

# *Pitch Session*



# AGENDA & LEARNING GOALS

1. Perusal comments and reflections
2. "Question burst" method
3. Demonstration of the method and pitch
4. Pitch Session

# Perusall

CREATIVITY

## Better Brainstorming

by [Hal Gregersen](#)

From the March–April 2018 Issue

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**A**bout 20 years ago I was leading a brainstorming session in one of my MBA classes, and it was like wading through oatmeal. We were talking about something that many organizations struggle with: how to build a culture of equality in a male-dominated environment. Though it was an issue the students cared about, they clearly felt uninspired by the ideas they were generating. After a lot of discussion, the energy level in the room was approaching nil. Glancing at the clock, I resolved to at least give us a starting point for the next session.

**WHAT IS  
"QUESTION BURST"  
METHOD?**

# Question Burst Method

- Easier to push past cognitive biases and venture into uncharted territory
- Include people who are not familiar with the topic
- More inclusive and welcoming
- Pushes you to frame your problem quickly
- Before start: Layout the problem for 2 minutes
- First round: 4 minutes 15 questions
- Second round: pick one of the questions and ask 5 Whys or pick one and do another round
- Repeat the process!

## QUESTION BURST PROCESS SETUP



What is your Questions are the Answer Challenge? Briefly write down key elements of your challenge or opportunity

What is your "Ei  
now about the c



2 min

## QUESTION BURST PROCESS BRAINSTORM QUESTIONS

4 min

**Step 2**  
Set a timer for 4 minutes and  
ask **nothing but questions.**

**Follow 3 rules:**  
• Don't answer any questions  
• Only ask questions you're asking a question  
• Ask questions verbatim (word  
provided on

# SHORT EXAMPLE: 5 "WHYS"

"I hate my job."

"Why do you hate your job?"

"Because I feel like I'm not being my best."

"Why do you feel like that?"

"Because I'm always feeling too tired to work well."

"Why are you always tired?"

"Because I have to get up at 5:30AM to be at work on time."

"Why do you have to wake up so early?"

"Because I have a 50 km commute and the road can get congested in the mornings."



# CREATIVITY AS A PROCESS

- Generating a large number of ideas
- Non-judgmental, open-minded exploration

***DIVERGENT  
THINKING***

***CONVERGENT  
THINKING***

- Exposing ideas to criticism
- Selecting and developing ideas





# QUICK DEMONSTRATION

- Sustainable tourism?
  - How to make tourism experiences more sustainable?

Divergence!

## How to make tourism experiences more sustainable

### Resource Management

How can we minimize the environmental impact of transportation for tourists?

What renewable energy sources could be incorporated into tourism infrastructure?

How can we reduce water consumption in tourist destinations?

### Community Engagement

How can tourism activities empower and involve local residents?

How can we ensure that local communities benefit economically from tourism?

What are the ways in which tourist disrupt the lives of locals?

### Waste Reduction

What kind of waste do tourists leave behind?

Are there opportunities for upcycling or reusing materials in tourism experiences?

What strategies can be implemented to reduce waste generated by tourists?

How can we encourage recycling and composting in tourist areas?

What kind of travels do produce the most pollution?

### Biodiversity Conservation

What touristic activities do harm nature?

How can tourism activities minimize disturbance to natural habitats and wildlife?

### Education and Awareness

How can we educate tourists about the importance of sustainable travel practices?

### Technology

What role can digital platforms play in promoting sustainable tourism experiences?

How/what technology can we use to calculate the waste that is made by tourists?

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Convergence!

Why is water-related waste high in touristic destinations?

# 5 Whys

## 1. Why is water-related waste high in tourist destinations?

- Because tourists consume disposable products like water bottles, toiletries, and packaging, contributing to waste generation.

## 2. Why do tourists consume disposable products in tourist destinations?

- Because they often prioritize convenience and hygiene during their travels, opting for single-use items to meet their immediate needs.

## 3. Why do tourists prioritize convenience and hygiene during their travels?

- Unfamiliarity with local customs, infrastructure, or availability of alternatives -> leading them to rely on familiar, disposable products for comfort and convenience.

## 4. Why are tourists often unfamiliar with local alternatives and infrastructure?

- Because there may be a lack of accessible information or awareness campaigns about sustainable practices and alternatives to disposable products in tourist destinations.

## 5. Why is there a lack of accessible information or awareness about sustainable alternatives?

- Because there may be limited coordination and collaboration between local authorities, tourism operators, and environmental organizations to promote and implement initiatives that educate tourists about sustainable practices and reduce reliance on disposable products.



**“The typical mental image of Bali is of a glorious tropical paradise. In reality, like everywhere in the world, the island has a plastic problem: it produces 1.6m tonnes of waste a year, 303,000 tonnes of it plastic. More than half of this goes uncollected, including 33,000 tonnes that gets into Bali’s waterways.”**



# Preliminary plan for learning about the problem

- You are expected to use secondary data!
  - Government agencies
  - Non-governmental organizations
  - Educational institutions
  - Reports of businesses or consultancy firms
  - Archives
  - Peer-reviewed papers
  - Newspapers, magazines
  - Social media, forums (see Netnography)

# Ask questions that lead you to what data you need to access

- Who is going to Bali for vacation?
- What do they do in Bali?
- What kind of activities do they engage?
- How do they travel within Bali?
- What kind of infrastructure Bali has?
- What are the existing solutions?
- .....



**Where do we find  
answers to these  
questions?**



The alternatives

This article is more than 1 month old

## 'It gets your stomach churning': the team wading through nappies to clean up Bali's waterways

JOURNAL ARTICLE

Three siblings and their team, Sungai We are fighting against Bali's pollution problem by Ardila Syakriah

## Tourism and Water Inequity in Bali: A Social-Ecological Systems Analysis

Solving Waste Management Issues Together  
Kerja Sama Mengatasi Permasalahan Pengelolaan Sampah

## Negative Impacts of Tourism in Bali: A Comprehensive Guide

July 10, 2023

*In this article, we explore the negative impacts of tourism in Bali, such as environmental issues and effects on 'live consequences of tourism.*

## Bali's beaches buried in tide of plastic rubbish during monsoon season

Just drawcards Kuta and Legian beaches are being overwhelmed by up to 60 tonnes of plastic rubbish every day

### Towards sustainable tourism in Bali

A Western paradigm in the face of Balinese cultural uniqueness

Sylvine Pickel-Chevalier and Budarma Ketut

### The side effects of mass tourism: the voices of Bali islanders



February 2020 · Asia Pacific Journal of Tourism Research 25(2):157-169

# Pitch Session

- Groups will work on their pitch for 30 min

Decide on what you want to work on. This is not going to be the final version!  
Remember divergence -> convergence -> divergence -> convergence...

❖ What is the problem?

- Short and lengthier description

- Evidence that some attempts to fix the problem through marketplace solutions already exist, if any
- What do you think is missing there?

❖ Preliminary plan for learning about the problem

Half of the group members will visit and listen to what others are doing. Everyone should give feedback to each other. Write down your feedbacks and comments on post it notes!

❖ Must

- Nice to have

*Any questions?*

# Pitch Session

15:40 – 16:15

- ❖ What is the problem?
  - Short and lengthier description
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16:15 – 16:45

- Half of the group members will visit and listen to what others are doing. Everyone should give feedback to each other. Please write down your feedbacks and comments on post it notes!

- ❖ Must
- Nice to have

LAST NAME	FIRST NAMES	Group Number
Astikainen	Suvi Tuulikki	1
Laakso	Lotta Ida Johanna	1
Lempiäinen	Laura Elisabeth	1
Oksanen	Mikke Matias	1
Säde	Emmi Maria	1
Jussila	Saara Vilhelmiina	2
Karhumaa	Kreeta Liisa	2
Kuoppamäki	Eero Oliver	2
Manninen	Mandy Emma Alexandra	2
Salmi	Sampo Veli	2
Bangura	Melanie-Lugbu	3
Krüger	Fiona Raphaela	3
Pemberton	Viola Alisa	3
Ranta	Viivi Iida Eveliina	3
Toscano	Rochelle Claire	3
Warén	Alexander Ilmari	3
Ollila	Mia-Sofia	4
Papadakis	Aleksi	4
Simula	Maria Kristiina	4
Vepsäläinen	Siiri Maija Matilda	4
Vuoksenmaa	Kia	4
Oksanen	Elsa-Maria Josefiina	5
Holmberg	Nea Maria	5
Huovinen	Rasmus Akseli	5
Mertaniemi	Tea Julia	5
Formica	Mario	5

LAST NAME	FIRST NAMES	Group Number
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Du	Ngoc Khanh	6
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Paananen	Oona Anna Erika	6
Pahkala	Tobias Santeri	6
Hakala	Meri Kanerva	7
Ilomäki	Eero Juhani	7
Lipsonen	Oona Eveliina	7
Pietikäinen	Jasmin Julianne	7
Röyskö	Liina Katariina	7
Hemmi	Kia Helena Anneli	7
Astria	Eva Mega	8
Isoaho	Antti Patrik	8
Ranki	Rasmus Ron Arnold	8
Bulteel	Kathleen	8
Banfi	Roberto	8
Claux	Marie	8
Cordova Castellani	Evelisa Lidia	9
Kalliovaara	Roosa Anna	9
Kujanpää	Venla Emilia	9
Latvala	Siiri Emilia	9
Liimatta	Karoliina Aino Matilda	9
Palmroth	Inka Olivia	9