



Action Project Reference: 51-11

Organisation: Think Pacific Foundation

Action Project Proposal:

“A Step by Step Guide to Creating A Micro-Tourism business in Fiji”

Who Are Think Pacific Foundation?

Think Pacific Foundation (FIJI) is the locally registered Fijian charity and NGO behind Think Pacific volunteer projects. The ‘TP foundation’ works year-round to support sustainable development in Fiji’s rural communities. Under national strategies with the Fijian Ministry, we help communities achieve their local ambition and become sustainable.

Mission:

Think Pacific Foundation works to empower rural communities and in particular, young Fijians, to expand their education, skills and opportunity.

Long Term Aims & Vision:

The TP Foundation’s long term vision is a Fiji where all communities may be self-sufficient achieving holistic development, including access to improved infrastructure, quality and consistent healthcare, advanced education and training, employment and enterprise opportunities that empowers all Fijians to achieve their goals.

The empowerment of Fiji's youth so they can realise their aspirations as Fiji's next generation of leaders, both as traditional leaders and 'national' leaders.

Further Information:

Think Pacific operates very much within the community and because of this experience we believe that the beauty of Fiji lies within these small community settings... Fiji's lifestyle, culture and people make it special. It is often this side of the country that is overlooked by regional tourist companies and large scale resorts meaning those signing onto these holidays miss the beauty that Fiji has to offer behind its face value. This task will require you to put together a guide on what to expect in putting together an effective micro-tourism business in Fiji, taking into account ethics, activities and business prospects.

Research will be needed into competitors; what they do successfully but also what their shortcomings are. It also may be worth thinking about how a small but effective business like a micro-tourism company can benefit the community- the local impacts of such a project.

Key Research & Discussion Areas:

Plan and deliver ...

- What contribution can you make to this project within the time available which has a SMART aim? (specific, measurable, achievable, realistic, timely)
- What is the scalability of what you are envisioning?
- How will you present the information you compile so that it is easily understandable but effectively delivered?
- Starting from the ground up, consider start up costs but also future prospects and scalability for the business?
- Consider other tourist businesses and their impact to the local communities and holiday goers themselves.
 - In what ways are they successful?
 - How could they be improved?
 - What similarities are there between your project proposal?
 - How can you make this unique and specific to Fiji?

Create content ...

- What major themes and information needs to be included?
- Are there any resources online you can use for inspiration?
- What makes Fiji tourism unique?

- Why is micro-tourism so relevant to Fiji?
- What is the holiday actually going to involve for the customer? What activities will they take on and for how long?
- How much is this experience likely to cost? How are finances going to be dealt with within the business?
- What will the USP be for this business?
- What is the best format to use to present the information and resources so they can be easily printed, shared and used?

Barriers to success ...

- What are the potential barriers to creating small businesses in Fiji?
- What are the potential solutions to the problems that you encounter?
- What would the risks be associated with starting a micro-tourism business in Fiji?
- How have other organisations overcome similar difficulties in the past?

Evaluate ...

- How will you evaluate your contribution to the development of the unique resources?
- How will you present and share your results?
- What advice can you offer to someone to continue this project and further development?
- Is the project still achieving what you set out to do?

Useful Links:

- <https://thinkpacific.com/>
- [Micro perspective of tourism and hospitality](#)

Further Questions

Are there any questions you would like to ask in completing this project?

-
-

-
-
-