INTERDISCIPLINARY JOURNEY

Designing Culturally Immersive Travel Experiences

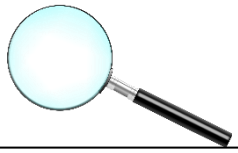
1. DEPARTURE GATE: (Defining the problem) (where the journey) “How can we design truly authentic travel experiences”

2. VISA CHECK: (Justify interdisciplinary approach) show why multiple countries are needed to enter the research world, culture, marketing, psychology.

3. DESTINATION MAP: (Identify relevant disciplines) plot the disciplines to visit (anthropology, marketing, tourism studies,

4. RESEARCH HUB: (conduct Literature search) Collect travel guides, reading materials, articles and case studies.

5. ORIENTATION STOP: (Develop Adequacy) Learn enough from each field to understand how to define authenticity. of each discipline



6. OBSERVATION POINT: (Analyze and Evaluate Insight) Compare how marketers and anthropologist define authentic experiences, in each discipline what each contributes to understanding authenticity.

7. CUSTOMS GATE: (Identify Conflicts) Where your baggage gets checked, address classes between disciplines (authenticity vs marketability)

8. COMMON GROUND CAFÉ: (create common ground) The meeting point where insights blend, find shared values between disciplines

9. INTEGRATION PLAZA: (Integrate Insight) Combine the best insights to respect local culture while attracting customers to form a complete, interdisciplinary, Itinerary or model

10. ARRIVAL: (Reflect and Communicate results) The final destination, share findings and evaluate what is learned. Present plan to client and assess customer satisfaction