

Techniques And Elements Used In Travel Literature; With Reference To The Travelogues By The Indian Authors

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Abstract

One of the contemporary pieces of literature that attract readers from around the world is travelogues and travel memoirs. Very few travelogues have the capacity to reach the true essence of a city. The era of travel journals, trip reports, travel articles, and travel memoirs has come. A person learns about the cultures, languages, and customs of other people by traveling. Everyone loves to travel and most love to explain how they enjoyed the adventures that happened on their journeys. Travel accounts that reveal the experiences of Indian voyagers and their journey in different places including exotic lands, meeting different cultural and social backgrounds, and offer images. Travel writing generally gives detailed information about the attraction of a particular place; induces readers to get tempted about the place and makes them spend their vacation in that place. They depict the cultural diversities of a region in terms of language, food, politics, and life of people. It is essential for a travel writer to cross cultural boundaries and allow one to a new place and new culture altogether. Travel writing is unique and can be written in a variety of formats depending on the information which are going to convey to the readers and the audience. Before writing a travelogue or a travel memoir, the author should know the types of travelogues: Promotional literature, Informational articles for travelers. The article aimed at business travelers, Articles for Arm Chair Travelers. This study describes the techniques used in the travelogue to connect with the authors. This study also explains some effective elements that keep the travel literature engaging to the readers.

Keywords: Cultural difference, narrative, techniques, travel, travel literature.

INTRODUCTION

The movement of a person or a group of people from one place to another which is mixed with the essence of time is known as travel. Human beings love to wander, and their love for wandering made them travel from one place to another place, traveling made humans explore various cultures and customs in the world. It is proved that all travel is educational because people whenever travel they learn. Whenever they learn, they interpret whatever they learned for others. Travel literature narrates the real adventure of a person, experienced in a place. Many readers cannot participate in voyages due to the lack of opportunities, bad health conditions, and so on. The techniques and narrations used in the travel literature allow readers to travel and experience the places which are described by the authors in the travelogues and memoirs. The richest literature that exists today is New Travel Writing which is actually a fusion of biography, memoir, and fiction. This new genre has got advanced into highly literary than less literal. Advancement of technology made literature get advanced in many websites. Travel plays one of the main basic genres and themes in literature. The prose narratives have many discussions related to the works of the authors. Some narratives regard as a genre in their own right. Genres like ethnographies, maritime narratives, memoirs, road and aviation literature, travel journalism, and war reporting are also considered as a genre in Travel Literature. Having adventures in creepy forests and in seven oceans inspired many authors including Daniel Defoe and Shakespeare about travel, as we can see in their works. Later travel writing started to exist in various forms like diaries, podcasts, travelogues, etc. Is travel writing creative writing? What attracts the readers to read travelogues and memoirs? One of the genres that are highly inspired by readers is travel literature. Travel writing or travelogue deals with nature writing, adventure writing, etc. A travelogue can exist in the form of a book, diary, podcast, article, or essay. Another type of travel writing genre is a travel memoir. It does not describe a place like a guidebook, trip diary, or marketing piece for the Sunday paper, but it is considered as a piece of work with the collection and reflection of journeys of a traveler, or a series of journeys, transformed the writer, but both cannot use as a guidebook. A travelogue or a travel memoir is a loyal account of an individual's traveling experience, usually told in the first-person narrative and in the past tense. Travel memoirs and travelogues have the ability to provoke strong emotions and imaginations in the mind of readers; hence travel writing is creative writing. Writing travel literature was first introduced in the 2nd century CE by Pausanias, a Greek Philosopher. Being a traveler and geographer, he lived in the

period of the Roman emperor, Marcus Aurelius. The description of Greece was set as an early example of travel literature. Later travel literature gained popularity in the Song Dynasty of Medieval China. Authors like Xu Xiake and Xuan Zang were considered as famous because of the topographical information in their works.

LITERATURE REVIEW

During the period of 1950s and 1960s, travelogues were introduced and started to gain popularity. Authors who love traveling flourished their works with travel as a major theme. Travel articles during the period between 1905 and 1914 constitute a search for legality in travel experiences. Travelers called the concept of legality into question as a result of advances in technology; the camera, the cinema, the automobile, and the airplane all had profound impacts on travel experiences. According to Christina Bertrand Firebaugh (2015) "Aside from travel for the purpose of trade, travelers have found various reasons for traveling... including exploration, discovery, advancing the progress of humankind, or fulfilling a simple curiosity about other places and peoples in the world." Fictional travel stories started to flourish. Many authors mixed non-fictional journeys in fictional works. Famous works like Julio Cortazar's *Hopscotch*, V.S. Naipaul's *A House for Mr. Biswas*, Aurelia Zen's *Arcadia*, and many stands for example. Jonathan Raban says, "As a literary form, travel writing is a notoriously raffish open house where different genres are likely to end up in the same bed." Travel literature has lots of upgrades by introducing brochures, blogs, magazines, and so on. In short, travel literature sometimes helps and advises people intending to visit a place. According to Aparna Venu (2018) "Travel writing is one of the interesting mediums to translate culture, as the writer travels, makes observations and translates the observations based on real experiences verbally through the travelogue." According to Susan Bassinet, translation acts as a transaction between texts and cultures. Moreover, it taught us that this is primary duty of the translator is to create a text in the target language that readers should appreciate and at the same time demonstrates respect for the source. Travel writing is one of the up-growing pieces of literature in literary studies in recent times. A travel critic Mary Baine Campbell (1954) put forward a statement, "Most interesting here are works of literary criticism that find themselves directly facing issues of power, knowledge, and identity as a consequence of the very nature of the formal matters raised. Formal issues that have been fully explored in relation to travel writing in recent decades include the nature and function of the stereotypes, lexical matters such as the hidden etymologies, ... the subjective presence of the author(s) in texts of knowledge, truth value in narrative writing, the independent or hard-wired shape of narrative itself, the rhetorical nature of 'fact', 'identification' in reading (with its consequences in social and political life), the representation of time, inter-cultural 'translation' and the function of metaphor and other figures." (p.263). Due to the advancement of technology like the camera, and the cinema, the travelers called the concept of authenticity into question. Travel writing occupied a contested space between literature, journalism, and ethnography for a very long period. In *Routes: Travel and Translation in the Late Twentieth Century* (1997), anthropologist James Clifford articulates a key rift in travel discourse between literature and anthropology, "The travel writer's transient and literary approach, sharply rejected in the disciplining of fieldwork, has continued to tempt and contaminate the scientific practices of cultural description" (65). Though Clifford and other travel critics acknowledge the similar differences in anthropology and travel writing, they fundamentally aims at the approaches to understanding different cultures, even as the two fields complement each other.

Travelogues and travel memoirs bring vivid imaginations about the place through the given descriptions. According to Georgia & Sarah Patricia Hill, "Viewing strategies of spectatorship and control intensified in the nineteenth century when modern visual technologies and entertainments preserved the logic of the gaze and the assemblage of spectator and object. The politics of the visual especially that associated with imperialism led to constructions of differences and to an ever-stronger impulse to either appropriate the object of perception or to keep it at a distance. Supported by the development of technology, Western and Eurocentric perceptions of foreign cultures could be expressed through a variety of means, from cartographic mapping to ethnographic displays. In particular, after lithography, the new technique of the daguerreotype began to challenge painting in the 1830s." Travel writing is creative writing. Authors show their artistic talents by describing the place in a complete manner which allows readers to visualize it in their minds. It is also known as descriptive writing, which gives a clear and concise description of everything, including places, people, etc. The primary goal of descriptive writing is to provide clear pictures in the reader's mind.

"...He talks then. Asks me my whereabouts. I ask him his. He said he is cycling from Vasai (near Mumbai) to Ajmer and then on to Mecca. 'Mecca? But that's in Saudi Arabia!' I exclaim as if he didn't know that. I realize I am mirroring the amazed reactions my own journey had elicited only two days ago from my sister in Dahanu, when I told her how far Ladakh was..." [One Life to Ride. 88].

In travel writing, highlighting the various attractions places is of paramount importance. Including available attractions of that place lures a maximum number of readers. The first thing that attracts a person to a particular place is scenic beauty and its appeal. It allows readers to get tempted to visit the places.

"...After the backwaters, we headed for the Munnar plantations. This hill station is situated at the confluence of three mountain rivers: Muthirapuzha, Nallathanni and Kundala... It has several tea plantations, winding roads, and boasts of exotic species of flora and fauna. I have been to Mussoorie and Nainital, and a few other hill stations in the north, but they would have to struggle hard to compete with the beauty of Munnar... Another must-visit are the elephant camps abounding near the place. Just before entering Munnar, I went to one where I met an elephant, face-to-face, for the first time..." [India On My Platter. 164].

Giving descriptions about the cultural background of the place makes travelogues and memoirs make the readers distinctive

ideas and expectations of that place. This technique helps to describe various things under the cultural background including cuisine, costumes, dances, accessories, and so on.

“...Mrs.Gosai took time to tell me about a little grey seed, called jhangora which they use to make kheer. Apparently, this seed has the power to dispel the supernatural...” [India On My Platter. 236].

It is well known that India is famous for the spices trade for many centuries. Each and every spice is believed to have a unique medicinal value to maintain health as well as a myth to safeguard us from evil eyes (superstitious). In ancient times, spices in India lured traders from the countries of East and West.

FORMAT OF THE TRAVEL WRITING

Travel accounts and memoirs continue to remind us how in travel writing the traveler- observer is always present in the narrative voice. The narrative embodies a motivated perception, as aesthetic, moral, or political judgments are always expressed in the observation of places, buildings, peoples, animals, objects, and landscapes. Providing helpful and exciting information lures readers about the place. Thanks to the fusion between written culture and picturesque aesthetics, the production, as well as the distribution, of “voyages picturesque” increased dramatically, further aided by new markets and new printing techniques. Most of these works were intended for pleasurable consumption in the home rather than as practical help on the tour. Discussing the cuisine, culture, and local lifestyle of a place captures readers’ interest. Sudha Mahalingam describes the historical background and a news report of Oktoberfest in her travel memoir.

“...it was filled with men and women in traditional costumes that might have been wore 200 years ago when the first year of the festival was celebrated to commemorate the union of Crown Prince Ludwig to Princess Therese... According to news report, the visitor lost or left behind ‘one hearing aid, a leather whip, a live rabbit, a tuba, a ship in a bottle, 1450 items of clothing, 770 identity cards, 420 wallets, 366 keys, 330 bags and 320 pairs of glasses, 90 cameras and 90 items of jewellery and watches. A total of 37 children were also lost’...” [The Travel Gods Must Be Crazy. 19].

On the larger scales, food is said to be an important part of the culture. Traditional cuisine is passed down from one generation to the succeeding generations. People from different cultural backgrounds eat different foods. The ingredients, methods, preparations, and food eaten at different meals vary among cultures. Author Saransh Goila’s description of Ladakhi cuisine was given as an example below.

“... A lot of food that people eat also depends on the climate, soil and water of the region. Ladakhi cuisine as we tasted, is not high on spices; it relies more on the fresh herbs and produce available to them. A few traditional Ladakhi dishes like thukpa, gud-gud chai (butter tea) and thenthuk (soup made with handmade noodles) are found easily in city and people are willing to share their thukpa stories and family recipes if you ask...” [India On My Platter. 61].

Providing information about seasonal changes, the cost of activities, and transportation help readers and brings interest in them.

Personal feeling of an author:

Indulging fictions about a place or describing about the place not visited, but hearing from other people and gathering information from the Internet makes travelogues and travel memoirs boring for the readers. Adding the author’s own personal and real experience, whether it’s pleasant or rough, increases readers’ curiosity to learn. An experience of Sudha Mahalingam in South Germany an Oktoberfest event was described below as an example.

“...If you want a seat, you will have to push, shove and crash into groups of total strangers who are equally determined to not let you in. It takes much ingenuity, oodles of charm and powerful ‘elbow’ work to wrest a spot. Once you have accomplished this, half the battle is won. And then begins the part two of your ordeal catching the eyes of the barmaids. You may stand on the benches, bellow, scream, hail, wave and look like a buffoon, but no one minds... After several tries, one finally manages to have a barmaid’s wavering attention for a split second in which you thrust two crisp €10 notes into her apron pocket. She disappears into the mass of humanity... Finally, the barmaid heaves into view, her slender wrists balancing six massive glasses in each hand...” [The Travel Gods Must Be Crazy. 17].

Captions are considered as important elements to attract the reader’s attention to read the lead paragraph. These captions were taken from guidebooks or poems, or famous narratives written by famous authors. For example, In 1823, the German publisher Rudolph Ackermann introduced a new kind of illustrated book. This was the “annual”: a Christmas and New Year anthology of prose and poetry embellished with scenes and views. Published in the late autumn, and mainly intended as a gift for women, it remained popular until the end of the 1850s. Although writers and artists regularly mocked the annuals as trivial and insignificant, many of them contributed to their production. Experiencing fraudulent activities and being tricked by more crooks are common experiences when you are set to travel alone. This technique helps readers to get aware of this activity. A hilarious experience of Ajit Harisinghani was described below as an example.

“...These two ash-covered men work their craft along these same lines. I decided to indulge them for a while longer and continue to act stupid, nodding my head as the older one talks about some of their numerous successes at healing the sick or enriching the poor. I pretend to look impressed and I am sure they think they have me in their net... A thousand rupees would do the trick with their devi mata, says the older one... The older one understands that I’ve been playing my own game with them...” [One Life To Ride. 93- 94].

NARRATIVE STYLE AND LANGUAGE IN TRAVEL LITERATURE:

Travelogue is about a person’s real experience, thoughts, and feelings in new or exotic places. Third-person work may work sometimes, but readers really want to know the author’s experiences. The first-person narrative technique allows the author

directly to speak with the readers. Author Srinath Perur shared his experience in European countries and described his personal thoughts in his travel memoir.

“...In Switzerland, we note that the countryside looks fully as pretty as in a Yash Chopra film, and now we have a chance to appear in it as well... In Rome we don't enter the Colosseum or even approach the actual structure. The bus stops on the elevated road nearby from where the structure can be nearly framed in the background. Everyone quickly takes pictures of one another with the Colosseum as backdrop and we move on... at clock factory in Drubba, Germany, where a large cuckoo clock ejects two stiffly dancing wooden couples every half hour... it is more important to record that to see.” [If It's Monday It Must Be Madurai. 30-31].

The biggest advantage of a first-person narrative is providing a clear identity to the text. An author can deliver thoughts and the entire journey in his narrator's voice. It gives a clear identity to the text and submerges readers. An author can also hide expositions within a stream of consciousness and turn them into musings and thoughts. The First-person narrative technique can be immersive in nature. Neuroscience revealed that readers' primary motor cortices were more strongly activated when reading action verbs in the first person when compared to the third person.

“...The human brain is really radio... we are really radios that can tune in and out of the zillions of thoughts-transmitting radio stations...” [One Life To Ride. 52].

The best language to use when writing about travel is simple, straightforward, and understandable. Simple and lucidity of language attract readers and help them to understand well. Travelogue and travel memoirs is a truthful account of an individual and it was usually told in past. Clearly written messages show respect and consideration for the readers. Travel writing is not academic writing to follow formats or procedures. Travelogues and travel memoirs usually describe the places by the people, it comes under the descriptive form, and therefore travel writing is creative writing. Even the thoughts and ideas of describing a place can be complex, but words can act as tools here, the complexity can be described by using simple words. Saransh Goila and his team landed in a village in Rann of Kutch, Gujarat. He describes the geographical features of the place was given as an example.

“... I knew Gujarat had something new in store for me. It is believed that if you haven't seen the Rann, you haven't seen anything... The Rann of Kutch is a seasonal salt marsh, located in the Thar Desert in the Kutch district of Gujarat, India, and the Sindh province of Pakistan. It is reputed to be the largest salt desert in the world. I got the opportunity to stay at the Rann Riders Resort, designed to resemble the villages in Gujarat...” [India On My Platter. 109].

Explaining the historical background, and culture, with a reader-friendly manner entertains readers and helps readers to understand the place. In the book, 'An African Journey' (Oru African Yatra) written by Zacharia truly points to the colonial influence in a sarcastic manner which was instrumental in adding the tag 'the dark continent' to Africa and viewing its inhabitants in a most mocking manner. According to Pratt (1922), “the important historical transitions alter the way people write, because they alter people's experiences and the way people imagine, feel and think about the World they live in. The shifts in writing, then, will tell you something about the nature of the changes. Such shifts in writing, if they are historically profound, affect more than one genre. Describing any information about a place using plain and clear language in an entertaining way helps the readers to read and understand. Author Srinath Perur described the historical background of Jaisalmer Fort in Rajasthan.

“... Jaisalmer Fort stands atop the Trikuta hill, the sandstone apparently having accreted from and risen above the flat desert sands. It was built in the twelfth century by the Bhati Rajput ruler Maharawal Jaisal, after whom the fort and the surrounding city take their name. The new fort was to be a more secure capital, and was severely tested over the next couple of centuries. Alauddin Khilji's long siege of the fort in the late thirteenth century culminated in its population being almost wiped out: the women threw themselves onto pyres and the men fought to the death... The story repeated itself a century later, followed by a string of attacks of smaller magnitude. Jaisalmer Fort has known much pain---but also prosperity...” [If It's Monday It Must Be Madurai. 48-49].

Many places have a surreal and cruel history. Narrating information about history and culture in simple and lucid language makes readers understand easily.

The method used in this review article uses a systematic review to identify studies related to the mechanism and efficacy of diphenhydramine as a chemotherapy premedication. We identified various research articles through the MeSH PubMed database, ScienceDirect with the keywords “Diphenhydramine”, “Prevention”, “Premedication”, “Hypersensitivity Reaction” “Toxicity” and “Chemotherapy” as relevant references. We grouped studies related to inclusion related to relevant articles and excluded duplicate articles, review articles, duplicated data and articles that were not relevant to the use of diphenhydramine, chemotherapeutic agents, or their effect on the condition of HSRs, IR or toxic effects caused by chemotherapeutic agents. We included 15 relevant articles and analyzed the mechanism and efficacy of diphenhydramine on chemotherapy which was used as the main source of writing in this review article.

NARRATION:

Even though travel writing is creative writing, it is not a novel or a poem. Travel writing is a considered mixture of practical knowledge of the author. Describing feeling, thoughts, and experiences of tourist place to the readers through travelogue and travel memoir make the readers learn as well as increase their curiosity to visit the place. Vision and writing meet in acts that are never passive or simply two-dimensional. They are meditating and embodied actions through which travelers have made and remade the world around them throughout history. Adding important information makes the readers know their needs to have a successful visit like the authors. Gozzano expresses his desire to experience the culture he visually looking at, though

he was aware of the influences that were exercised in the previous representations and cultural prejudices in his travelogue *Verso La Cuna Del Modno. Letteredall' India* (1912 – 1913). Yet any traveler's wish to see with the "naked eye" is destined to remain unfulfilled. Narrating about a place in a way that readers love should be entertaining. Exaggeration of thoughts and feelings never feels real. Author Ajit Harisinghani explained the two routes that lead to Manali given as an example below.

"...There are two routes to Manali. One goes via Shimla and Narkhanda, over the Jalori Pass which the Internet grapevine says in steep and could prove difficult. I take the easier option and settle on the route that goes via Chandigarh and Kiratpur. The next morning, just as it is time to leave, the skies become unexpectedly suffused with dark clouds and soon open up with a welcome shower of heavy rain..."[One Life To Ride. 99-100].

From origin stories to folktales to supernatural mythology, the well-told narration made the stories and true facts passed down from generation to generation. Keeping the narrative chronological, interspersing practical advice throughout, and summarizing actionable advice and important information allows the readers to stay in a good way on track while reading. According to Fr. Jose George and Thomas Joseph Thomas (2018) "Writing a travelogue or travel memoir is a careful narration of selected unities with a greater sense of genuine and observing power. Nowadays the genre of travelogue writing has assumed unique technical craft."

EFFECTIVE ELEMENTS USED IN TRAVEL LITERATURE:

They are many creative ideas that can easily attract readers while reading travelogues and travel memoirs. Authors find this way can boost interest in the readers' minds. A good travel article or any other work should be able to be readable and lively and also maintain the readers' interest from the beginning till the end. 89.7% of people considered travel writing or travel literature as one of the most useful works of literature. Readers use travelogues and travel articles often as a guide as it was handy and easy to portable. Writing travel literature helps the authors somehow a way of preventing a present for themselves and shares the past incidents for the upcoming generation. Travel writing helps to prevent and preserve the natural landscape of a place in the modernization era. Some effective ways like a) pictorial representation, b) vivid representation of culture, and c) photographs in the travelogues and memoirs or in the articles are used by the authors to capture the readers' interest.

a. Pictorial representation: In travel literature and its related works, visual images prove the author's experience was real. Pictures or Illustrations of a particular place can attract readers. Visual representation is by photography or by painting that stands equal to something that portraying. Pictures have the ability to conjure up the appearance of something that was absent. For centuries, various handiworks and wall scriptures like sketches, watercolors, engravings, lithographs, and the bloom of technical growth of technology like photography, film, and now digital media have framed and recorded every aspect of our movements and experience of dislocation. They have played a key role in supporting authors' works as well as when they were travelers. The act of including pictures in a wide variety of travel narratives came increasingly to be the norm. A graphic travelogue is a great example. Graphic travelogues impress the readers and make them entertain themselves by reading about the places with paintings and pictures. Ted Rall's *To Afghanistan and Back* had describe the American war in Afghanistan with photos and comic illustrations. In travel writing, illustrations, in particular, play a central role to show the perception of places and people. Views and gazes express a narrative space that allows authors as well as readers to scan and scrutinize, inspect, and allow them to separate the various cultures they explore in categories. According to Bernard McGrane (1989) "To travel is to see – travel is essentially a way of seeing, a mode of seeing: it is grounded in the eye, in our visual capacity." Vision is considered a cultural operation; it is shaped by places, objects, bodies, desires, images, and

words. According to Pierre Bourdieu (2000) "The relation to the world is a relation of presence in the world, of being in the world, in the world, in the sense of belonging to the world." In the early fifteenth century, various artists are impressed by the exotic appearance of the places in order to meet patrons' demands for the marvelous and encourage attitudes towards exotic areas, such as the East. Travel literature becomes a genre of social media in the twenty-first century. Sharing the paintings, watercolor sketches, and illustrations of the place visited were shared on various SNS networks like Pinterest, and Facebook. People convey their adventures by sharing on Social Networking Sites.

b. Vivid representation of culture: Travel literature is considered a valuable source for the study of knowledge acquisition and geographic thought. Travelogues have the ability to describe the culture of the places to the readers. Travel account reveals the experiences of authors, exploring various cultures and social backgrounds. Giving vivid representations that were enriched with cultures, and geographical descriptions and providing additional information attracts the readers. A culture is defined as a way of life of a group of people which includes the behaviors, beliefs, values, and symbols that are accepted by the succeeding generations without any objections, and it is imitated and followed by one generation to the next generation. Travel writing plays an interesting medium to translate culture. Whenever the authors travel they make observations. The authors translate his observation with his real experiences verbally through travelogues. The importance of travel writing as a genre is asserted by the critic Roy Bridge (2000) as follows: "Travel writing...has a complex relationship with the situations in which it arose. It is taken to mean a discourse designed to describe and interpret for its readers a geographical area together with its natural attributes and its human society and culture. Travel writing may embrace approaches ranging from an exposition of the results of scientific exploration claiming to be objective and value-free to the frankly subjective description of the impact of an area and its people on the writer's sensibilities." (p.53). According to Arpana Venu (2018) "Travelogues serve as a bridge between two cultural identities and hence it would be interesting and thought-provoking to take up a travelogue and interrogate the various problems in translating cultural nuances of the traveled city." Clear and vivid representations of culture in the

travelogue help the readers to know about the cultural background. The works by the Indian Authors mostly describe their travel experiences in India and in exotic lands including Cairo, Switzerland, Yazd, and so on. Indian culture was heavily influenced by the Dharmic religion. Donald F. Lach (1968) says that India is the origin of free-form diseases and endowed with magical powers in the popular imagination, superstitious. He says as a land of dark-skinned natives and a synonym for wealth. He identified India as the house of spices and wealth or a synonym for poverty and darkness. Ajit Harisinghani describes the history of the Hemis festival in his travelogue,

“...today is June 28, the last day of the Hemis festival – my first and last chance to witness what promises to be an unusual sight... From Karu the road climbs up for ten kilometers snaking over smaller hills and lo.. –aaagaya Hemis... Established in 1672 AD, Hemis monastery is famous for its colourful annual festival which is held on the tenth day of the fifth lunar month (june/July) to celebrate the birth of their founder Padmasambhava. Festival is considered especially auspicious...” [One Life To Ride. 150-151].

He also describes the Hemis festival celebration he visited during his journey,

“... I walk into the large open courtyard of the three storey high Hemis gompa where over a thousand people have collected. Colour – rust and red and yellow and green. Tall poles with flags spear the blue sky. The precious thangka is hanging on the monastery wall and there is a crowd of people staring up at it and talking photographs... Presently, a group of ten masked lamas enter the arena. They represent the various Tibetan gods of the Dugpa order. Two of them are carrying large drums... while the others take position around the central pole... High pitched yell suddenly rent the air as the dance begins. They are enacting one of the numerous stories from the ancient Buddhist texts, sacred plays called chhams... These dance represent the triumph of good over evil and end with the ritual sacrifice of a human figure made out of dough, accompanied by even louder shrieks...” [One Life To Ride. 152-153].

It is essential for travel writers to get free from the boundaries of their own culture to explore and experience a new culture. The writer as well as the reader decided to visit a new place they should get free from prejudice. Promoting powerful feelings and strong, clear images in the readers' mind while adding the description of culture followed in a new place makes the travelogues and travel memoirs a creative output by the writers.

c. Photographs: Making travel writing more impressive can be achieved by the use of pictures and photographs. Photographs can be both black and white or color with high resolution and intensity which should be well cropped. Sketches and illustrations are considered good and vivid sources. One should use either pictures or illustrations but never both and it should be relevant and to the context. Adding photographs not only attracts the readers but also it reduces the distance between subjects and objects. In the eighteenth century, travelers realized the importance of images which help readers to contemplate, comprehend and conquer the natural world. In the late eighteenth, century travel books with illustrations of exotic flora and fauna, archeological sites, and historic places responded to the increasing demand (Sherman 2002). According to Georgia Alu and Sarah Patricia Hill (2018) “The proliferation of memoirs, journals, and diaries with titles such as ‘Impressions’, ‘Pictures’, ‘Visions’ and ‘Glimpses’ and ‘Sketches’ suggests a visual perception and a pictorial approach to other countries and cultures, although these writings were not necessarily accompanied by physical illustrations.” In the early years of the medium, photographers traveled to foreign and exotic lands and trade their pictures and photographs. This leads to the growth of tourism and resulted in the establishment of local photographic studios. The invention of photography has had a great influence on travel as well as on travel literature. As Peter Osborne stated that in the nineteenth century, at the time of European expansion, cameras and traveling became one of the processes of modernity. According to Peter Osborne (2002), in the nineteenth century, photography was strongly determined by its parts, uniting the geographical, economical, ideological, and indeed, imaginary territory across which capitalism was being extended. Travel texts with photographs have become increasingly popular as technology evolved. The role of photography as a medium for experiencing the exotic was also evident throughout the second half of the nineteenth century in expeditionary photographs. Photographs in travelogues and in travel memoirs lure female readers and motivate them to travel. Photographs with travel narratives worked as a strategy to prove women's interest. Including the photographs and images in a wide variety of travel narratives increase the interest of the readers and it stands to prove that the author traveled to the places.

CONCLUSION:

Though travelogues and travel memoirs are not considered an example of personal guide, it shares the experience of the authors when they landed in the exotic land or their arduous journey. Promotional literature needs advertising as well as creative writing skill. If a writer turns himself or herself into an advisor, the advisor should describe the place in comprehensive and honestly through his skills. This can consider an Informational article for the tourist. If readers attract to the writing and wish to visit exotic lands, this type of article

helps them to avoid discomforts and dislocations. People learn many unknown facts, the history of a place and cultural activities by a different group of people and so on. Individuals travel across their own societies in order to satisfy their curiosity. Readers read travelogues as they can't go on long travels due to the lack of opportunities, poor health, handicapped, or lack of determination. One of the indispensable literary genres is no doubt travel writing. Even though travelogues and travel memoirs are in travel literature, they won't play as a guidebook for travelers but, it entertains the readers.

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