W.O.W. FACTOR

Words **O**f **W**isdom for FPS Coaches & Students

Tips for Preparing for Problem #1 International Travel

Research

- Find out about ***trends in the travel industry***

https://medium.com/swlh/top-10-travel-industry-trends-in-2019-d43d157de7b9

Find out about ***futuristic modes of travel***

https://www.raconteur.net/business-innovation/five-futuristic-transport-modes

- Find out how to be a more ***sustainable traveler***

https://www.nationalgeographic.com/travel/lists/sustainable-travel-tips/

Find out about ***virtual travel***

https://www.cntraveler.com/story/virtual-reality-travel-experiences-that-are-almost-as-good-as-the-real-thing

Finding Challenges

- Interview someone who has been on an international trip. What were some of the challenges/problems he/she faced?
- Look at each of the FPS categories. How many challenges related to international travel can you think of for each?
- Talk to someone who has used VRBO (Vacation Rentals By Owner) or Airbnb. What issues/challenges/problems did they encounter?

Underlying Problem

- As you do your research, keep a list of big, important issues you find for this topic. Keep a list of Key Verb Phrases (action goals).
  - For example, *sustainable travel* is a big focus of the research. One related KVP might be *reduce the carbon footprint of international travel*.
- Play "What's That Problem?" When you read about a new innovation/solution for future international travel, ask yourself, "What underling problem is this solving?"
  - For example, *virtual travel* may replace real-world travel for some. The Key Verb Phrase being addressed might be *reduce the costs of international travel.*

Finding Solutions

- Keep a list of solution ideas that are proposed for the future.
- Look at each of the FPS categories. How many solutions related to international travel can you think of for each?
- Keep a list of people, agencies and organizations you find in your research related to international travel. List those that have the **PIE** (**P**ower, **I**nterest, **E**xpertise) to implement a solution.