

Odyssey Britannia

A Pandemic Compatible Travel Guide for the Classical World

[Link to Our Website](#)

USP: Combining traditional methods of travel with a re-conceptualised idea of virtual travel.

Context

- Pandemic: Re-thinking Travel and Exploratory Classics.
- Classics at a Crossroads: How Can We Make It Accessible?
- VR Technology as the New Educational Frontier.
- New Experiences and Ancient History.

Short Term Impact: Wellbeing through scholarship and accessible travel.

Long Term: Promoting better understanding of Classics, and fostering the next generation of classicists.

Impacting the discipline through content that is socially conscious, critical, inclusive, and public facing.

Revolutionizing sustainable travel far into the future.

Approach: A Website

- Accessible
- Cost Effective
- Collaborative
- Sustainable

The kind of content we post on the blog is important to us.

Foreseeable Issues

1. The Trap of Passivity: Are we contributing to the discussion?

- Personality
- Guidance
- Presence

2. Advocating Superficial Tourism: Moving Beyond Aesthetic

- Focus
- Risk
- Realism

Outreach: 3 Phase Plan:

1. Classicists

Established interest. Recruiting contributors. Requesting universities and popular classicists to endorse/share our site.

2. Travel Enthusiasts and Students

Indirect interest in our site (ie. discovery and academia). Asking travel pages to share us, eg. Yelp, Trip Advisor. School assemblies.

3. National Tourism

Requesting official sites to advertise us (eg. VisitScotland). Mutualistic relationship.