May 2024**

**Duration : 90 Minutes
Max Marks : 50**

Sem IV - I1UA401B - Travel WritingGeneral Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) How can blogs contribute to promoting tourism? K2 (2)
- 2) What is the history of writing, and how has it evolved over time? K1 (3)
- 3) Describe the steps involved in writing a paragraph or essay. K2 (4)
- 4) Explain the significance of the Copyright Act of 1957 in the context of travel writing. K2 (6)
- 5) Explain the concept of "voice" in travel writing and its importance. K3 (6)
- 6) What are some common challenges faced by travel writers, and how can they overcome them? K3 (9)
- 7) Describe the role of visuals such as photographs and videos in enhancing travel writing. K4 (8)
- 8) Explain the role of travel journalism in challenging stereotypes and fostering cultural understanding and empathy. K4 (12)

OR

Discuss the impact of digital technology and social media on travel journalism, including changes in audience consumption habits and storytelling formats. K4 (12)