

Recreating post-pandemic tourism through the use of travel texts

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Travel Writing

- a hybrid, fluid and “highly adaptable form” (Thompson, 2016, p. 196); as such, hard to define
- May include *travel guidebooks, personal essays, travel magazines, travel brochures, journal entries, newspaper and magazine travel articles, travelogues, travelers’ reviews, coffee table photobooks, memoirs, novels, travel TV shows, amateur travel videos and documentaries*
- Concerns about its value

Travel Writing in the 21st century

- Internet as a catalyst
- Old, rare travel texts digitized and uploaded online
- Travel E-books and E-magazines
- “born digital” travel writing: social media posts, travel blog posts, travel website articles, Youtube travel videos, travel vlogs, travel podcasts

Travel Writing Credibility

- “a form that freely mixes fact and fable, anecdote and analysis” (Holland and Huggan, 1998)
- “fictions and outright lies may be woven into travel writing’s ostensibly factual representation of the wider world” (Thompson, 2016)
- “the distinction between travel writing and fiction becomes small and the novel comes into being” (von Martels, 1994)
- Chirico (2008) uses the term ‘travel narrative’, instead of ‘travel writing, ‘travel text’, or travelogue.

ReTraPath

- Research on travel texts (15th c. to the present day)
- comparative analysis of the old rare travel books and the new forms of travel writing
- creative exploitation of the results
- Diversity of the voices examined

Travel Writing and Cultural Heritage

- TW provides information and insights on tangible and intangible cultural heritage (i.e. monuments, archaeological sites, works of art, shipwrecks, performing arts, rituals, oral traditions, geological formations)
- Not a distanced description, but the writers' perspective
- TW helps view a place from new and interesting angles

ReTraPath

- indexing of 220 travel texts on Cyprus (15th century to 2021)
- Creation of a database with 120 categories (related to residence and travel, natural space, habitation, society, nutrition, apparel and health, finance, education religion, arts and sciences, politics, history and archaeology)
- Synchronic and diachronic examination

Travel Writing and Tourism

- Travel blog posts as a barometer for travel agents and tour operators
- Travel texts as the raw material for:
 - innovative, custom-made thematic tours
 - training programs for tour guides and tourism professionals
 - seminars, educational programs and activities aimed at both tourists and locals

Travel Writing and Tourism

- Digital educational games and applications
 - meant for both local and tourists
 - designed for different age groups
 - addressing general or more specialized audiences
 - exclusively digital or combined with onsite activities and games
 - coming in varying levels of difficulty

ReTraPath

- Creation of digital games and interactive maps aiming at:
 - Familiarising audiences with travel literature on Cyprus
 - Presenting different ways that the travelers gaze towards Cyprus
 - Starting a dialogue between researchers and wider audiences

COVID, Culture and Tourism

- Travel and Tourism seriously affected by COVID
- Absence of culture very acutely felt
- People in need of the healing power of connection with people and places, culture and human stories

Thank you!!

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