



Action Project Reference: 52-06

Organisation: Nadi Tourism Business

### Action Project Proposal:

## “Design and Create a single-page website”

### Who Is The Nadi Tourism Business?

Our names are Ditui (right) and Suka (left) and we live in Votualevu, Nadi, near Fiji’s main international airport. We have four children, and are looking to set up a new business in the tourist industry.

### Mission:

Our future hopes are to run our tour company with multiple cars and vans, showing tourists ‘real’ experiences of Fiji in a unique way.



### Long Term Aims & Vision:

Since buying our car, we have wanted to start a ‘tours and transfers’ business which would offer tourists a unique experience of Nadi, and also take tourists from the airport to their destination. With everything that is happening, we want to make the most of this time to create our dream business, so that we can hit the ground running when tourism is allowed back to Fiji.

## Current Challenges:

For 15 years, Suka worked as a night security guard at a hotel, but had to leave after being repeatedly robbed and beaten. After a difficult period, we were able to purchase a car and began our small taxi business at a nightclub in Nadi.

With Fiji locking down due to Covid-19, all nightclubs have been closed, and we have lost almost all of our income.

## Further Information:

We would like you to help us design and create a single-page website for our company. We are thinking that this would have a small section 'about us' and then details of our tours, prices and reviews from previous customers (we don't have this information yet as we haven't started the business, but will be able to provide or add ourselves when we launch). As time goes on, we can upload videos to show future tourists the locations that we go to and give a greater insight into what to expect from our tours.

## 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)
- How will you present your website designs to make it clear and easily understood?
- Consider the website of other organisations both in Fiji and abroad?
  - In what ways are they successful?
  - How could they be improved?
  - What similarities are there between this company and other example organisations?

### Create content ...

- What major themes and information needs to be included on the website? Are there any resources online you can use for inspiration?
- What makes this business unique? - why should people book on for their tours?
- What is the best format to use to present the proposed website?

## Barriers to success ...

- What are the potential barriers to the development of the website?
- What are the potential solutions?
- How have other organisations overcome similar difficulties?

## Evaluate ...

- How will you evaluate your contribution to the website?
- How will you present and share your results?

You may also wish to consider..

- What do other tourist organisations' websites look like?
- Are there any traditional Fijian patterns that could be used?
- What great examples can you find of successful websites for tour companies worldwide?
- How will you present your project? - PDF, presentation, video? (combination of all)
- What areas of Think Pacific's Skill Series will you use?

## Further Questions

Are there any questions you would like to ask Ditui and Suka to assist in completing this project?

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- .....
- .....