

**Exploring from a person's journey -
Travelogues and Travel memoirs from Indian Authors.**

**Submitted in partial fulfillment of the requirements for the award of Bachelor of
Arts degree in English Literature**

by

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DEPARTMENT OF ENGLISH

SCHOOL OF SCIENCE AND HUMANITIES



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of THILAGAVATHY J (38010020) who carried out the project entitled "**Exploring from a person's journey-Travelogues and Travel Memoirs from Indian Authors**" under my/our supervision from **January 2020 to April 2021**

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Submitted for the viva voce Examination held on 10.04.2021.

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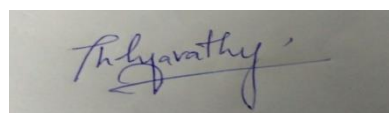
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DECLARATION

I am **Thilagavathy.J**, hereby declare that the project report entitled “**Exploring from a person’s journey-Travelogues and Travel Memoirs from Indian Authors**” done by me, under the guidance of **Dr.SOWMIYA L M M.A.,M.Phil., Ph.D** at **Sathyabama Institute of Science and Technology** is submitted in partial fulfillment of the requirement for the award of Bachelor of Arts degree in English Literature.



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ABSTRACT:

One of the contemporary piece of literature that attracts readers in 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 journal, trip reports, travel articles and travel memoirs has come. A person learns about cultures, languages and customs of other people by travelling. Everyone love to travel and most love to explain tell how they enjoyed their adventures in 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. The purpose of this study is to explain the techniques used in travelogues and travel memoirs that attracts the readers in the contemporary world. Explains how cultural translation operates in travel literature. This study compares two travelogues and two memoirs by Indian authors and explains the other effective ways used by the authors in the travelogue.

Key points: Cultural translation, Revolution of travel literature, Travel literature, travelogue.

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Chapter 1

1.1 An Overview:

Chapter one is an introductory part. This chapter explains the audacious journeys from the selected travelogues and memoirs by Indian authors and information of the authors are given. This chapter briefly explains the revolution of travel literature in various period of time in the history.

1.2 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, love for wandering made them to travel from one place to another place, travelling made humans to explore various culture 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 learnt 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 exist today is New Travel Writing which is actually a fusion of biography, memoir and fiction. This new genre has risen as the travel writers have become more literary and less literal. Travel plays one of the main basic genres and themes in the literature. The prose narratives have many discussions related to the works by the authors. Some narratives regards as a genre in the own rights. Genres like ethnographies, maritime narratives, memoirs, road and aviation literature, travel journalism and war reporting 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 exists in various forms like diary, podcast, travelogue, etc. Is travel writing is creative writing? What attracts the readers by reading travelogue and memoirs?

1.3 Travelogues and Travel Memoirs:

One of the genres that are highly inspired by the readers is travel literature. Travel writing or travelogue deals with nature writing, adventure writing, etc. A travelogue can exist in the form of book, diary, podcast, or an article, or an essay. A travel memoir is a travel writing genre all its own. It is not a guidebook, trip diary or marketing piece for the Sunday paper. Rather, it is a delicate mixture of recollection and reflection that reveals how a journey, or a series of journeys, transformed the writer, but both cannot use as a guide book. A travelogue or a travel memoir is a loyal account of individual's travelling experience, usually told in the first person narrative and in past tense. Travel memoirs and travelogues have ability to provoke strong emotions and imaginations in the mind of readers; hence travel writing is creative writing.

1.4 Revolution of Travel literature:

1.4.1 The First travel writing work:

Writing travel literature was first introduced in 2nd century CE, by a Greek Philosopher named Pausanias. Pausanias was a Greek traveler and geographer who lived in the time of Roman emperor Marcus Aurelius. Pausanias' Description of Greece was set as an early example for travel writing. In ancient times, the tourists and travelers in Greece have gotten into some pretty intense situations. An adventure-seeking traveler would bathe in the river Herkyna, then consume sacrificial meat, wander through a dark cave of Livadeia to seek out the oracle, and emerge "paralyzed with terror and unconscious both of himself and of his surroundings." And that's just a one-day itinerary. You can find Pausanias' descriptions from the series sprinkled in just about every travel guide to Greece.

1.4.2 Fourteenth century:

Travel literature gain popularity and started to increase in Song Dynasty of Medieval China. Around the 1300's, this genre was commonly known as 'travel record literature' which has a blend of narratives, proses and diaries. Authors like Xu Xiake and Xuan zang were famous for their topographical information in their works. Explore the magnificent collection of medieval manuscripts from libraries around the world, dating from the 13th to the 16th centuries, The sources explains much about

the attitudes and preconceptions of people across Europe in the medieval period, shedding light on issues of race, economics, trade, militarism, politics, literature and science. The monstrous figures and strange tales of medieval travel literature are bound to capture the attention of students, and should definitely be given at least a cursory glance. Studying medieval travel literature is not only entertaining for students, however; it is a great way of introducing students to the geographic limits of the “medieval world”. Francesco Petrararch was the first person shares his pleasures of travel in his work ‘Ascent of Mount Ventoux’ in 1336.

1.4.3 Twentieth century:

During the period of 1950s and 1960s, travelogues were introduced and started to gain popularity. Authors love travelling flourished their works with travel as major themes. 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 were started to flourish. Many authors mixed the non-fictional journeys in the 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.

1.4.4 Genre of social media:

Travel literature become genre of social media in the 21st century in the form of blogs. Bloggers and travelers convey information about their adventure in blogs and SNS including Facebook, Instagram, Twitter, and Pinterest and so on. Without Internet it’s impossible for world to be a global village. Research shows that social media can significantly impact travel plans. In fact, 52% of Facebook report that friends’ photos have inspired travel plans. Additionally, 55% of people like social media pages related to trips they are planning. Uploading information about a place in Internet through blogs and Social Networking System reach all over the world. Research shows that travelers remain plugged into social media while on vacation. An estimated 72% of people post photos on social networks while traveling. In addition to updating personal ac-

counts, travelers also use social media to connect with brands during vacation. Social media is a great way for travelers to ask questions and voice their concerns and opinions.

1.5 Travelogues and travel memoirs by Indian Travelers:

Travels are considered as the most supreme as an essential part of human existence. It is not a monolithic process as one may perceive in the realm of generating knowledge. Diversities, complexities and inequalities quite often form a spontaneous portion of travel. India is known for its multicultural and multilingual society. It has hundreds of ethnic groups practiced their traditions generation to generation. Multicultural diversity in India leads to increase in stereotypes. In Bishwanath Ghosh's *Tamarind city Where Modern India Began*, the author brings up the stereotypes of the North Indian passenger in the train, A South Indian is a Madrasi. I am a Gujju. Anyone living in Delhi is a 'Punjabi'. And worst of all, the people of North-east are 'chinkas'. Each of us hates being stereotyped. Bishwanath Ghosh's travelogue, break all those stereotypes. Travelogues like *India: A Million Mutinies Now* by V.S. Naipul, *Following Fish: Travels Around the Indian Coast* by Samanth Subramanian, *Backpacking North East India: A Curious Journey* by Abhijeet Deshpande, *The Shooting star: A girl, Her backpack and The World* by Shivya Nath are some of the contemporary works by the Indian authors.

Two travelogues and two memoirs were selected for the research which is listed: Srinath Perur's *If it's Monday it must be Madurai*; Saransh Goila's *India on my Platter*; Ajit Harisinghani's *One life to Ride*; Sudha Mahalingam's *The Travel Gods must be crazy*.

1.6 If it's Monday it must be Madurai:

1.6.1 Author's Description:

Srinath Perur lives in Bangalore, India. He writes various content regarding cities, culture, science and travel for various publication. His book 'If it's Monday it must be Madurai' is about travelling in groups. His essays, travelogues, translations have appeared in various publications including India Today, The Outlook Traveler, Granta etc. Ghachar Ghochar is another notable translated work by Srinath Perur.

1.6.2 Summary:

- Srinath Perur joined ten conducted group tours where he meets people from all over the world different. His first group tour lands in Tamil Nadu. People from various states in India accompanied with him. He, his partner JyothyKarat and the group accompanied with him moved to South from Chennai to the coast of Kanyakumari. Returning to Chennai via Madurai and Trichy. On the first evening of the tour they have boat rides in mangroves of Pitchavaram, located in the coast of Puducherry. In sixth day the landed in Kodaikanal. The only day the group didn't visit any temples. Shopping centers, restaurants attracted tour groups. Srinath and his partner struggled to find Internet place, but the ways went steeper. In the final day, the whole group returned to Chennai via Trichy.
- His second trip started in Europe. 44 people in his group, from various states in India, including Bangalore, Chennai, Mumbai, Nagpur and Trivandrum. He explained that tour itinerary was tight, the group moved from London to Milan through Holland, Belgium, France, Switzerland, Germany and Austria in fifteen days. In the very first day the group members find the rules in Europe were strict as the author felt 'mercy' and 'free' are the words can't find in Europe. He noted the expensiveness in currency: 50 pence equals forty rupees. The author highlighted the distinctive aspects of Europe: the art, the architecture and culture. Boat rides in Amsterdam and Paris, Bus tours in London and Rome make their journey light hard. The author pointed the iconic monuments: The Eiffel tower, The Leaning Tower of Pisa and Colosseum. The find hard to hear 'free' from the tourist guide. Their last day of the trip ends in playing antakshiri and singing 'Saare Jahaan Se Achha'.
- With new tour group members the author landed in Jaisalmer, Rajasthan. Visited Jaisalmer Fort stands atop the Trikuta Hill. Agents dealing with camel safari were packed in and around the Fort. Jaisalmer's grievous past is still known in Indian history. During the long siege of Alauddin Khilji in the late nineteenth century, the huge population of Jaisalmer was wiped out: the women, including princess Padmavati threw themselves into the pyres and the men were killed in the battle. Changes of generation become a topic for Rajasthani women. The author learned more

about the culture and tradition of the people living in Jaisalmer. The author spends the last stay of Jaisalmer in overnight safari. People around the camp fire and seeing the sand dunes.

- The author encounters his fourth group tour in Kerala. Twenty people from all over the world including Paris, Mexico, US and Europe. Their trip started in front of Fort Kochi. Kerala and its environment welcoming foreign cultures from long time ago. The group visits ancient port of Muziris, famously known as Muchiripattanam in olden days, described in Tamil Sangam Texts. Muziris appeared in the encyclopaedia of Pliny the Elder. Kerala best known for hill stations. Foreigners get attracted to the spices grown including Cinnamon. The green lush fields, the waterways, the freshwater lakes including Vembanad Lake and lagoons. The author found some melodramas from the group mates. Their trip was ended after boat house cruise.
- The fifth group tour was in Tashkent, capital city of Uzbekistan and the sixth group tour was in Mumbai. The seventh group tour was in Assam and Meghalaya, from the seven sisters of India sandwiched between two countries: Bangladesh and Nepal. The eighth tour in Rajasthan, the ninth tour in Madhya Pradesh and the tenth group tour on Maharashtra.

1.7 India on my Platter:

1.7.1 Author's Description:

Saransh Goila is an Indian chef, a TV show host, an author and food consultant. Saransh became a food enthusiast at the age of 12. He is famous for his online food and travel show. In 2014, he set a record in the Limca book of records for his longest road journey by chef, when he hosted India's biggest food travelogue shows.

1.7.2 Summary:

- Cuisine plays an efficient role in human race and culture. The very first desire of humans when they start to travel is to taste the food from other places. The author, Saransh Goila travels 20,000 km in Indian sub-continent, almost seen several dishes including

desserts from cities and villages from India in 100 days. Leaving capital state of India, Delhi, Saransh and with other eight members including two drivers moving ahead to Karnal, Haryana. In the day four, they landed in Punjab. The next day, they started the journey before morning 5 a.m. and reached gurudwara and Kangra.

- In the day six, they reached Dharmashala in Himachal Pradesh and landed in Norbulingka Institute, teach and preserve Tibetan artworks. Saransh and the crew introduced to Tibetan cuisine. Spending different towns: Manali, Rotang Pass, Keylong and village: Andretta in Himachal Pradesh for eight days, the crew leaves Himachal Pradesh and landed in Ladakh. Introducing the features of Ladakh geography and less spicy Ladakhi cuisine, the whole crew explored Ladakh for three days. In the day fifteen the crew reached Srinagar. Indulged in Kashmiri cuisine for the next four days in Jammu and Kashmir and landed in Gurdeshpur, Punjab.
- After visiting Wagah, the border state of Indo-Pakistan, Punjab, they started their food journey show in day twenty two. Spending five days in Punjab, in day twenty seven they left Chandigarh and moved ahead to Pink city, Jaipur, Rajasthan. After visiting the Palaces in Rajasthan: The Hawa Mahal, made out of pink sandstone in 1790's. Exploring Kachoris made with Jodhpuri spices. In day thirty they start to travel towards Udaipur, Rajasthan. City of Lakes in Udaipur is famous for chilli cutlets. They introduced to Mewari cuisine which focuses on fresh vegetables and mostly maize. In the day thirty two they left Thar Desert and landed Salt Marsh, Rann of Kutch, Gujarat.
- Landing in Dasada, Rann of Kutch in day thirty three. Introduced to Kutchi cuisine moved to next day. Waking early to experience the Dasada Wildlife in the early morning and moved to Mandvi known for silver sand beaches. The craft works made in Mandvi is famously known as bandhani, originated in Mandvi. Landing in Rajkot, they indulged in Kathiawadi cuisine rich with spiciness. Gujarati foods are famous for its sweetness. Spending days in Gujarat cities: Ahmedabad and Surat, the next day the entered in Nasik, Maharashtra. Nasik is a part of golden triangle connecting Mumbai and Pune. Nasik is also known as wine capital of India. Exploring Pune for two days they entered in India's richest state,

Goa. Coconut based curries and fresh sea foods, reflects the Konkan style. Exploring Goan cuisine with delightful views on sea shores, they entered in the Southern Indian state, Karnataka in day forty four.

- Entering in Udupi, Karnataka, known for its Krishna temple. Exploring Udupi cuisine which has close ties to temples. Udupi cuisine primarily contains grains, beans, vegetables and fruits. Headed to Coorg via Nadur. They landed in Madikeri, hill station in Coorg district. Inviting themselves in Koduva cuisine, mixed with vegetarian and non-vegetarian fare, making memorable days with taste of Coorgi Coffee Brownies, they entered in the land of Ayurveda, Kerala in day forty seven. Landing in Allappuzha, exploring Kerala in backwaters in eco boats made out of bamboo, coconut shell, husk and other natural materials, entering in enchanting hill station and visiting tea plantation in Munnar and exploring Kerala cuisine, the crew travelled to South-East direction and reached Puducherry, Tamil Nadu in the day fifty, famous shots of Life of Pi are from Puducherry.
- Spending days in Puducherry the crew moved to Bangalore and landed in the land of Nizams, Hyderabad. Hyderabad Biryani, Irani chai, Osmanian biscuits and exploring famous craft works kalamkari textiles. The paintings and cuisine made their days in Hyderabad and landed in Vishakhapatnam in the day sixty one. A stay in City of Temples, Bhubaneswar and headed to Nagpur, Maharastra.
- Landed on Gwalior, one of the popular cities in Madhya Pradesh ruled by several Indian dynasties: the Mughals, Marathas and Scindias, on the day sixty eight. The crew headed to Uttar Pradesh, with more excitement they landed in Agra the next day. Starting a day by visiting one of the world wonders in the modern era. They later travelled to Mathura. The birth place of Lord Krishna. They reached Dehradun in the day seventy three. Dehradun lies on the foothills of Himalayas, nestled between two mightiest rivers Yamuna and Ganga. Exploring the mountain cuisines, the two popular cuisines of Uttarakhand: Garhwali and Kumauni. Folklore of a place plays effective role. Little grey seed known as jhangora which is used to make kheer also has super-power to dispel the evil spirits.

- The crew landed in Lucknow in the seventy six, having historic achievements and traditions date back hundreds of years and citadel for Awadhi cuisine. Spending few days and exploring deeper the foods and desserts in Lucknow, the crew's next stop was the city of Hindu spiritualism, Varanasi. Landed in Varanasi on the day eighty, and visiting Patna on the day eighty three and refreshing with Bihari-Kolkata cuisine and landed in Kolkata, The capital city of West Bengal. They decided to visit the seven sisters of India sandwiched between Bhutan and Bangladesh. Later they landed in Gangtok, the capital city of Sikkim. The crew spent six days Assam, one from the six sisters. Their last exploring cuisine was Assamese. They returned to Delhi in the day ninety eight and achieved Limca book of Records in the hundredth day.

1.8 One life to Ride:

1.8.1 Author's description:

Ajit Harisinghani returned to India from U.S with a master's degree in speech pathology. 57 years old Ajit Harisinghani is Pune based speech therapist. His interest in motor-cycle journeys allows him to pursue one of his main interests: cross-country motorcycle. The Living Road: A motorcycle journey to Bhutan is also his notable work.

1.8.2 Summary:

Doctor as well as Speech therapist, Ajit Harisinghani led a motorcycle journey from Pune to Leh i.e., Higher Himalayas. This memoir describes his journey where he meets Sufi saints, and events which remind his past.

- Love with the motorbike and desires for long journey made the author to travel Goa, 1000km far away from Pune. Exploring silver beaches and Goan cuisines and the rough long drive made him land in another motorbike journey to Leh.
- Finding other four riders through SNS and planned to travel together to Leh and Srinagar from Manali Highway, and parted away in Jammu and Kashmir. After his journey to Goa made his

thoughts positive about solo travelling. His journey started in NH 4 [National Highway 4].

- Travelling to Manali highway via Dahanu, Ahmedabad, and Ajmer and reached New Delhi. A stay in gurudwara in Kiratpur, Punjab, meeting Sufi saints from Vasai, a city in Maharashtra to Mecca, Saudi in a bicycle. Wondering the people living in Incredible India.
- Celebrating Hemis festival with first and last chance with a fatigue condition. Finally reaching the destination, Jammu. Returning to home after a long time and a long journey with lot of changes in appearance and received warm welcome from family and friends.

1.9 The Travel Gods must be crazy:

1.9.1 Author's Description:

Dreaming about surviving risks in exotic land will be good, but if that dreams come true its nightmare. The author Sudha Mahalingam often landed up in situation which was not bed of roses. She landed in situations which were uproariously bizarre or downright dangerous in exotic lands.

1.9.2 Summary:

Former journalist Sudha Mahalingam travelled more than sixty five countries. In the age of sixty she had six passports. She started her journey when she was in the mid 40's. In the age of forty she becomes an energy analyst for the Institute for Defense Studies and Analysis. Some of the adventures are pointed below:

- ***Trekking in Kathmandu:*** Started the journey with trekking on Kathmandu, the capital city of Nepal. Sudha and with her friends and with three porters they started to climb the peak from ABC [Annapurna Base Camp]. Having a good two week trek with lots of fear and adventure. The steps move forward, the altitude increased. In day two they reached 1610 meters, in the day ten they climbed 1290 meters higher. They reached the final destination before dawn. The grey sky getting coloured, dazzle of molten gold rises slowly over the Peak of Annapurna. After encountering

the magnificent view they returned to the ground sound and safer in the day twenty.

- **Surreal situation:** Landed in Iran, author reached Yazd, the desert town in central Iran, 690 km far from Tehran, capital of Iran. Yazd is well known for many sites including Fire temples. Author's desire about finding the descendants of Darius and Xerxes and other people from Persia, made her to travel Yazd. After visiting the fire temples, they drive around the town and visited Tower of Silence. Getting inspired by the hoary legend of Jāmeḥ Mosque, she entered in minaret in that mosque. After hearing the culture of swayamvara of fourteenth and fifteenth century in Yazd, her interest made her to reach the minaret after lot of struggles. Spending till evening she found that she was locked inside the mosque. Banging the gates and shouting, made her realize pitch silence was the only thing she found. Run back to minaret to get help and found three people silhouette far. Women from Mumbai came to visit fire temple saved her. She proved dreams of having risks in exotic lands will be fun, but if that comes true, it's a nightmare.
- **Borneo:** Borneo better known as Kalimantan Bharat, ultimate rainforest and the last frontier in biodiversity on planet Earth. Borneo peat swamp forests are home to the world's most desirable aquarium fish, the Arowana. Escaping from tiny creatures from rainforest ain't an easy task. The author and her friends flew from Delhi to Jakarta and from Air Batavia to Pontianak, a small town located in Kalimantan Island. Two young Borneans steering the canoe in which the author and her friends travelling. Their adventure started slowly. At first they spy on the dangling snakes. A bird appeared from canopy with raucous cry. Bright red killer ants crawled on the limbs and under the clothes. Proboscis monkeys preach on higher branches. The level of humidity bangs and the Mosquitoes buzz made them annoying. Gibbons and macaques swing violently on branches. The rainforest filled with cicadas' screeches frogs croaked lustily. Leeches taken from hands. Adventures in urban rainforest ended successfully.

1.10 Implication of the study:

In the above chapter, we have seen about detailed description of travelogue and travel memoir, the revolution of the travel literature and summary of the selected travelogues and memoirs and additional information of the authors.

Chapter 2

2.1 An Overview:

Travel writing generally gives detailed information about the attraction of a particular place; induce readers to get tempted about the place and which make them spend their vacation in that place. This chapter explains the techniques that are used in the travelogues and travel memoirs. Theories of cultural translation were discussed and some effective ways used by the authors and require characteristics of a travel writer were also discussed.

2.2 Why Travelogue and Travel memoirs?

Travelogues and travel memoirs aims to be a true account of an individual's experience. Travelogues and travel memoirs act as medium of a person's personal account which are not explained in history books or manuscripts. Travel literature also describes the culture, history and geography of a place, which is explored by a person. Simple notes and observation on history, society, and culture and etc., are common features of travelogues and memoirs. Travelogues and Travel memoirs are nothing but an interesting communicative interaction of writer about the place and its people to the readers. Recording the past adventures from a place by the authors and revealing to the upcoming generations. Travelogues and travel memoirs are creative output. Travellers describe learned history and culture with their own thoughts, experiences and common stereotypes.

2.3 Techniques in travelogues and memoirs

Travel Writing is unique and can be written in a variety of formats depending on the information which are going to convey to readers and audience. Before writing a travelogue or a travel memoir, the author should know the types of travelogues: Promotional Literature, Informational articles for the travellers, Articles aimed for Business Travellers, Articles for Arm Chair Travellers. Readers who love to read travelogues and travel memoirs are easily attracted by the following six techniques: Format, Author's personal experience, Additional Information, First Person narrative, Simple Language and Narration.

2.3.1 Format:

Travelogues and travel memoirs bring vivid imaginations about the place by the given descriptions. According to Giorgia & 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 a creative writing. Authors show their artistic talents by describing the place in a complete manner which allows readers to visualize in mind. It is also known as descriptive writing, which gives a clear and concise description of everything, includes 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 her how far Ladakh was..."

In travel writing, highlighting the various attraction places is of paramount importance. Including available attractions of that place lure maximum number of readers. The first thing that attracts a person to a particular place is scenic beauty and its appeals. 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..."

Giving description about cultural background of the place makes travelogue and memoirs makes the readers to have a distinctive ideas and expectations from that place. This technique helps to describe various things under the culture background including cuisine, costumes, dances, accessories and so on.

*“...Mrs.Gosai took time to tell me about a little grey seed, called **jhan-gora** which they use to make kheer. Apparently, this seed has the power to dispel the supernatural...”*

2.3.2 Author’s Personal Experience:

Indulging fictions about a place or describing about the place not visited, but heard from other person and gathered information from Internet make travelogues and travel memoirs boring for the readers. Adding author’s own personal and real experience, whether it’s pleasant or rough, increase readers curiosity to learn. An experience of Sudha Mahalingam in South Germany in 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 text might be comprised solely of captions – taken from guidebooks or poems – and selected narratives by famous authors. In 1823, for example, 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 crooker are common experience when you are set to travel alone. This technique helps readers to get aware about this activi-

ty. 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...”*

2.3.3 Additional Information:

Travel accounts and memoirs continue to remind us how in travel writing the traveller-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 about cuisine, culture and local lifestyle about a place capture 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’...”

On the larger scales, food is an important part of culture. Traditional cuisine is passed down from one generation to the succession generations. People from different cultural background eat different foods. The ingredients, methods, preparations and food eaten at different meals vary among cultures. Author Saransh Goila description on Ladakhi cuisine was given as 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...”*

Providing information about seasonal changings, the cost of activities, transportations helps the readers and brings interest in them.

2.3.4 First person narrative:

Travelogue is about a person's real experience, thoughts and feelings in new or exotic places. Third person story may work sometimes, but readers really want to know the author's experiences. 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.”

The biggest advantage of first person narrative is providing clear identity to the text. An author can deliver thoughts and 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. 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...”

2.3.5 Simple Language:

The best language to use when writing about travel is simple, straightforward and understandable. Simple and lucidity of language attracts 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 an academic writing to follow formats or procedures. Travelogues and travel memoirs usually describe the places by the people, it comes under descriptive form, and therefore travel writing is a creative writing. Even the thoughts and ideas of describing about a place can be complex, but words can act as tool 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 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...”

Explaining historical background, culture, with a reader-friendly manner entertains readers and help readers to understand about the place. In the book **‘An African Journey’** (Oru African Yaatra) written by Zacharia truly points to the colonial influence in a sarcastic manner which was instrumental in adding a 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 help 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 thir-

teenth 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..."

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

2.3.6 Narration:

Even though travel writing is creative writing, it is not a novel or a poem. Travel writing is considered as mixture of practical knowledge of the author. Describing feeling, thoughts and experiences from tourist place to the readers through travelogue and travel memoir make the readers to 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 mediating and embodied actions through which travellers have made and remade the world around them throughout history. Adding important information makes the readers to know their needs to have successful visit like authors. Gozzano expresses a desire to experience visually others' cultures free from any conditioning, aware of the influences exercised by previous representations and cultural prejudices. Yet any traveller's wish to see with a "naked eye" is destined to remain unfulfilled. We inevitably see relationally because when we observe something that exists in the material world we seek ways to transport it into our own world of meaning. Narrating about a place in the way that readers love should be entertaining. Exaggeration of thoughts and feeling never feel like real. Author Ajit Harisinghani explained the two routes that leads to Manali was given as example below.

"...There are two routes to Manali. One goes via Shimla and Narkhanda, over the Jalori Pass which the Internet grapevine says is 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..."

From origin stories to folktales to supernatural mythology, well-told narration made the stories and truth facts passed down from generation to generations. Keeping the narrative chronological, interspersing practical advice throughout, and summarizing actionable advice and important information allow the readers to stay in a good way on track while read-

ing. 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.”

2.4 Effective ways used in travelogues and travel memoirs:

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’ mind. 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 is one of the useful literatures. Readers use the travelogues and the travel articles often as a guide as it was handy and easy to be portable. Writing travel literature helps the authors somehow as 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 pictorial representation, vivid representation of culture, creative output, objective judgment, photographs in the travelogues and memoirs or in the articles are used by the authors to capture the readers’ interest.

2.4.1 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 the readers. Visual representation as by photography or by painting that stands equal to something that is portraying. Pictures have the ability to conjure up the appearance of something that was absent. For centuries, sketches, watercolours, engravings, lithographs, 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 author’s works as well as when they were travellers. The act of including pictures in a wide variety of travel narratives came increasingly to be the norm. Graphic travelogue is a great example. Graphic travelogues impress the readers and make them to entertain themselves by reading about the places with paintings and pictures. *Ted Rall’s To Afghanistan and Back* had described the American war in Afghanistan with photos and comic illustrations.

In travel writing, illustrations, in particular, plays 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 as 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 exotic appearance of the places in order to meet patrons' demands for the marvelous, and encourage attitudes towards exotic areas, such as East. Travel literature becomes a genre of social media in the twenty-first century. Sharing the paintings, watercolours sketches, illustrations of place visited was shared in various SNS networks like Pinterest, Facebook. People convey their adventures by sharing in Social Networking Sites.

2.4.2 Vivid representation of culture:

Travel literature is considered as 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, geographical descriptions and provide additional information attracts the readers. A culture is defined as a way of life of group of people which includes the behaviours, beliefs, values and symbols that are accepted by the succeeding generations without any objections, and it imitated and followed by one generation to the next generation. Travel writing plays as 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 follow:

"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 travelogue help the readers to know about the cultural background. The works by the Indian Authors are mostly describes their travel experiences in India and in exotic lands including Cairo, Switzerland, Yazd and so on. Indian culture was heavily influenced by Dharmic religion. Donald F. Lach (1968) says that India is an 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 synonym as wealth. He identified India as house of spices and wealth, or synonym of poverty and darkness.

Ajit Harisinghani describes the history of 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..."

He also describe 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..."

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

2.4.3 Photographs:

Making travel writing more impressive can be achieved by the use of pictures and photographs. Photographs can be both black and white or colour with high resolution and intensity which should be well cropped. Sketches and illustrations are considered as a good and vivid source. One should use either pictures or illustrations but never both and it should be relevant and to the context. Adding photographs not only attract the readers but also it reduces the distance between subjects and objects. In the eighteenth century, travellers realized the importance of images which help the readers to contemplate, comprehend and conquer the natural world. In the late eighteenth, century travel books with the illustrations of exotic flora and fauna, archeological sites and historic places has responded to the increasing demand (Sherman 2002). According to Giorgia 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 travelled 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 a great influence in travel as well as in travel literature. As Peter Osborne stated that in the nineteenth century, at the time of European expansion, camera and travelling became one of the processes of modernity. According to Peter Osborne (2002), in the nineteenth century, the photography was strongly determined by its parts, unites the geographical, economical, ideological, and indeed, imaginary territory across which capitalism was being extended. Travel texts with photographs are become increasingly popular as the technology evolved. Role of photography as a medium for experiencing the exotic was also evident throughout the second half of the nineteenth century in the expeditionary photographs.

Photographs in the travelogues and in the travel memoirs lure the female readers and motivate 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 in the readers and it stands as prove that the author travelled to the places.

2.5 Cultural translation:

Travel writing is a creative output of real experience of an individual and mixture of description of cultural and historical background. Travel Writing described as an interesting field of literary studies in the fast growing time. Whenever the author travel and describe about the place, cultural translation mostly operates the travelogue. Travel writing is one of the up growing literatures in literary studies in the recent times. A travel critic Mary Baine Campbell 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 with relation to travel writing in recent decades include the nature and function of the stereotype, 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). Cultural translation is a process that based on the transfer of culture. In order to know about the cultural translation, it is essential to know about the term 'culture'. However, the critic Chris Barker is of the view that cultural studies as a domain explores the production and inculcation of culture and that cultural studies constitutes the game of language in it (Barker, 2012). From the given explanation of the critic Chris Barker, it shows that cultural translation not only about the translation of linguistics, but also the translation of culture. A cultural study is a critical field that seeks to find the ways by which culture functions in the modern world. In *One Life to Ride*, the author translated a verses that are repeated by the *shabad* singers,

“...’*Kaheyray ban khojanjayee*

Sarvanivasaisadaalefa

Tuhi sang samahee.’

(Why are looking for the divine all over the jungles? The all existent One also exists within you)..."

Religion was also in Culture. Translating the religious verses form a culture is cultural translation. In order to understand the term cultural translation, it is sure that to know about culture. The term 'culture' has two definitions. Translation, translation studies and theories of translation are involved in cultural discourse. It is a common practice to understand the original and translated text through theories, which is called as 'text'. Much is same when one language is translated to another language. According to Venuti "To be a 'leading' translator today is not only to produce translations that are highly accomplished, favourably reviewed, and award-winning, but it also means sheer quantity, executing numerous projects, practicing translation as a steady if meager source of income, gaining an economic advantage over other translators in the competition for foreign texts and the negotiation of fees"(Venuti 1992: 1). Culture is defined as civilized society in a developed country and another definition explains that the whole set of behaviours and ways of life that a people shares. Culture can be acquired through diverse ways, like education. Translation must be sensitive to the moral, spiritual values associations of the words and symbols in the language to find meaning equivalents. Culture gives language different contexts. The same words passed from one culture to another obtain slightly or radically different meanings. According to John Storey, culture refers to the "shared meanings we make and encounter in our everyday lives...the practices and processes of making meanings with and from the 'texts' we encounter in our everyday lives"(p.221)..It is appropriate to state that travel writers record their expeditions for someone else to relive and recapitulate the moments that they have experienced. They depict the cultural diversities of a region in terms of language, food, politics and life of the people. It is essential for a travel writer to cross the cultural boundaries and allow one to enter the new culture by breaking every single barrier, thereby getting exposed to a new place and new culture altogether. The acclaimed theorist Raymond Williams defines culture as ordinary and as a way of life. According to Aparna Venu (2018) "Travel writing is one of the interesting medium to translate culture, as the writer travels, makes observations and translates the observations based on real experiences verbally through the travelogue." According to Susan Bassnet, translation acts as a transaction between texts and cultures. Moreover, it taught us that this is a 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.

2.6 Essential characteristics of Travel Writers:

Travel Writing is a complex role of being an observer, a reporter and a narrator. Readers should maintain the interest as well as acquired information from the author's experience. A travel writer should have the following characteristics listed below,

- Travel Writer is a person who lives in past as well as in the present. Combining his skills and his experiences as a story teller and as an informer. A good travel writer should have the ability to communicate a picture of a place by using his or her creativity. Sudha Mahalingam described her final destination of trekking adventure in Annapurna, Nepal was given as example below,

“... When we reached our final destination, there were still fifteen minutes to go before sunrise. In the pale glow of dawn, shadowy form shuffled towards the ridge that was already populated by a dense concentration of heads silhouetted against a grey sky. Annapurna and her magnificent were still clothed in mist... Soon the shaft became a flood and the whole range was illuminated in a dazzle of molten gold. In the next half hour, it turned to silver. It was breathtaking...”

- The travel writer should know about the history, geography and culture of the place. The knowledge about the history, geography fills the writer's mind with racial types, architectural styles, demography and so on. While exploring Yazd, central desert town located in Iran, Sudha Mahalingam came across Jāmeḥ Mosque and learned the historical background about the minaret too,

“...Jāmeḥ Mosque, built in the fourteenth century by the governor of Yazd in memory of his wife, Bibi Fatema Khatun. The mosque has a hoary legend. In the fourteenth and fifteenth centuries, it was used by young women to ensnare eligible men. All they had to do was to go up to the top of the minaret and take their pick of the men assembled in the courtyard after Friday prayers. Each women would then throw down her key at her chosen men and wait with bated breath for him to pick it up. He who picked up the key could claim her for a bride... the practice was more like a Russian roulette...”

- The author should have a completely open minded, his work should be well informed to the readers he should free from all boundaries of his culture and prejudice. The readers appreciate if a travelogue or a memoir to be more objective than a subjective judgment. Readers considered objective judgment is always equal to an unselfish action. Ajit Harisinghani describes the landscape changes he saw while travelling towards Ahmedabad.

“... Back on road, I began to notice the change of scene as I come to the chemical-industrial towns of Gujarat where the River Narmada begins to break down into a delta carrying effluent waste of vivid colours into the Arabian Sea. It is apocalyptic with plumes of thick black smoke whirling up towards the sky, finally mushrooming into a cloud of carbon which then showers down on the populace. This is an intensely industrialized belt as the highway takes me...”

- Travel books, travelogues, travel magazines, should have sufficient photographs, graphs, statistics and illustrations to give statistical and attractive touch. The art of photograph was introduced in the travel literature in eighteen century. Travel literature is also considered a genre of social media. Travel writers from various places around the world share their adventures in their personal blogs and in social media. High definition photographs lures people and motivate to travel. Mostly, female readers are highly attracted to travel after the evolution of travel literature with photographs.
- Before writing a travelogue, travel writers should aware of the kinds and guess what the readers wants to know and what sort publications we are writing for. Promotional literature includes brochures, booklets and other materials which are put by national and state tourism sector with photographs which attracts readers to visit the particular area. The writer highlights the points that induce interest in the readers' mind like the enjoyable activities as it promises, highlighting popular shopping centers. Promotional Literature needs advertising as well as creative writing skills. When a writer turn himself as an advisor by his words and his writing about a place is comprehensive and honest, this type is considered as Informational articles for the Tourist. When readers who

are really interested to read or really interested to visit exotic places and avoid any discomforts or dislocations, this type of works written for Arm Chair Travellers. (Smrutisikta Mishra, 2014)

2.7 Implication of the study:

In the above chapter we have seen why travelogues and travel memoirs were evolved, then main techniques used in travelogues and travel memoirs. We also discussed about few effective ways that travel writers were used. We discussed about theories of linguists about cultural translation and discussed about the essential traits that a travel writer should have.

Chapter 3

3.1 An Overview:

This chapter gives the comparisons from the selected travel memoirs: ***One Life to Ride*** by **Ajit Harisinghani** and ***The Travel Gods must be Crazy*** by **Sudha Mahalingam**; and comparison between selected travelogues: ***If it's Monday It must be Madurai*** by **Srinath Perur** and ***India on my Platter*** by **Saransh Goila**.

3.2 Comparison of travel memoirs:

3.2.1 *One Life to Ride*:

- One life to Ride by Ajit Harisinghani is a travel memoir, where the writer travels from Western Ghats to Himalayan Mountains with his motor bike.
- *One Life to Ride* written in a readable and in neat uncomplicated manner. Readers can understand any complex situation, if the writer describe in simple language. Words are equivalent to tools, choosing appropriate words to explain the thoughts, feeling which are complicated might be a difficult task. Thoughts, feelings can be complicated but, it should be expressed in a clear as well as simple language. The writer describes how his health condition worsen when he reached Lachlang La,

“... Soon I am at the Lachlang La (5,065 meters) where I stop to soak in the silent scenery... Unlike Baralacha La, where one is protected from the wind to a certain extent by the higher peaks of the other mountains all around, here the unhindered breeze is strong and chilling and seems to penetrate into my head, nostrils and mouth...”

- Creative writing is not an academic writing, and has no hard-and-fast limitation. Narrations also take part in this. The narrative style

of this travel memoir makes the readers to travel along with the writer. Presenting a memoir with an entertaining format attracts the readers. The description of the landscapes allows visualizing in the readers' mind. The author describes the nightfall in the beach berm of Dahanu,

"... Towards beach the road become quite and dark... The roar of the sea is subdued and I can hear someone singing... Country bar it is, and doing good business this evening... The relaxing kolis (fishermen) are singing... The singers are sitting a distance away on the sand within sight of the beach and I walked over to sit alone, a few yards from them... The sea glimmers silver in the background... Sitting on the beach of Dahanu that night, I become aware that I am in the NOW. It is the moment where only the present matters... Everything is blissfully quiet. Everything is glowing. Even stones have an aura of light emanating from them..."

- One of my favourite parts in his journey. The format he used was entertained me as well as the other readers. Creative writing doesn't have limited formats. The writer describes the bond between him and his Enfield. Many two wheeler travelers have this bond which results them to do some weird activities that make other to think that the machine is alive. The describe his bond between him and his Enfield,

"... My love affair with the Royal Enfield began 30 years ago when a chance ride on a friend's machine convinced me... I liked its classic look and deep dugh... dugh... dugh... sound..."

He described the weird problem that occurs in the motorbike engine, and solution for that problem,

"... I was riding on a narrow mud road that snaked through a dense patch of forest... Suddenly, the piston developed an unexplained hiccup in its movement and for less than a minute, the engine sputtered and then lapsed into silence... The battery was on full charge, the fuse was still valid and the spark plug was

sparkling; it all look fine. But every time I tried the kick-start... becoming still and unresponsive... I sat on a nearby rock and looked at her. I felt myself slipping into surrender mode... I told her I was sorry... after a few more minutes of some diplomatic placation, I started her engine, she began purring away as if nothing at all had happened..."

- Lack in objective judgment was found. Writer mostly shared his subjective things like his thoughts, feelings. Even though he experienced some discomforts in beginning he didn't mention the details about the place clearly. The writer describes about the hotel while he stayed in Goa,

"... She asks me if I am on my own, then leads me to the right side of the house... There are two rooms of unplastered brick sharing a wall... There is a stack of rotting branches heaped nearby... It has no toilet of its own she says, but there is a pig toilet at the back... I look out the opened window, I see an orchard crowded with banana, coconut and betel nut trees; and two families of pigs clothed in dried muck, roaming happily all around... I didn't like the small rectangular room, which had a single window and dank walls... The smells around weren't pleasing. It was the toilets visible from the open window that revolted me..."

When it comes to judgment, readers admire the honest information. The writer should be honest, sharing his subjective thoughts and appearance of the room he stayed, the author failed to share the name of the hotel's name.

3.2.2 The Travel Gods must be Crazy:

- The Travel God must be Crazy by Sudha Mahalingam, is an adventurous travel memoirs by the writer.
- Describing additional information which can be related to history or maybe culture or construction of a popular place the world knows. Additional information increases curiosity in reader's

mind. The author shares the Aswan Dam history during the period of Gamal Abdel Nasser, Former President of Egypt,

“... The Suez Canal, a narrow channel between the Red Sea and the Mediterranean, built in 1869... When Nasser wanted to build the Aswan Dam on the Nile to stop the annual flooding and to generate electricity to light up homes in Egypt... But then came the Cold War era, Nasser’s refusal to side with the US against Russia... A determined Nasser decided to nationalize the Suez Canal and collect tolls from passing ships to fund the dam...”

Readers may have a little knowledge about Suez Canal located in Egypt, but some readers never have an idea that history of Suez Canal and Aswan Dam has a link.

- Writer’s personal experience was filled in this travel memoir. The experiences which are described in this travel memoir cannot be achieved by a typical traveler. Landing in places which need some complex manoeuvring skills and both pleasant and bizarre situations. The writer shares her pleasant evening experience in Marrakech, a city located in Morocco,

“... In the evening, we make our way to Jemaa el-Fnaa, the most happening place in Marrakech. The exotic ambience of sizzling street food is embellished by the presence of a colourful cast of characters... snake charmers, musicians, magicians, masseurs, dancers and drummers... all make the evening memorable...”

Readers interested to know about the authors’ personal experience and feeling rather than the third person.

- Narrative plays an essential role in travel literature. Her unexpected experience, haunting and enthralling were described in clear narrative. The author describes the incident when she and her friend got a chance to ride with venomous snake King Cobra,

“... a small village called Agumbe, in the Western Ghats, some 60 km from Udupi in Karnataka, we were told that there was little chance of spotting a king cobra in the wild... A live king cobra had been spotted entering a house in Kellur village, some 15km from the research station... Naturally, my flashlight confuses and then provokes the snake into opening hood in the classical cobra posture... but not all king cobra bits are venomous, Ram Prasad Rao explains to me...”

Explaining the historical background behind a cultural activity can be seen in her travel memoir. Vivid explanations were given. The writer participated in the event which was celebrated more than a century, exploring a place which is believed that the place where Christ was crucified and resurrected,

“... Munich in October... Oktoberfest is an unmitigated (but not altogether unpleasant) assault on all your senses... men and women in traditional costumes that might have been worn 200 years ago when the first year of the festival was celebrated to commemorate the union of Crown Prince Ludwig to Princess Therese... brush with Israeli officialdom begins at Ben Gurion Airport... Jerusalem lives up to our expectations... You go deep inside the Arab quarter and emerge into a clearing in which stands the Church of the Holy Sepulchre where Christ is interred... There is a tomb-sized marble slab---the Stone of Unc-tion---on the spot where Christ is believed to have been crucified and later resurrected...”

- I describe one of my adventures by Sudha Mahalingam. The writer travelled to Kyrgyzstan to visit her favourite destination, Lake Issyk-Kul, but visiting her favourite destination in a wrong time becomes a nightmare, Landed in Bishkek Airport in evening in six. With her brave, she completed her adventure all alone in a unknown place, and struggles to convey her message to the Russian people she met,

“... I stumble out of Bishkek Airport at this unearthly hour--- it is past six in the evening, nearly three hours after sunset in winter... I had not planned it this way... my plans went awry when the

flight from Tashkent to Bishkek was delayed by six hours... have no hotel bookings, speak no Russian and have to survive by my wits in this strange city... Maximilian Alexandrovich---I would learn his name later---the grizzly Russian driver... After a volley of more incomprehensible exchange---mine in Tamil and English, his in Russian... we drive half a kilometer or so to reach the main entrance... the lobby is so cold and still as a crypt... “

The writer's nightmare doesn't end there. She nearly got lost in the hotel with more than 300 rooms which make the janitor and bellboys to get collapse. No sign of staircase or elevator, finally with a help of Russian woman, of course don't know English, she entered in the huge dining hall. After the breakfast, she stepped out of the hotel, and reached her destination – Lake Issyk-Kul.

3.3 Comparison of travelogue

3.3.1 If it's Monday It must be Madurai:

- If it's Monday It must be Madurai is a travelogue based by conducted group tours to foreign lands as well as Indian states.
- This travelogue speaks about ten conducted group tours. Each group tours as each chapter. Narration takes a major advantage in this travelogue. The writer narrates the history of the Jaisalmer Fort and place where it's located and describes about the limitations of camel safari. This travelogue focuses both objective judgment about the places he visited and subjective judgment about the people with him,

“... Jaisalmer Fort stands atop the Trikuta hill... Agents dealing in camel safaris are packed in and around the tourist hub of Jaisalmer Fort...”

The author also narrates the history behind the Jaisalmer Fort and explains how the surrounding gets the name,

“... It was built in the twelfth century by Bhati Rajput ruler Maharawal Jaisal, after whom the fort and surrounding city take their name... 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... Jaisalmer Fort has known much pain---but also prosperity...”

The writer explains why the camel safari was limited form in the village tourism and describes the personal experience he felt in night safari in the middle of the desert,

“... the camel safari is a limited form of village tourism. People here have traditionally been farmers, growing bajra and jowar... The camel safari for tourists began---according to the precise Sebastian Vas---in 1982... The camel and its owner receives, by his estimate, something like Rs 150 for an overnight safari... Late at night, after the campfire has burnt itself out... I walk off into the dunes and sit a while in the cool sand... The almost full moonlights up the rippled swells---a grand, rolling landscape in shades of chalk and grey-blue. My mind subsides and all I am is there, alone and replete...”

- The writer describes about the difference of currencies, famous tourist spots and character of other members in his tour. Group tours are not an easiest way to visit places. People from various parts from India make the group tour complex. India is known for its multi-cultural diversities, interacting with various people was described by the writer,

“... The tour itinerary is tight---in fifteen days our bus has to make its way from London to Milan through Holland... Germany and Austria... There are two words you won’t find in Europe ‘mercy’ and ‘free... London is also expensive... When we got to one, a board reads ‘50p’. Lakshmi look at her mother and says, wide-eyed, ‘Amma! Forty rupees, Amma’... The distinctive aspects of Europe---it’s art, architecture and culture... the iconic monuments---the Eiffel Tower, the Leaning Tower of Pisa, the Colosseum... Lakshmi, outgoing by nature, is the de facto leader of the

Chennai-Arcot gang. An added qualification is that that she works in a nursery school..."

- One of the main roles that travelogue describes is geographical features of a place. Geographical features of a place have an essential role in tourism sector as well. The writer narrates the geographical features of Kerala in his travelogue,

"... Kerala... welcoming foreign culture for a long, long time. A couple of kilometers inland from Cherai, recent excavations at Pattanam village may have uncovered the site of the ancient port of Muziris... Muziris was located inland by the river Periyar... River rush down from the Western Ghats; the Arabian Sea heaves with the tides. In the middle is a lush zone of indecision between land and water..."

Vegetation plays a major role in geographical features. Plant life of a region and cultivation includes in culture. Exchange of plants from foreign lands is described in this travelogue.

"... how fertile this area is that every step yields something to taste or smell... Cinnamon! Everyone leans on the tree, rubbing noses while trying to get in a good sniff... It's true! Spices grow in Kerala!... The chilli came via Portuguese... Tapioca, now staple in Kerala, came from South America... fruits such as the papaya, sitapal, pineapple and chiku... maize, potato, sweet potato, ground nut, tomato and rajma, and one has to wonder whether the advent of the European spice trade didn't ultimately have a greater effect on food in India than Europe..."

His group tour from all over the west countries to Kerala was my favourite part in this travelogue.

3.3.2 India on my Platter:

- India on my Platter is a food travelogue. Food, cuisines have a major role in culture. People who love to travel also love to taste the traditional food from the exploring places.
- India on my Platter by Saransh Goila is a travelogue as well as recipe book. The main concept of this travelogue is cuisine. Cuisines have an essential role in culture too. The narrative way he describes the natural landscapes of Indian States, allure every readers to the locations. He almost covered all the tourist spots in India. The writer describes about the Palace of Winds located in Jaipur,

“... Rajasthan has a unique relationship with its palaces. The Hawa Mahal or the Palace of Winds is made of pink sandstones. Built in 1799, the front elevation, as seen from the street, is like a honeycomb web of beehive. The design takes the form of the crown of Lord Krishna, the Hindu God... The real reason I had decided to visit Udaipur was to experience the Fatehgarh Fort. Preached on the top of the hill...”

- The simplicity of the narration, sharing the emotional highs and lows makes the travelogue enjoyable. Apart from recipes and cuisines, his travelogue narrates the beautiful landscape and notable geographic features. The writer describes the geographical features of seven sisters of India,

“... my next destination was Sikkim in Northeast India, very far from Kolkata. The Northeast is geographically, culturally and socially a very special part of India. Squeezed between Nepal and Bangladesh are the seven sisters: Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura; and together with the Himalayan state of Sikkim make up the exquisitely beautiful Northeast...”

- Cuisine can be defined as a style of cooking characterized by specific ingredients, techniques and dishes and usually associat-

ed with a specific culture or geographic region. Traditional cuisine is passed down from one generation to the next generation. Cuisines which are explored by the writer are listed below,

“Tibetan cuisine – Himachal Pradesh

Ladakhi cuisine – Ladakh

Kashmiri cuisine – Jammu and Kashmir

Exploring Jodhpuri spices, Mewari cuisine – Rajasthan

Kutchi cuisine, Kathiawadi cuisine – Gujarat

Goan cuisine, Konkani cuisine – Goa

Koduva cuisine, Udupi cuisine – Karnataka

Kerala cuisine – Kerala

Haute cuisine (Hyderabadi cuisine) – Hyderabad

Garhwali cuisine, Kumauni cuisine – Uttarakhand

Awadhi cuisine – Lucknow

Bihari-Kolkata cuisine – Bihar

Assamese cuisine – Assam”

Folklore or myths are passed down from generation to generation. Gathering old myths that passed down from generations are rare. Fortunately, the writer had made a note on the myth on an ingredient,

“... jhangora, which they use to make kheer. Apparently, this seed has the power to dispel the supernatural...”

- My favourite part in this travelogue was the crew’s 58th day, exploring Hyderabadi cuisine. After spending the days in Kerala and Tamil Nadu, the writer and his crew landed in Hyderabad. Not only being has a food lover, Hyderabad has a long history as well. The writer describes about the cuisine and shared the recipe as well,

*“... I decided to abstain from any sort of food, all in anticipation of the biryani I was about to taste... If I had to pick a place from where I would like to have biryani, Lucknow and Hyderabad would share the number one spot... Usually, foodies seem to have varied opinions and stories about biryani... I was lucky enough to witness the making of the famous **Hyderabadi Ghobi Mussalam Biryani** in this establishment, and I want to share the entire recipe with you...”*

3.4 Commonalities found in the works:

In Travel Memoirs: Common things that can be easily found in the two travel memoirs: *One Life to Ride* by Ajit Harisinghani and *The Travel Gods must be Crazy* by Sudha Mahalingam were: Photographs, Lack in objective judgment and never work as a guide book. Photographs of the places which are visited by the writers are given with the text. Photographs stand as proof that the writer didn't fabricated the story that he or she heard from others. According to Susan Sontag "A photograph passes for incontrovertible proof that a given things happened." Even though the writers shared their own experiences, thoughts but, the both travel memoirs lacks in the objective judgment. Objective judgments make awareness in the readers' mind about the place. Even though travel memoirs are considered as a part of travel literature, it can work as guide books. Information about a place can be described but travel memoirs are not considered has guide book for travellers.

In Travelogues: Common things that can be easily found in the two travelogues: *If it's Monday, It must be Madurai* by Srinath Perur and *India on my Platter* by Saransh Goila were: History and geographical features, Photographs and never work as a guide book. Detailed description of historical background and geographical features of a place lure the readers and motivate to travel. Both the travelogues were clear in the explanations of the historical background as well as geographical features of travelled places. Photographs are attached with the text. Photographs not stand as proofs but also high definition photographs of the natural landscapes attract the readers' mind. Both travelogues have numerous photographs of their journey. Like travel memoirs, travelogues also don't work as guide book. Giving information about famous monuments, beautiful landscapes, travelogues cannot be a guide book for travellers.

3.5 Conclusion:

Travel literature was one the genres that has been highly attracted by the people and upgraded with the growth of technology and the Internet. People learn many unknown facts, history of a place and cultural activities by 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 to long travels due to the lack of opportunities, poor health, handicapped or lack of determination. One of the indispensable literary genres is no doubts travel writing. Even though travelogues and travel memoirs are in travel literature, it won't play as a guide book for travellers but, it entertains the readers. Even though travel writings have no commonness in format, they have certain similarities in certain homogenous factors. Travel writing as a literary genre is the encounter and observation of a traveller, where he records his straight forward report of individual impression of his travel transmitting the cultural values. What he sees he details it to the others. 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 upgrades by introducing brochures, blogs, and magazines and so on. In short, travel literature sometimes helps and advises people intending to visit a place. Readers read travelogues because it allows readers vicariously wish to partake in the adventures of other people. Techniques used in travel literature and essential characteristics of a travel writer were discussed with the examples. Some effective ways to make travelogue and travel memoir attract readers were explained. Theories of cultural translation by critics and linguist were discussed. Comparison and Commonalities of the travelogue and travel memoir was discussed in this study.

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