

Understanding how Indigenous entrepreneurs use diverse blended customary and modern strategies for creating viable enterprise development.



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<https://www.google.com/maps/place/He-ni+Uwa+Restaurant>

Outline

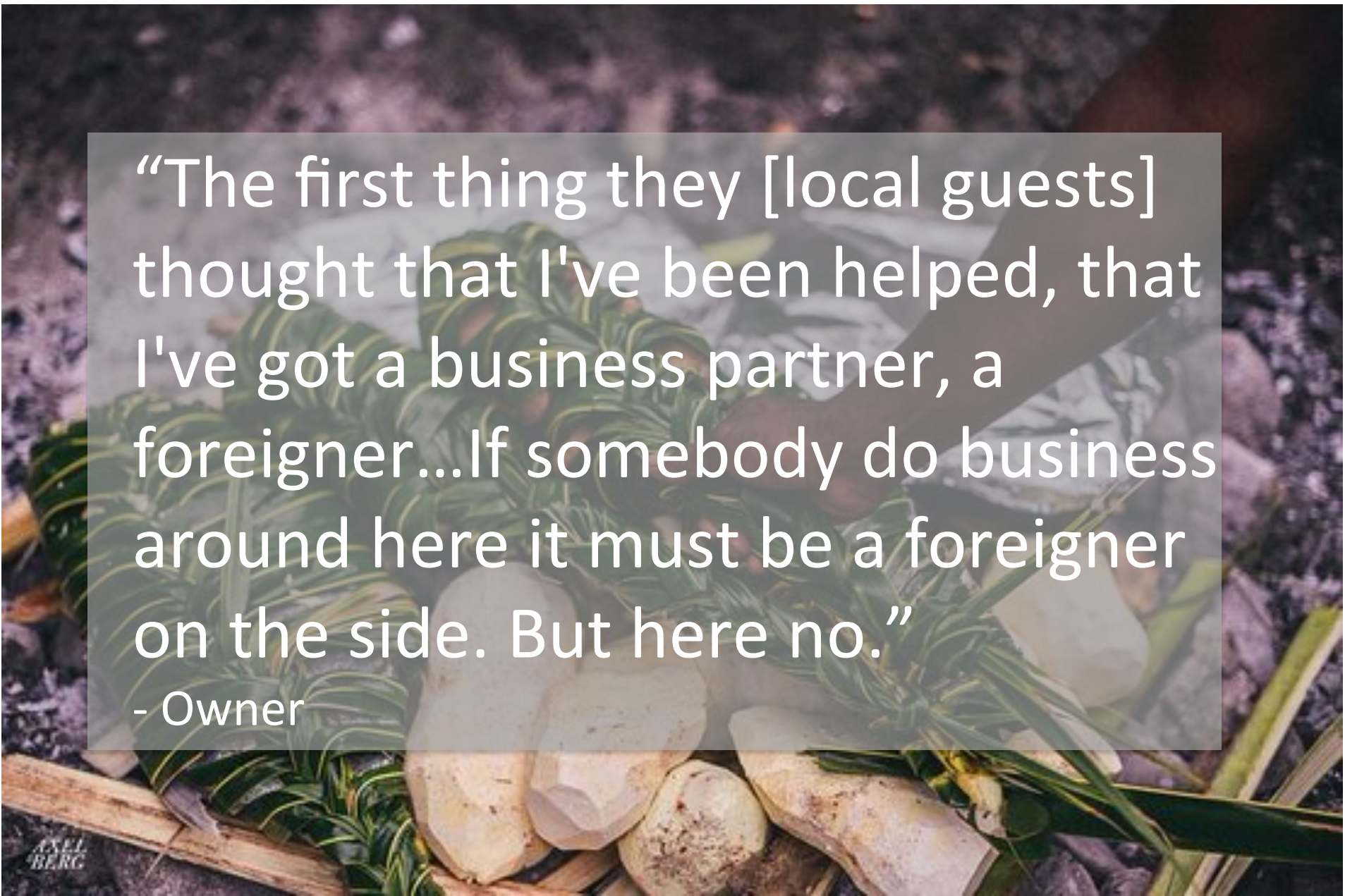
- The Lovo
 - From the Land
 - Within the Land
 - On the Land
- Conclusion:
Power of the Vanua



From the Land



<https://matthewmeierphoto.photoshelter.com/image/I0000aUSU.FDnKnc>



“The first thing they [local guests] thought that I've been helped, that I've got a business partner, a foreigner...If somebody do business around here it must be a foreigner on the side. But here no.”

- Owner

<https://matthewmeierphoto.photoshelter.com/image/I0000aUSU.FDnKnc>

A photograph showing a person's hand placing a green leafy branch on a pile of white stones. The background is a blurred natural setting. The text "Duri ga me davo" is overlaid in white on a semi-transparent grey rectangle.

“Duri ga me davo”

“iTaukei stand to fall”

- Participants

<https://matthewmeierphoto.photoshelter.com/image/I0000aUSU.FDnKnc>

Within the Land



<https://www.youtube.com/watch?v=ZT0EofNs0GA>

On the Land



<https://www.unleashedtravel.com.au/blog/what-is-a-lovo/>



“Na i lakolako oqo e
dodonu me da lako vata
kece”

“This is a path that we
must all rightfully take
together”

- owner

<https://www.unleashedtravel.com.au/blog/what-is-a-lovo/>

On the Land



<https://www.unleashedtravel.com.au/blog/what-is-a-lovo/>



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