**Growing Your Business in the Digital Era:**

**A Course on Using Technology for Adventure Travel Tour Operators**

## Handout: Introduction to Mapping Your Customer Journey

Let's begin by mapping out your customer's journey on the provided timeline. Consider how they engage with and navigate through your adventure business. This activity serves as a starting point for our course's progression. Don't worry if you're unsure about what to write—this exercise aims to assess your existing knowledge. When we refer to the customer journey, we are not solely focusing on their travel plans. Rather, we encompass their entire engagement process with your business, from initiation to the conclusion of your relationship. Don't hesitate to attempt the exercise and observe what emerges.

Key Considerations:

- Identify the starting and finishing points of the customer journey.

- Reflect on the various stages or events that occur between these points.

- Utilize the provided timeline to map out their journey.

Once completed, we can build upon this foundational understanding as we explore travel technology in subsequent sections. Let's dive in and embark on this enlightening journey of discovery and technology integration.

