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Fiji, tourism

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Fiji is located in Oceania and is an island group in the South Pacific Ocean, about two thirds of the way from Hawaii to ► [New Zealand](#) (Figure 1). The country comprises an archipelago of more than 332 islands, of which 110 are permanently inhabited, and has a total land area of around 18,300 km² (7,066 mi²). At the latest census, Fiji had a population of 837,000 with 56.8 % being indigenous Fijian and a further 37.5 % being ethnically Indian (Fiji Islands Bureau of Statistics 2007).

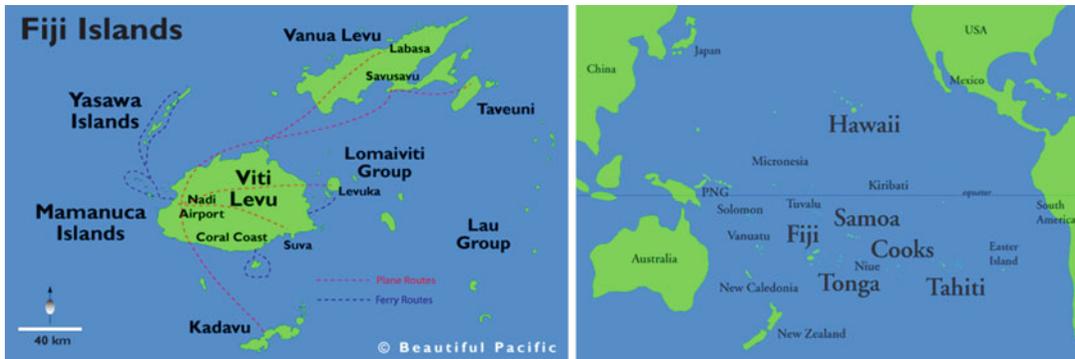
International arrivals have been increasing annually on average by 4.7 % since the 1980s and in 2011 reached 675,050. Fiji's main source markets are its closest developed country neighbors, ► [Australia](#) and New Zealand. The Australian market comprises over half of all tourists in 2011 (51 %), while New Zealand contributes a further 15 % and North America, Asia, and ► [Europe](#) contribute 10 %, 9 %, and 8 %, respectively. Fiji is predominantly a ► [destination](#) that provides sea, sun, and sand tourism. Three quarters (75 %) of tourists' main purpose is holidaymaking, 6 % business, and 9 % visiting friends and relatives (Harrison and Pratt 2013).

One third of tourists have previously been to Fiji (Fiji Ministry of Tourism 2009). The average length of stay is 9.4 days.

The direct contribution of tourism to GDP in 2012 was 13.0 %, and the total contribution (including wider effects from ► [investment](#), the ► [supply chain](#), and induced income) was 35.8 % of GDP (WTTC 2013). In 2011, ► [international tourism](#) receipts totaled US\$717.4 million (FJS 1,286.5 million). ► [Travel](#) and tourism in Fiji also generated 43,000 jobs directly in 2013 (12.4 % of total ► [employment](#)).

Tourism growth in Fiji has continued despite the political instability of the three military coups in 1987, 2000, and 2006. In the year following the first two coups, arrivals dropped 26 % and 28 %, respectively. However, due to price discounting and increased ► [marketing](#) efforts by Tourism Fiji, as well as those vacationing in Western Fiji, away from the political center, tourists continued to visit Fiji to enjoy its weather, tropical beaches, and warm Pacific Island culture (Harrison and Pratt 2010).

Tourism and ► [hospitality](#) ► [education](#) and ► [training](#) in Fiji is delivered by several ► [universities](#) and ► [other](#) training institutes, including the University of the South Pacific, University of Fiji, Fiji National University, and the Australia Pacific Technical College. The key issues for ► [future](#) research on tourism in Fiji will continue to be the sociocultural impacts, the representation of ► [culture](#), as well as the challenges presented by ► [climate change](#) to tourism.



Fiji, tourism, Figure 1 Map of Fiji. Source: Beautiful Pacific Holidays

See also ► [Asia and the Pacific](#), ► [cultural tourism](#), ► [ethnic tourism](#), ► [Island tourism](#), ► [sustainable tourism](#).

References

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