

Darwin Eco Lodge Project

Project control sheet – Thursday 20th November

Team 3:

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The mission of this project is to conceive and operate the first international hotel chain that promotes local tourism while supporting sustainable development. As our target clientele will be local and of modest economic means, the chain will necessarily consist of two-star hotels for medium-long stays. This initiative will enable our clientele to discover new areas of their country and thus enhance their vision of their culture. Furthermore, they will learn how to adopt an eco-friendly behaviour in order to protect the richness of their country. A first, test-model hotel will be implemented in New Caledonia. We believe that once our concept is well defined in a specific location, it should be easily duplicable.

We chose New Caledonia because of the expertise of one of our team members: Marie-Laure Patel, who is a Caledonian, studying in France precisely in order to bring her competences back to the hospitality industry in her country. We are proud to say that our team has enthusiastically embraced this mission and that a "sustainable spirit" is already guiding our project.

New Caledonia is a French overseas territory (T.O.M.) in the South Pacific, divided administratively into 3 provinces: South, North and Islands. The country is also a multi-cultural society that has a lot of cultural areas, each with different customs and languages.

Our project began to take form after extensive research, which revealed that the best place to implement our project would be on one of the Loyalty Islands (three islands that belong to New-Caledonia): Lifou. We have selected this location as the best to give Caledonians the opportunity to discover an important part of their culture with an eco-friendly approach.

Environmentally aware Caledonian families are our first target. Indeed we are attached to providing total eco-friendly accommodations (safe, "green" materials; equipment made by local companies; and locally produced foods and cuisine, for instance) with activities that sensitize children (and adults) to the respect and discovery of the environment. Our flagship activity will be our "nature-bus" (a "green" bus with miniature laboratories in it - 2 rows of seats, 4 seats around each laboratory table). This vehicle will allow the hotel to show children some areas of the island, providing them the possibility to observe and study (simply) what they have discovered in the nature, with the idea that knowledge is a base of respect. For elders, the hotel will propose to put on traditional shows and teach them how to cook local specialities, fish, etc.

After a complete competitive analysis of the island, we are now defining our project according to what is traditionally done on the island, with innovation in the quality of service and the eco-friendly spirit. Our next steps are to elaborate on the construction using a careful choice of locally, available, sustainable materials, to develop an appropriate sales and communication strategy as well as a human resource policy that enhances local employment, and, finally to conceive a financial plan which will have to show that although sustainable equipment may be expensive, in the beginning, the results will be relevant, profitable and beneficial in the future, for the hotel and its guests.