WILD VERVE

**INTRODUCTION**

With around 134 million hectare of forest cover, Australia is one of the most appealing countries to find an exquisite variety of animals. Australia is home to around 2, 00,000 animal species and 830 bird species. To keep these wonders of nature safe and protected, Australia also has numerous wildlife parks, forests and sanctuaries that attract tourists round the year. However, it is very saddening and amusing to know that between 2000 and 2010, 254 human deaths were related to animals in Australia (Gemma, 2016). Our team was very curious to trace the reasons of death and we found out that most of them occurred due to the poor animal understanding that the tourists possess.

Australia’s tourism industry grosses about 60.8 billion dollars to the current GDP and the fact that nearly everyone plans vacations in Australia just to be a little closer to the nature is extremely flabbergasting. However, it is quite evident that the tourism sector in Australia needs to undergo a little change to keep itself in line with the new technological advancements that the world has to offer. Keeping in mind the superb flora and fauna of this island country, we have come up with a project that would solve the problem of unacquainted tourist excursions. With initial footprints in Victoria, our project aims to cover more areas at a later stage.

Our website is for all those travelers who need a little help with their exploration. We have carefully researched and collected data of animal species that are peculiar to this country and have then formalized it in a manner that is easily accessible to everyone. Anyone who uses the website can know about the animals around them and all the fundamental details about their characteristics, their behavior, the danger that tourists have from them and the food that these animals eat. Not only will this information protect the tourists from any potential dangers that they might have but it will also ensure that animals aren’t tortured or ill treated in any way.

This project would be beneficial for the tourism sector of Australia and would surely help in attracting more vacationers to the wildlife. In hand website would be a great source of knowledge for the visitors and this additional feature can even attract students in large groups; the ones who are already studying the subject. Australia has all the potential to become the wildlife capital of the world and this project is a step closer to fulfillment of this dream

**PROJECT DESCRIPTION**

**PROJECT STATEMENT**

The underlying goal of this project is to be informative for the travelers who visit Australia for nature excursions. The plethoras of animals that this country has in its girth are totally a charm for nature lovers and very less has been done already to acquaint them to the people. With this website, people will be able to know better about their animal surroundings. Our purpose for now is to cover the province of Victoria in Australia.

Tourists are often seen relying on the vague information that is available online regarding animals; which mostly is either fake or incorrect. To spread a word around for the safety of animals as well as the humans, it is important to know the nature of these living creatures and how they react. Not only this, an information hub like Wild Verve would solve the problem of perplexity that humans face on spotting the animals. Tourists become overly excited to spot wonderful specie of animal but are not at all aware about what animal did they witness.

**BACKGROUND**

The event that led to the idea of ‘Wild Verve’ was the misfortunate fact of tourists’ deaths due to circumstances that were very much avoidable. Australia is called a land where it wouldn’t be much amusing if you are killed by a creature and hence, our aim was to make this country as safe as possible by spreading requisite animal information. Wildlife threats are as mortal for domestic travelers as they are for international tourists. Also, not many people realize the fact that animals too are living beings that are affected by smallest of the actions and thus, they require equal care and protection from us; the humans. Therefore, the background or the inspiration of making this website has uprooted from the cause of protection and preservation of humans as well animals.

**SOLUTION**

The solution proposed in this report is a website that will provide the following functions:

* Provide possible location details of exotic animals in Victoria.
* Provide information on the animal’s nature whether it is docile or aggressive.
* Provides information on the conservation status of the animal and the rules to abide by given the status.
* The website will grant precautionary information on how to deal with the situation when encountering a potentially aggressive animal so that both the user and animal are safe.