



SAARTHI • सारथी

करियर मार्गदर्शन पोर्टल • Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट • CAREER SHEET

ट्रैवल राइटर / ट्रैवल ब्लॉगर

Travel writers and blogger-vloggers share their journeys through articles, blogs and videos, earning from sponsorships, ads and writing. Passion and consistency are the keys to this career.



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/hosp-7003

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri • ब्लॉक समदड़ी • बालोतरा (Block Samdari • Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी • मास्टर ट्रेनर
Principal, GSSS Jethantri • Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास • व्याख्याता (इतिहास)
Designed & developed • Lecturer (History)

विशेष धन्यवाद • SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) • रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) • रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) • रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) • रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। • An independent project based on the Government's official career-guidance content.

1 About this career

Travel writers and blogger-vloggers share their journeys through articles, blogs and videos, earning from sponsorships, ads and writing. Passion and consistency are the keys to this career.

2 At a glance

Minimum qualification	No compulsory degree; journalism or mass communication after Class 12 helps
Work mode	Travel-based freelance work; writing and editing can be done from home
Demand	Brands and tourism boards are spending heavily on content creators
Top earning	Established creators earn well above ₹1,00,000 per month

3 What you need

INTERESTS

- Travelling and discovering new places
- Connecting with people and sharing stories
- Writing, photography and video-making

ABILITIES

- Strong command of language and writing
- Discipline to plan and execute independently
- Creative vision and fresh angles

KEY SKILLS

- Engaging writing and storytelling
- Video editing and thumbnail design
- Photography and videography
- Understanding YouTube/Instagram algorithms and SEO

- Negotiating brand deals and sponsorships
- Budget travel planning

4 How to get there

- 1 Complete Class 12 in any stream and keep practising writing.
- 2 Optionally take a degree or certificate in journalism, mass communication or media studies.
- 3 Start a blog or YouTube channel and create content from nearby places.
- 4 Grow your audience with consistent posting; Hindi content has a huge market.
- 5 Pitch freelance articles to travel magazines and websites.
- 6 Scale income via monetisation, brand deals and tourism board projects.

MAIN EXAMS

- CUET-UG for journalism course admission (optional)

5 Where to study

GOVERNMENT INSTITUTES

- मोहनलाल सुखाड़िया विश्वविद्यालय — Udaipur, Rajasthan (<https://www.mlsu.ac.in/>)
- राजस्थान विश्वविद्यालय — Jaipur, Rajasthan (<https://www.uniraj.ac.in/>)
- जय नारायण व्यास विश्वविद्यालय — Jodhpur, Rajasthan
- भारतीय जनसंचार संस्थान (आईआईएमसी) — New Delhi

PRIVATE INSTITUTES

- सिम्बायोसिस इंस्टीट्यूट ऑफ मीडिया एंड कम्युनिकेशन — Pune, Maharashtra
- एमिटी स्कूल ऑफ कम्युनिकेशन — Jaipur, Rajasthan

ONLINE

- इग्नू - पर्यटन अध्ययन कार्यक्रम — Distance learning (<https://www.ignou.ac.in/>)
- स्वयं पोर्टल - निःशुल्क ऑनलाइन कोर्स — Online (<https://swayam.gov.in/>)
- यूट्यूब क्रिएटर अकादमी जैसे निःशुल्क संसाधन — Online

FEES

No compulsory course fees; initial investment of ₹50,000-2,00,000 on camera, laptop and editing software may be needed.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in>)
- राजस्थान सामाजिक न्याय विभाग छात्रवृत्ति (<https://sje.rajasthan.gov.in/>)
- बडी4स्टडी छात्रवृत्ति पोर्टल (<https://www.buddy4study.com/>)
- विद्या लक्ष्मी शिक्षा ऋण पोर्टल (<https://www.vidyalakshmi.co.in/>)

6 What the work is like

WHERE YOU WORK

Anywhere as an independent creator; travel magazines, websites, tourism boards, hotel and airline campaigns.

WORK CULTURE

Full freedom but irregular routine; travel, shooting and editing together can take eight-ten hours a day.

WHO HIRES

- | | |
|--------------------------------------|--------------------------------------|
| • Own blog / YouTube channel | • Travel magazines and newspapers |
| • Tourism boards and their campaigns | • Travel companies and OTA platforms |
| • Hotels, airlines and brands | • Digital content agencies |

DEMAND (2026)

In the reels-vlog era, brands and tourism boards are spending more on authentic Hindi-English travel content, so opportunities for good creators are growing fast in 2026.

7 Career growth

- 1 Hobby blogger / small channel
- 2 Freelance travel writer / emerging creator
- 3 Full-time blogger-vlogger
- 4 Established influencer / columnist and author
- 5 Own media brand or travel company

EARNINGS

Starting	₹10,000-25,000
Mid level	₹30,000-80,000
Senior level	₹1,00,000+

Income depends on audience, sponsorships and consistency; top creators earn many times more annually.

8 The good parts · The challenges

The good parts

- Your love of travel becomes your career
- Complete freedom of place and time
- No upper limit on earnings

The challenges

- Very uncertain income in early years
- Constant content pressure and competition
- Time away from family and an irregular lifestyle

9 Real-life journeys

Varun Vagish

Hindi travel vlogger, Mountain Trekker YouTube channel

PhD-holder Varun Vagish built Hindi vlogs of budget journeys, won a National Tourism Award from the Tourism Ministry and is now a full-time travel creator with millions of viewers.

Holidify · <https://www.holidify.com/pages/youtuber-varun-vagish-travel-story-4165.html>

Shivya Nath

Travel blogger and author, The Shooting Star

Dehradun's Shivya Nath quit her job at 23 to travel solo; her blog and book The Shooting Star have become a benchmark for responsible travel writing.

Responsible Travel · <https://www.responsibletravel.com/folk-we-love/shivya-nath>

10 Sources & further reading

1. Rajasthan Career Guidance Portal - Travel Writer/Blogger — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%9f%e0%a5%8d%e0%a4%b0%e0%a5%88%e0%a4%b5%e0%a4%b2-%e0%a4%b0%e0%a4%be%e0%a4%87%e0%a4%9f%e0%a4%b0-%e0%a4%ac%e0%a5%8d%e0%a4%b2%e0%a5%89%e0%a4%97%e0%a4%b0-%e0%a4%b5%e0%a5%8d%e0%a4%b2%e0%a5%8b/>
2. Department of Tourism, Government of Rajasthan — <https://www.tourism.rajasthan.gov.in/>
3. National Career Service (NCS) — <https://www.ncs.gov.in/>
4. IGNOU - Journalism and Mass Communication programmes — <https://www.ignou.ac.in/>



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

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