



Introduction to Travel Journalism: On the Road with Serious Intent (Mass Communication and Journalism)

John F. Greenman

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Travel writers and travel journalists are not the same. They differ in identity, purpose and method. The travel writer looks in a mirror; the travel journalist looks out a window. The travel writer serves the travel industry; the travel journalist serves the public. The travel writer is subsidized; the travel journalist pays his own way. *Introduction to Travel Journalism* highlights these distinctions and offers independent, ethical, substantive journalists the skills and knowledge they need to cover the travel and tourism industry, to provide travelers with credible news and information, and to report significant trends and developments at home and across the world.



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