

# THE BEACON

PRACTICE NEWS BULLETIN OF THE PG STUDENTS OF JOURNALISM AND MASS COMMUNICATION

Wednesday, 27 April 2022 / St. Joseph's College (Autonomous) / Vol: 16 Issue:100 / www.sjcdptcomm.wordpress.com

## Travel agencies face slump as clients go digital

**Shriangana Pyne**

**Bengaluru:** Many of the travel agencies run the risk of shutting down as a result of the decline in the number of clients due to the pandemic and the rise in direct bookings for travel and accommodation via online websites. Unless these agencies adopt alternative methods of expanding their customer base, there is no scope of recovery, opine the industry experts.

These days, people prefer travelling independently than relying on travel agencies. For both solo and family trips, people create their own personal itineraries. Travel agencies are generally affiliated with the local tour guides who receive a fair gratuity from the customers in addition to the stipend paid by the agen-

cies. Due to the slump in the business of travel agencies, the profession of the tour guide is at stake.

G Ramesh, a freelance tour guide working in the tourism industry for over 20 years, said, "I started freelancing again because I struggled without a job for two years. Tourism was a booming industry but since Covid hit, there was a fall in the number of tourists who visited from abroad. These tourists were a major part of our customer base and so, independent tour guides like me are losing out on our profits."

He further said that previously according to the Government, the minimum qualification to become a tour guide was a graduation degree. Over the years, there have been changes due to the job vacancy and



Representational image

indianexpress.com

the lack of interested candidates. Now, the minimum qualification required is the completion of high school. Travel blogs and social media are another significant reason for the decline in the

business of travel agencies as they inform people how they can now freely plan their own vacations thereby reducing their dependence on travel agencies.

Swapnil Halder, an avid

solo traveller said, "I personally enjoy the freedom of going solo without booking my trips with any travel agencies. It gives me more privacy and allows me to choose the activities that I

want to do. Even my family prefers to go for online bookings when they travel as everything is available on the internet making travel planning easier."

Vloggers and social media influencers post travel-related content on different platforms giving their followers an insight into their journey. This also encourages people to explore independently and travel on their own.

There is a necessity to upgrade and adapt digital methods to attract clients, say experts from the industry.

"There should be a way to satisfy the demands of the clients. These travel agencies should strive for forsaking the old and rigid methods of operation and execution of their travel packages," added Ramesh.

## Science camp to teach kids comprehend world rationally

**Mythri C & Dolkar**

**Bengaluru:** A two-day science summer camp is being organised by the Breakthrough Science Society to educate the high school students about the importance of scientific thinking and familiarise them with the ways to comprehend the world in a rational way.

The science camp will be conducted for 7th-10th standard students on 7-8 May. The sessions would include science experiments, topics on food science, astronomy, and science storytelling

among others.

"The main objective of this science camp is to help children wonder about nature and to make them question their surroundings rather than simply studying science as an academic subject," said Shreya, in charge of the Bangalore district unit of the Breakthrough Science Society. "This camp will also enable the students to understand the subject from a practical aspect rather than just gaining theoretical knowledge from the books," she added.

— Highlights of the camp —

- \*Hands on Science experiments
- \*Food science
- \*Urban legends
- \*Hands on Astronomy
- \*Science story telling and much more...

\*Science kit will be provided.  
\*All children shall receive participation certificates.

Participant fee: INR 400/- per child

To register: <https://forms.gle/KwHGqBqLQhECrBv9>

Participant fee can be paid via  
GPay/Paytm-9739074082

For any queries, WhatsApp us: 9886029432 / 9739074082

Science Camp Poster

The camp would be inaugurated on 7 May by Mr Jay-

murthy, Professor at the Indian Institute of Astrophysics

followed by a session for parents on 8 May about understanding the adolescent behaviour of children. The impact of cartoons on children would also be discussed over a session. This camp will enable the students to gain more insights into various science fields and to develop scientific thinking in their everyday life, added Shreya.

The Breakthrough Science Society is a non-profit science organisation that functions in many states and was established in the year 1994.

## Mysterious liver disease raises concern

**Narayan B**

The World Health Organisation (WHO) has confirmed at least one death in connection to the liver disease outbreak that has been affecting children ranging from one month to sixteen years old in Europe and the United States.

WHO released a statement, saying, "While adenovirus is a possible hypothesis, investigations are ongoing for the causative agent." During the pandemic, the spread of adenovirus had dropped significantly but is now on the rise again. Experts are still trying to understand what the actual cause of this outbreak is. Multiple experts say that children who have not been exposed to the virus for long periods of time are now prone to be affected by the virus to a great extent.

According to the U.N. Health Agency, at least 169 cases of "acute hepatitis of unknown origin" have been reported up until last Saturday which is related to the liver disease outbreak. Affected countries have increased their surveillance of hepatitis cases in children to control this outbreak.

## A Sunday to connect with the rural community

**Blessy Jeremy**

**Bengaluru:** The second-year PG students of Mass Communication and Journalism spent a Sunday at the farm, cooking their own meals, feeding fish and exploring the village of Byatha, located 30 minutes away from Bengaluru.

The one-day trip allowed students to interact with the local community and businesses. They also went on a night trek through the grasslands without any artificial light sources.

Jesly, a student, said, "The night walk was my favour-

ite activity of the trip. To get rid of our fear of walking through the wild at night, Jagga Sir told us that if we let the animals live, without threatening their stability, they will not attack us. This is a lesson for life, and one would realise it only after being there, doing that."

The trip was organised by the Institute of Communication and Media Studies of St. Joseph's College. It was coordinated by Advocate Byatha N Jagadeesha along with other faculty members, Prof. Mark Rasquinha and

Prof. Juby John Eipe.

"It was an exciting opportunity for the students to understand rural Karnataka. They heard stories from the village and were given reporting assignments, as well," said Prof. Juby John Eipe.



All smiles in Byatha Special arrangement

## It's official! Elon Musk to acquire witter for \$44 Billion

**Vandana KP**

After weeks of reports that outspoken Tesla CEO Elon Musk was attempting to buy Twitter Inc., the deal has officially been secured. Twitter has accepted Elon Musk's takeover bid, and the company will become private once the deal is completed. He offered to take Twitter on April 14 after rejecting an invitation to join the company's board of directors, saying he'd make the platform a stronghold of free speech and dropping other hints about the changes he'd make as an owner.

Musk has claimed that the reason he wanted to secure Twitter was in hopes of maintaining freedom of communication among its users and he thinks it's not living up to its potential as a platform for free speech. He suggests that he take the social media giant private so that he can more closely align its policies related to abuse with his political agenda.

"I invested in Twitter as I believe in its potential to be the platform for free speech around the globe," tweeted Musk.