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English 203

December 8, 2010

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**Why write a travel guide?**

Writing travel guide is a great way to share your amazing moments and experiences with yourself and many others who would be greatly helped by your advice and comments. Travel guides help out most when you're traveling to places you've never been to, which is usually half the time for most people. Many travelers would appreciate all the information they can get from online, travel reviews, and friends before going to any place. Travel guides are a great way to use logos and pathos for travelers by providing them with the needed information about their destination. Even though ethos may not *seem* to be a strong point, due to the possibility that some guides are simple accounts by everyday folks, it can actually be a strength because most people would rather trust someone just like them rather than the dry voice of facts and propaganda.

**Significance of travel guides:**

Imagine traveling to a place you have never been to before. Not only is language an issue, but politics and prejudice are also a barrier. Yet despite that, you set your fears aside and decide to travel to that place for the sake of adventure or understanding. Wouldn’t the presence of a review written by other people who have travelled the same journey as you are almost invaluable? Travel guides tend to both inspire people as well as provide reliable information for them during their journeys. Many people tend to get lost in one way or another during their travels. This can be from simple things ranging from language issues, directions, traffic rules, local customs, the sensibilities of the peoples in the said area, etc…

In addition to providing reliable and perhaps crucial information for people, travel guides also help educate them in more than one way. For example, many people can have prejudices or misjudgments about certain countries or areas because of the media. A travel guide however dispels doubts and myths about a place and reveals accurate facts. By showing encouraging statistics and beautiful imagery, people are usually inspired to travel and explore. This not only broadens the horizons of individuals but also helps the tourism and economy of countries, especially smaller ones that depend on tourists for their income.

**Writing Style and Voice:**

It is extremely crucial for a travel guide to have a professional air about it while not distancing itself from the reader. People rely on these guides for their well being, not just their entertainment. If a guide appears to be sloppy disorganized or simply difficult to understand there might be many ill effects of it. These include a lack of credibility, boredom, or simply destroying any inspiration people may get from looking at an otherwise appealing guide that would make them want to spend their time in a place beyond their borders. Furthermore, being too informal can make the person feel insecure about their preparations, and thus discourage them to go, or absolutely destroy any credibility for travel reviews. After all, who would want to pay money on travel reviews if all they see is a bunch of loose talk, rumors and unconfirmed information?

The worst thing that could happen would be the loss of credibility for guides. If people don’t like them, they are less likely to buy them, let alone *rely* on them. It is all about good use of imagery, understanding color psychology and using careful words. A guide is not supposed to be difficult, thus word choice is key. Furthermore lots of images should be used, preferably those that appeal to the human psyche. Smiling people, beautiful nature scenery, pictures of food, monuments, land marks, indigenous species, customs, dances, clothing, parades and the like should all be shown in guides. A guide has to be colorful and have an equal distribution between text and pictures so that people don’t get the idea that they’re reading from an encyclopedia. However, it would also not hurt if a travel guide had a certain informal air to it to calm the nerves of the more nervous travelers. Encouraging statistics, color psychology (in text) and imagery should be used liberally.

**How to appeal to the traveler:**

This goes hand-in-hand with the style that is used. However there are a few things to cover that style cannot address. For example, the guide must take into consideration who the target audience is. People who may have had conflicts between their government and the place they intend to visit should not be shown disturbing statistics, or be given knowledge that would otherwise make them feel uncomfortable and threatened.

Furthermore, the writer of the travel guide needs to have accurate, reliable information. The guide must have interesting statistics and information, things that will catch the reader’s attention.

The guide must also appeal to all types of readers. Some people are interested in the local customs of an area, that’s why there should be a good amount of information to cover that base. They could expand on that by saying what people do during certain days or months, how they celebrate, and if it would be appropriate for a foreigner to also join in with the festivities. The same should be done by having a significant amount of historical, geographic and social interaction.

Some people often travel to challenge themselves or sate their intellectual curiosity. Pointing out high mountains, cliffs, beaches and other areas may draw the attention of sports fans that want to test themselves and push themselves to the limit, or perhaps simply add to their list of accomplishments. When speaking of history interesting statistics should be chosen. Though it may not always work, places of significance should be mentioned. Despite being a very dark and terrible chapter in human history; a guide that briefly explains the concentration camps in Germany and how they can still be toured today might draw the attention history enthusiasts. Some people are very interested in language, either the learning of it or simply understanding certain phrases. Including a small table that explains common phrases, words or expressions will not only appeal to the interests of the more linguistic types, but also grant them the confidence they need to travel boldly, reducing the fear of entering a market or any public area and being stumped on the spot.

**Bringing Travel Guides back, final words:**

To this date, travel guides have lost their popularity due to the rise of the internet and mobile devices. Even books have lost their appeal to this day. However, that does not mean that travel guides are out of the picture. Most tend to have the same format and they are still generally useful. However some travel guides need to focus more on places that people haven’t visited before, this can help bring them back into the game and give them back the position of being reliable sources of information. By writing more appealing guides, people will once again turn to them for their traveling needs.