

**DUAVATA**



Action Project Reference: 02-03

Organisation: Duavata Sustainable Tourism

### **Action Project Proposal:**

“Support the development of joint education-focused itineraries and market research on educational institutions that send students to the Pacific.”

### **Who Are Duavata Sustainable Tourism?**

The Duavata Sustainable Tourism Collective is a network of like-minded tourism operators who passionately believe that with thoughtful planning, underpinned by strong values, tourism can enhance cultural heritage and contribute meaningfully to environmental conservation and sustainable development.

Established in 2018, a support network has been formed to encapsulate a collective voice on national policy processes - such as joint budget submissions. We continue to represent the voice of small and medium operators within policy spaces where they are often lacking.

Our members include Leleuvia Island Resort, Rivers Fiji, Talanoa Treks, Takalana Bay Retreat and Dolphin Watch Fiji, Uprising Beach Resort, Lawaki Beach House, Nukubati Resort, KokoMana, Waitika Farm, Namosi Eco Retreat, Drua Experience, Barefoot Manta.

## **Mission:**

We champion the interconnection between experiences within local communities, the environment & culture.

## **Long Term Aims & Vision:**

To reposition tourism – its marketing and the enabling environment which supports it. To create a more sustainable model that is conducive to Fijian small and medium operators and allows for active and equitable participation of Fijians within the tourism sector enabling them to develop their own businesses and thrive.

### ***Our key aims are:***

- Transform tourism into an inclusive industry for all Fijian businesses and industries to succeed and thrive.
- To connect tourism experiences with Fijian culture while encouraging economical and environmental growth and support.

## **Current Challenges:**

We are a small network of operators, all struggling to keep our businesses and social enterprises afloat at the best of time, leaving little time for collectively implementing joint initiatives.

We have BIG ideas, but limited time to put them into practice.

Our main challenge is simply not having the time to pull everything together – and an extra pair of hands or two would be very much welcome!

## **Further Information:**

All member websites can be found with a quick google search, it would be worth checking them out to get a feel for the types of organisation involved. The main aims of market research include:

- Identifying what competitors are doing - analysing the strengths and weaknesses of their strategies as well as your own and making improvements.
- Identifying threats and opportunities within the industry, then focusing on developing your business and strategies to take advantage of this.

An example of educational travel providers is Broadreach: <https://www.gobroadreach.com/>.

Trip Fuser platform as an example of a web-based platform for developing itineraries: <https://www.tripfuser.com/>

Fiji's Intrepid itinerary which includes several members:  
<https://www.intrepidtravel.com/en/fiji/fiji-expedition->

## Key Research & Discussion Areas:

You may wish to consider..

### Plan and deliver ...

- What is the aim of these joint education-focused itineraries? What key information do you need?  
Tip: Have a tangible aim which is SMART (specific, measurable, achievable, realistic, and timely)
- How have other similar organisations designed education itineraries? - Use your market research to look for examples and consider what worked well and what could be improved.
  - How are they formatted?
  - What needs to be included?
  - What elements are successful and where can you see improvements?
  - Who are your key target audiences? How might your approach vary in appealing to different demographics?

### Create content ...

- How should market research be structured and presented? (Text, image, video)
- How can you ensure that the materials will be accessible to your target demographic?
- Could you provide a guide on what current educational itineraries look like?
- What information will you require in order to carry out your action project?

### Barriers to success ...

- What barriers are there to the planning and delivery of your project? How could these be overcome?
  - Can you find any examples of how other organisations have overcome similar issues?

## Evaluate ...

- Come back to your original aim - has your project achieved the original purpose?
- What method of evaluation will you use/recommend to evaluate the success of the materials?
- How will you present your work to your partner organisation and TP?

## Useful Links:

Organisation Profile: <https://thinkpacific.com/action-project-duavata-sustainable-tourism>

Website: <https://duavatasustainabletourism.org/>

Facebook Group: [Duavata Collective - Home](#)

## Further Questions

Are there any questions you would like to ask Duavata Sustainable Tourism to assist in completing this project?

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