



Week 3 Milestone Worksheet

Instructions: Provide responses to all items in the boxes. The worksheet consists of Sections A–E. Work on this worksheet one section at a time throughout your week, and return to Savanna after each section for the next set of content and further instructions.

SECTION A: Problem Statement

Step 1: Your GCGO

Which Grand Challenge or Great Opportunity (GCGO) do you want to play a part in addressing? (Pick one.)

As a reminder, the GCGOs are:

- Urbanization
- Education
- Infrastructure
- Healthcare
- Climate change
- Governance
- Job creation
- Agriculture
- Natural resources
- Arts, culture, and design

- Tourism
- Empowerment of women
- Regional integration
- Wildlife conservation

GCGO:

Problem Statement: Tourism

Tourism has the potential to drive economic growth, create jobs, and promote cultural exchange. However, the industry faces significant challenges, including environmental degradation, inadequate infrastructure, unsustainable practices, and a lack of digital transformation. Many rural and underdeveloped communities struggle to benefit from tourism due to poor accessibility, limited investment, and a lack of proper governance. Additionally, the impact of global crises such as pandemics, climate change, and political instability continues to disrupt the sector. Addressing these issues is crucial to ensuring that tourism remains a sustainable and inclusive driver of economic and social progress.

Step 2: Describe Your Problem

You are going to take a first pass at briefly describing your chosen problem. This can be any problem that speaks to you, as long as it is a real-life occurrence that is clearly linked to your chosen GCGO, that occurs in a certain place and for certain people (and/or animals), and that it can be clearly defined.

For example, if you chose wildlife conservation as your GCGO, you might first state your chosen problem as:

There are very few white rhinos left in Kenya, and they are in danger of becoming extinct.

Another example is if you choose infrastructure as your GCGO:

Residents of major cities in South Africa endure prolonged periods without electricity, significantly hampering their ability to generate income.

Note that this is just your first attempt at stating the problem, and you don't need to quantify it yet. In order to get to your official problem statement (which does need to be quantifiable), first answer the following questions. The more specific your answers, the better. You may also ask Google, Wikipedia, ChatGPT, and/or other reliable online sources to help you. Please be sure to cite (give credit to) any sources that you use.

Describe your problem using What/Who/When/Where/Why/How....

1. **What** is the problem? What is reality like because of this problem? What will the reality be like if the problem continues?

[illegible]

***What** is the problem?>>>> The problem is as The result of lack of proper infrastructure in tourist destinations affects accessibility, safety, and the overall travel experience. Poor roads, inadequate transportation, and a lack of reliable services discourage tourists from visiting.

***What** will the Reality be like?>>> The reality is *that Local businesses lose income, tourism declines, and potential economic growth is stunted.*

* **What** if the problem continues?>>>If the problem continues Tourism-dependent communities will suffer financially, and destinations may lose their global appeal.

2. **Who** does this problem impact, directly and indirectly? Who contributes to the problem?

[illegible]

* **Who** does this problem impact directly?.....

This problem has impacts the Tourists, local businesses, tour operators, and hospitality workers.

***Who** does this problem impact indirectly?.....

The impacts of this problem is indirectly on the Governments, local communities, and investors in the tourism industry.

Contributors: The contributors are the Governments lack of investment, policy makers poor planning, and local businesses inadequate resources.

3. **When** did this problem begin? When does it occur?

[illegible]

***When** did this problem begin? This problem usually begins Whenever there is poor urban planning, delayed government action, or lack of maintenance in tourism infrastructure.

When does it occur? This occurs during peak travel seasons when tourist demand exceeds available facilities.

4. **Where** is this problem occurring? What is the context in which it occurs

[illegible][illegible]

***Where** is this problem occurring? >>> This problem occur In developing countries with emerging tourism industries.

***What** is the context in which it occurs?>>>>In remote areas where tourism potential is high but access is limited due to bad roads, poor transport, or unreliable public services.

5. **Why** is this a problem? What are the pain points or gaps? **Why do you personally care about this problem?**

[illegible][illegible]

***Why** is this a problem?>>> It is a problem because Tourism is a major economic driver for many countries, and poor infrastructure limits its full potential.

***What** are the pain points or gaps?>>>Many countries rely heavily on tourism for revenue, but economic instability, global crises (e.g., pandemics, wars), and travel restrictions can significantly impact the sector.

Why do you personally care about this problem?>>>>its
Improving infrastructure can boost employment, attract more visitors, and enhance the overall economic development of a country.

6. **How** would reality be different if this problem were solved? (This can be your opinion.)

[illegible][illegible]

How would reality be different if this problem were solved? >>>>Technology can be used to improve tourism services, such as digital navigation tools and smart transport systems.

Step 3: Understand and Quantify Your Problem

Next, you will conduct some basic web research to better understand, define, and quantify your problem. You will do this through a combination of Google search, Wikipedia, credible web sources, ChatGPT or other AI research tools, and your own synthesis of information from these sources. Be sure to give credit to your sources, and paraphrase (use your own words) rather than quoting directly.

7. What is the historical context for this problem? What happened in the past that contributes to the problem now?

[illegible][illegible]

Historically, the tourism industry has been a major driver of job creation, but it has also been vulnerable to **global economic shifts, political instability, and pandemics.**

8. What are the possible economic (money-related) reasons why this problem exists and continues?

Answer.....Over-reliance on tourism revenue leads to unsustainable practices.

High costs of maintaining tourist infrastructure without proper reinvestment.

Economic inequality where local communities receive minimal financial benefits.

Seasonal employment causing income instability.

Businesses prioritize profit over environmental or cultural preservation

9. What are the possible political reasons why this problem exists and continues?

Answer....

Lack of government regulations on over-tourism and environmental protection.

Corruption or misallocation of tourism revenue.

Policies that favor large corporations over local businesses.

Inadequate enforcement of sustainable tourism practices.

Political instability or conflict affecting tourism flow and safety.

10. What cultural beliefs and/or social norms possibly contribute to this problem?

Answer....Perception of tourism as a primary economic driver, leading to over-dependence.

Cultural tolerance for foreign influence may erode local traditions.

Social pressure to maintain tourism-friendly environments at the cost of authenticity.

Belief that more tourists automatically mean better economic outcomes.

11. Who are the people potentially responsible (directly or indirectly) for creating and/or maintaining this problem?

Answer.....

Government bodies that regulate tourism and infrastructure.

Large tourism corporations promoting mass tourism.

Tourists who engage in unsustainable or disrespectful behaviors.

Now that you have the preliminary information you need, you'll continue your web research to find some numbers, or quantifiable information, to help describe your problem:

What numerical data can you find that is relevant to your problem? Be sure to use your own words and also cite (give credit to) your sources.

Example 1:

According to Chat GPT, there are about 880 white rhinos currently living in Kenya. This population is very small, and they are critically endangered.

Example 2:

Johannesburg has approximately 5.8 million residents (per ChatGPT) and had approximately 4.7 million international overnight visitors in 2019 (according to the South African Tourism Annual Report for 2019/2020).

12. Approximately how many people (and/or animals) are **directly** impacted by this problem? Explain.

Answer..... **People Impacted:** In cities like Johannesburg, millions are directly affected. For instance, approximately **5.8 million residents** rely on tourism for employment, business opportunities, and public services. Tourism impacts livelihoods, infrastructure, and quality of life. Additionally, the **4.7 million international visitors** are also directly influenced by local tourism conditions, including safety, accessibility, and cultural experiences

Animals Impacted: Wildlife, such as the **880 critically endangered white rhinos** in Kenya, are heavily impacted by tourism. Increased tourism can either protect these species through conservation funding or threaten them through habitat destruction and poaching.

13. Approximately how many people (and/or animals) are **indirectly** impacted by this problem? Explain.

Answer....In tourism, millions of people and animals are indirectly impacted by tourism-related issues:

- **People:** Around **20 million people** across Africa indirectly rely on tourism through supply chains like food production, transportation, and local artisans. For example, farmers and small businesses supplying hotels and tour operators are indirectly affected when tourism declines.

.Animals: Ecosystems and wildlife habitats are indirectly impacted when tourism funds decrease, leading to fewer resources for **conservation programs**. For instance, reduced eco-tourism funding in Kenya and South Africa can harm animal protection efforts, increasing poaching risk.

EXPLANATION.....

When tourism thrives, it supports economies and conservation efforts. However, when it declines (due to pandemics or political instability), industries dependent on tourism—such as food, transport, and conservation—also suffer indirectl.

14. What other numerical data can you share that is relevant to your problem? What can you find out about its size and scope? What can be measured? (For example, the amount of trash produced in Nairobi each day, the number of people without access to clean water, etc.)

Answer....**Tourism Revenue:** In 2019, tourism contributed **8.5%** of Africa's GDP (~**\$194.2 billion USD**), and a drop in tourist activity directly impacts economic stability.

Employment: Tourism supports **24.3 million jobs** in Africa, many of which are indirectly affected by changing tourism patterns.

- **Environmental Impact:** Over-tourism can lead to the production of **3.5 million tons of waste** annually in popular destinations like coastal regions.

Step 4: Describe Your Solved State

Without having to come up with *how* to solve the problem, describe what the desired, solved state looks like. Please use numbers wherever possible, and make your solved state-specific and measurable.

Example 1:

There would be a population of 10,000 healthy and protected white rhinos living in the wild in Kenya.

Example 2:

All 5.8 million residents of Johannesburg would have affordable and consistently available power from clean energy sources, 99.5% of the time.

15. If the problem were addressed/solved, what would reality be like?

Answer.....

Wildlife Conservation: There would be a stable population of **10,000** or more protected white rhinos in Kenya, with consistent funding for anti-poaching efforts and habitat restoration.

Economic Impact: Tourism revenue in Africa would consistently contribute **10% or more** to the continent's GDP, ensuring the livelihoods of over **25 million** people across related sectors.

16. Are there other benefits that would come from your problem being solved?
Name at least one.

Answer.....**Increased Employment Opportunities:** Solving the problem would create **more job opportunities** in the tourism sector, directly benefiting local communities by reducing unemployment and improving living standards.

Environmental Sustainability: Improved tourism practices would lead to **better conservation efforts**, preserving natural resources and wildlife for future generations.

Step 5: Clarify Your Problem Scope

You are more effective at solving a problem when you know where its limits are. That is, when you know what is “in scope” and “out of scope.” For this reason, it is important to list what is out of scope, or NOT included as part of your problem definition.

Example 1:

The scope of the problem does not cover any other animal species besides white rhinos. It does not include white rhinos outside of Kenya.

Example 2:

The scope of the problem does not include any businesses or people outside of the legally-defined Johannesburg city limits. It does not apply to tourists or visitors staying for less than 1 year in Johannesburg.

17. What is NOT in the scope of your problem?

Answer.....

IN SCOPE

Providing affordable and accessible travel packages within **West Africa**.

Offering **live-streaming services** for events, including sermons and conferences.

Supporting **local tourism** businesses by promoting their services on **TravellersXperience.com**

OUT OF SCOPE

International travel services **outside West Africa**.

Organizing **visa applications** or handling immigration processes.

Providing **in-person customer support** outside the regions where we operate

Step 6: Areas for Learning

What do you not know or understand that you would like to know more about? This can be anything related directly or indirectly to your problem. Let your curiosity run wild!

Example 1:

I'd like to know where most of the demand for rhino horn is coming from. I'd like to know who are the primary buyers and who is behind the trafficking of rhino horn. I'd like to know how long the average rhino's lifespan is. I'd like to know how many babies a typical female rhino has, and how many babies typically survive into adulthood. I'd like to know more about what diseases impact rhinos. I'd like to know more about the kinds of habitats that rhinos thrive in. I'd like to understand what international organizations do the best job supporting wildlife conservation and what their practices are. I'd like to know what models of community involvement have been most successful in keeping wildlife safe and thriving. I'd like to understand how much land is available in Kenya for rhinos to roam.

Example 2:

I'd like to better understand the utility company Eskom and its history. I'd like to understand why Eksom has failed to plan properly to update its infrastructure. I'd like to understand the relationship between Eksom and the South African government. I'd like to know if there are private utility companies providing competition to Eksom. I'd like to know what the latest breakthroughs are in solar power. I'd like to know what other possible energy sources might be made available in Johannesburg. I'd like to know how much energy tourists and temporary visitors use. I'd like to better understand the process of how limited energy supply gets allocated to people and businesses. I'd like to better understand the economic impact on people and businesses of not having power.

18. What else would you like to know or understand better? (It can be anything related to your problem.) List 5-10 things.

Answer.....

I'd like to know:

- How to **optimize** my website for **search engines (SEO)** to attract more travelers.
- What are the best **payment gateway** options for **West African** customers.
- How to **integrate live-streaming** on **Facebook** and **YouTube** smoothly.
- What **tourist destinations** are trending in **West Africa**, and how to feature them effectively.
- How to use **Google Workspace** to organize and manage client bookings.
- What **legal regulations** affect online tourism businesses in **West Africa**.

Step 7: Problem Statement

This step is the culmination of all you have done in Part A. You will synthesize the work you have done above to create a problem statement of 150 – 250 words. This should be in narrative form, 2–4 paragraphs, and should NOT use bullet points.

Your problem statement should:

- Provide a succinct description of the problem **in the first sentence**.
- Indicate the specific population affected
- Explain the impact (cost, time, environmental, personal) and why the problem matters.
- Explain what reality would be like if the problem were solved. The gap between present reality and the desired outcome should be clear.

Please cite (give credit to) where your information came from directly in your statement. Avoid word-for-word quoting and instead paraphrase (use your own words), as modeled in the example. Also, list your sources and their URLs (web addresses) at the end.

Example :

Kenya's white rhinos are in critical danger of extinction. There are currently about 880 white rhinos in the country of Kenya, per Wikipedia. According to Chat GPT, Rhinos are considered a keystone species, meaning they have a disproportionately large impact on their ecosystem compared to their population size. Rhinos help shape their environment by influencing vegetation growth and acting as seed dispersers, which creates habitat for other species (per ChatGPT).

The extinction of white rhinos would have cascading effects on other plant and animal species in their habitat. According to the Kenya Wildlife Service, rhinos' presence in reserves and parks brings millions of tourists each year, contributing to local economies and supporting conservation efforts. Once a species goes extinct, it is gone forever. The extinction of rhinos would represent the loss of millions of years of evolutionary history and unique genetic diversity that science has yet to fully understand and benefit from (per ChatGPT).

My problem would be considered solved when the population of wild, white rhinos in Kenya reaches 10,000, and when all imminent threats to their population including poaching and habitat destruction are not present. If this were the reality, it would create ecosystem balance, create large revenues from ecotourism, preserve important cultural symbols, and allow for genetic diversity that could benefit humanity in ways we may not yet fully understand.

Sources:

Kenya Wildlife Services Annual Report 2017,
<https://www.kws.go.ke/content/annual-reports>

ChatGPT, <https://chat.openai.com/>

"White Rhinoceros", Wikipedia, https://en.wikipedia.org/wiki/White_rhinoceros

19. My problem is statement is:

Tourism is a vital sector for many economies, providing employment, cultural exchange, and revenue generation. However, the tourism industry faces significant challenges due to poor infrastructure, inadequate digital presence, and changing traveler expectations. Small businesses and local tourism operators often struggle

to attract international visitors because they lack the technology and platforms to showcase their services effectively. Without addressing these challenges, local economies dependent on tourism risk declining revenues and reduced employment opportunities.

The impact of this problem is far-reaching. For local communities, fewer tourists mean reduced income, which affects livelihoods and the preservation of cultural heritage. Inadequate digital marketing and outdated booking systems make it difficult for potential travelers to discover and engage with tourism services. By improving technological infrastructure and embracing digital platforms, tourism businesses can reach a global audience, streamline their operations, and enhance customer experiences.

If these challenges are addressed, the tourism industry could experience significant growth. Increased digital access and infrastructure investment would drive more visitors, boost local economies, and sustain cultural and natural heritage for future generations. Solutions such as user-friendly websites, online booking systems, and better marketing strategies can bridge the gap between local tourism and global travelers.

Source Credit: This problem statement was developed with insights and assistance from ChatGPT, an advanced AI model by OpenAI, to clearly identify and articulate the challenges and potential solutions in the tourism industry.

20. Please list all sources that you used to form your problem statement:

ChatGPT. OpenI



Please go back to Savanna and continue with your learning content. You will be prompted on when to return to complete Section

SECTION B: Research Questions & Hypothesis

IMPORTANT: Complete this section AFTER completing the Savanna Modules **Asking Effective Questions** and **conducting web research**.

Step 8: Research Questions

Based on what you have learned so far and on 'Step 6: Areas for Learning' from this worksheet, come up with 3 research questions. **Research questions should be complex enough that they can't be answered by a single Google search.** If appropriate, form a hypothesis that your research may confirm or reject. (As a reminder, a hypothesis is a prediction of how you think your research will answer your research question. It is your best guess. If you truly have absolutely no idea, state "not applicable.")

Example Research Question #1:

What are some ways can we increase rhino populations?

Hypothesis:

Rhino populations will increase by creating more open spaces for them to roam, increasing their protection, increasing international interest in them, and for other reasons, I have yet to uncover.

Example Research Question #2:

Which organizations have been effective at wildlife conservation and what practices do they use?

Hypothesis:

Not applicable; I don't know.

Example Research Question #3:

How many babies can a typical female white rhino have in her lifetime, and what are the reasons a female may not have high fertility?

Hypothesis:

A typical female white rhino can have 5 babies in her lifetime, and fertility may be affected by diet, amount of grazing territory, poaching, stress, mate availability, and other reasons I have yet to uncover.

21. Research question #1:

How can emerging technologies, such as digital platforms and virtual reality, create new job opportunities within the tourism industry?

Hypothesis (if applicable): Emerging technologies, such as digital platforms and virtual reality (VR), have the potential to create new job opportunities within the tourism industry by increasing demand for specialized roles like virtual tour guides, digital content creators, and customer experience managers. As these technologies enhance tourist engagement, they will also drive new career paths in tech support, digital marketing, and immersive experience design.

22. Research question #2:

What role does digital marketing technology play in promoting small-scale tourism businesses, and how does this affect employment in local communities?

Hypothesis (if applicable): Digital marketing technology plays a crucial role in promoting small-scale tourism businesses by increasing their visibility to a global audience. This increased exposure leads to higher customer engagement, which can drive business growth and create new employment opportunities in local communities. As small tourism businesses expand, they are likely to hire more local staff for roles in customer service, tour operations, and digital marketing support.

23. Research question #3:

How can technology facilitate skill development and training programs to prepare the workforce for evolving job roles in tourism?

Hypothesis (if applicable): Technology can facilitate skill development and training programs in the tourism industry by providing accessible, flexible, and interactive learning opportunities. Online platforms, virtual reality simulations, and digital training modules can equip the workforce with relevant skills, such as customer service, digital marketing, and language proficiency. This continuous learning approach helps workers adapt to evolving job roles and enhances their employability in the rapidly changing tourism sector.



Please go back to Savanna and continue with your learning content. You will be prompted on when to return to complete Section C.

PART C: Peer Activity Report

IMPORTANT: Complete this section AFTER completing the Savanna Lessons “Hub Activity: Problem Statement” and “Hub Activity: Web Research.”

Peer Activity #1: Problem Statement

Please report on your process of getting peer feedback.

24. Who reviewed your problem statement (item #19)? (Give the first and last names of your 2 peers.)

25. In brief, what feedback did they give to you?

26. Was their feedback useful to you? Did it feel kind? Why or why not?

27. Who did you give feedback to? (Give the first and last names of 2 peers—they may be the same or different peers from above.)

28. Do you feel that you gave useful and kind feedback to your peers? Why or why not?



After you updated earlier parts of the worksheet based on your feedback, please go back to Savanna and continue with your learning content. Return to Part E prior to submitting your milestone.

PART D: Daily 3 Challenge Report

Please answer the following questions honestly. There are no wrong answers! This is your opportunity for self-reflection.

29. How many days out of the past 7 did you do 20 minutes of movement?

30. How many days out of the past 7 did you write 3-morning pages?

31. Overall, how do you feel you are doing on building your Daily 3 habits?
Explain.

32. What is your biggest barrier to staying motivated?

33. If you have been practicing at least some movement and/or morning pages:

A) What effect (if any) have you noticed on your mood, focus, and productivity?

B) What helps you stay motivated?

34. If you haven't been practicing any movement and morning pages, what would motivate you to get started?

Once you have completed this worksheet:

1. Export/convert to .pdf.
 2. Rename it per the instructions.
 3. Upload to Savanna as your Milestone 3 Submission.
 - 4. Celebrate a job well done!**
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