The Power of Interdisciplinary Research: 1+1 > 2
Prof. Dr. Cihan Çobanoğlu (University of South Florida, United States of America)

Abstract
National Academies defines interdisciplinary research as “a mode of research by teams or individuals that integrates information, data, techniques, tools, perspectives, concepts, and/or theories from two or more disciplines or bodies of specialized knowledge to advance fundamental understanding or to solve problems whose solutions are beyond the scope of a single discipline or area of research practice.” This presentation will outline the power of interdisciplinary research in the context of tourism research. Today’s problems are so complex that it requires different brains, approaches, knowledge sets, methods to work together and explore what has never been seen before. However, conducting interdisciplinary research has many challenges from adopting to work with different styles to finding a reputable outlet to publish the outcomes.

The author has requested that the full text of the paper to be withheld from the proceedings.