



DEAKIN UNIVERSITY

CULTURAL TRAVEL COMPETITION

AUGUST 15-18

Plan a day trip in Melbourne
and compete to WIN!





TASKS

1

DO YOUR RESEARCH

Familiarize yourself with the Melbourne culture and places/events you are interested in visiting

2

BUILD THE PLAN

Come up with a travel plan for a **one-day trip** you would like to go with a mate. The plan has to be one day, with details on location, costs and transportation

3

SUBMIT BY AUGUST 18

11AM CST, MYT (CHINA & MALAYSIA)
10AM ICT (VIETNAM)
8:30AM IST (INDIA)

- 1) a **one-page** travel plan with as much detail as you like :) The plan must be doable in one-day, with a **reasonable budget**.
- 2) A documentation of all the **tools you used in your research**
- 3) Send it to : **it-capstone@deakin.edu.au**

4

WIN & BRING ALONG A MATE !!

Top 3 **winners** of the competition will be **sponsored to travel** the trip they planned and bring along a mate!

TIPS

- You might want to look at 'culture' from different lenses (e.g. indigenous, historic, modern, art, culinary, sports, music...etc.)
- Ask your peers for an opinion. End of the day you are design an experience for yourself and a friend!
- Have a chat with mentors at Deakin for their tips and recommendations
- Make use of design platforms like [canva.com](https://www.canva.com), to speed up the poster making process



JUDGING RUBRIC

FUN SCALE



Let's aim to have an epic experience!

CULTURAL SCALE



Does the travel plan enable you to learn about the rich culture of Melbourne?

FEASIBILITY SCALE



Does the travel plan fit in one day, within a reasonable budget?

**We will shortlist the top 10 submissions,
YOUR PEERS will vote for the BEST one**



TRAVEL PLAN

ITINERARY

Project name

..... *e.g Melbourne CBD Adventure*

Name

.....

Email

.....

Total Cost

..... *(in \$AUD)*

Destination 1

..... *Arrival time + Brief description of this place*

Why you chose it:

.....

Costs:

.....



Method of travel: *Tram? Train? Bus? (Which line? Which station?)*

Time required:

Cost:

Tip: Find out about the Melbourne CBD Free tram zone :)

Destination 2

.....

Why you chose it:

.....

Costs:

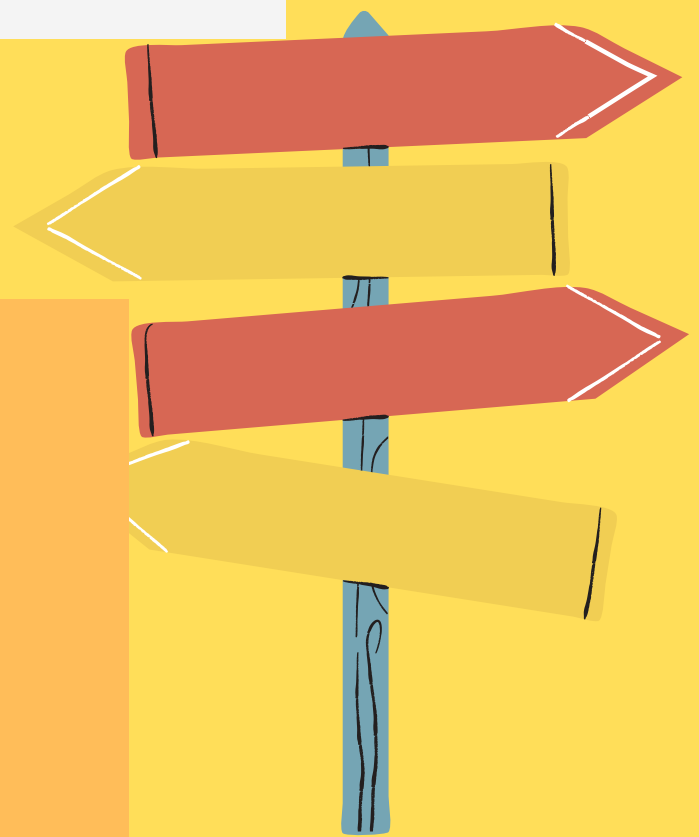
.....



Method of travel:

Time required:

Cost:



Destination 3

.....

Why you chose it:

.....

Costs:

.....



Method of travel:

Time required:

Cost:

Destination 4

.....

Why you chose it:

.....

Costs:

.....



TOOLS USED

HOW DID YOU CONDUCT THE RESEARCH?

DESCRIPTION OF SEARCH METHODOLOGY

TOOLS USED IN RESEARCH & MAKING OF TRAVEL PLAN

- *Timeout Melbourne*
- *Wikipedia*
- *Airbnb Experiences*
- *Broadsheet*
- *Trip Advisor*
- *Visit Victoria*
- *Public Transport Victoria (Journey Planner)*