

Domus Academy Scholarship Competition

Service Design Master's Degree

From Tourists to Explorers

A Platform for the next gen traveler

Brief:

The evolution of digital technologies and social media, together with the huge amount of information available online through websites, blogs and online communities, and the ability to share memories and stories related to our personal travel experience is disrupting the travel industries. Many platforms today try to answer to the needs and desires of the next generation of travelers, from social travel guides to the ability to book hotels by the hour, from chat-bots to augmented reality, from car and bike sharing to innovative payment methods. In this ever-changing scenario, hotels play a crucial role in order to transform a trip into a unique experience. Implementing appropriate solutions and services for the next gen traveler is today more and more crucial in order to deliver a personalized and unique staying experience. Which tools and strategies hotels could adopt to enhance the future travel experience? How can hotels answer to the needs of the next gen travelers from the moment when they find inspirations for their next travel to the post-trip experience? Can hotels be considered as a bridge to explore the city, thus connecting the travelers with local cultures and helping them in their pursuit of uniqueness?

Materials Required:

- "From Tourists to Explorers" project proposal in PDF format, max 10 slides. (The presentation technique is free according to the expressive skills of the candidate. It can include images, links to websites, videos, slide presentations)
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- Domus Academy Application Form*

The candidates are asked to send their materials in one single file in .PDF format. Any further attached material will be considered a plus and will be evaluated by the jury.

* Application fee is waived for competition participants.

Prizes:

- One scholarship covering 60% of the total tuition fee of the Master Program
- One scholarship covering 50% of the total tuition fee of the Master Program
- One scholarship covering 40% of the total tuition fee of the Master Program
- Two special mentions covering 20% of the total tuition fee of the Master Program

Fall Intake 2017 Deadline:

Electronic entries can be sent to: vanessa@saiprograms.com no later than April 7, 2017
Candidates will be informed about the results of the competition by e-mail on May 7, 2017.