**Chichen Itza Jungle**

Business Case

**Business description**

Our business “Chichen Itza Jungle” is proposing a new website to sell users a rich and paradise experience like no other park in the area. Chichen Itza Jungle is located in Chichén Itzá Mexico in the northern part of the Yucatan Peninsula. The business was founded in 2010 and is affiliated with Chichen Itza Jungle.

**Business goal**

The decrease in popularity for tourism in Mexico is low, especially with COVID-19, our natural park is in need of a new online application to help advertise and bring in revenue. With this website, Chichen Itza Jungle aims to sell day tickets by allowing customers to see what kind of attractions our business offers.

This website takes advantage of the Merchant Model of E-Business. Revenue generated from this website will derive from the online sale of day ticket reservations to the park. Further revenue will be received from visitors who attend the park and use the other services provided such as spa treatment, a gift shop, and tribal tattooing. The website's implementation will be informational and allow users to submit a reservation request.

Despite being located in such a historical location where the Mayans once lived and roamed the earth, the park does not receive many visitors compared to other famous cities in mexico. Due to high demand of tourism many overseas companies are coming forward with intentions on destroying historical land and making every dime possible. We are trying to help promote awareness of these historical grounds by offering guests a rich and natural experience so popularity can grow and help keep our business open.

**Target Audience**

Our target audience for this website can be any customer of any age, race, or gender. The fun and energetic activities provided at the park help guests experience how beautiful the area of Chichen Itza is.. Our website aims to attract visitors from all over the world and encourage current residents of Cancun to visit more frequently.We are also trying to target customers that live in mexico as well to help bring awareness to these indigenous lands.

**Visitors’ Motivations and Goals**

The need for a website to help users find a perfect getaway is essential. As the world has suffered through a pandemic, many users around the world would most likely want to travel with travel restrictions being uplifted. Our goal is to provide users with another beautiful vacation location that allows users to experience fun activities that many may not have tried before and are rarely offered at other locations in Mexico. The park also provides different amenities if the user wishes to not participate in the activities such as a spa, gift shop, restaurant dining and tribal tattooing.

**Information requirements**

1. Likely, the visitors would like to know more about the area and what attractions we offer. Our website will provide a clear image of what to expect in the theme park and what types of extra activities in our theme park.
2. Users with disabilities or special needs may need special attention and require us to accommodate all our guests. We provide a reservation system in order to keep track of our special guests.
3. Users would like to know about the other services provided on top of the activities, our website provides extra activities where guests can engage and learn from the culture.

**References**

The information posted on the website comes from an published online article. The Chichen Itza Park and the business are fictional.

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