



## 3055 BA SANGAM COLLEGE

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### LESSON NOTES

### WORKSHEET 13

YEAR 12: GEOGRAPHY

NAME: \_\_\_\_\_

Strand	2.3 Tourism
Sub Strand	<u>12.2.3.2</u>
Content Learning Outcome	Tourism and tourists and

### Case Study Fiji

#### Tourism and Pandemic

Tourism is Fiji's main revenue earner, contributing about 38 per cent of the country's GDP.

The sector supports over 118,000 jobs and channels spending into local supply chains including agriculture, building and construction, cultural industries, and more.

While large hotels act as anchor investments in destinations, the majority of services are provided by the MSMEs that depend on tourism for their main source of revenue.

Highlighting the pandemic's severe impact on the industry, the key findings of the survey reveal that 50 percent of tourism businesses surveyed are hibernating or fully closed and 35 percent are active but with reduced staff.

As far as non-tourism businesses are concerned, currently, about 80 percent of them are fully functional or active with reduced staff. If the situation does not change in six months, 29 percent of tourism businesses and 11 percent of non-tourism businesses surveyed — around 500 businesses — expect to go bankrupt. This will be a significant loss for the industry and the economy as these businesses are the foundation of Fiji's tourism sector including accommodation providers, tourism activity providers, and suppliers.

However, the survival of Fiji's economy is not exclusively reliant on the Fijian government or the private sector. Instead, the onus is on all Fijians and development partners — this principle of collectivism or solesolevaki will help the nation recover far better than individually. We will also need to be innovative as traditional solutions may not be enough to help us cope with the unique challenges of COVID-19. We are optimistic that the survey results will help inform the strategy, response, and recovery actions framed by the World Bank Group and the Fijian Government. We further hope that the insights are useful for development agencies and donors as they design programmes and relief pack.

The Fijian Government rapidly responded to COVID-19 with a range of emergency support measures. At the time of the survey, over half of non-tourism businesses and 44 percent of tourism businesses were unaware of them or did not understand how to apply. Implementing clear and detailed communications programmes around the resources and guidance on how to apply will enhance business knowledge of the initiatives.

*Sangam Education Board – Online Resources*

Recommendations to support tourism recovery

- To support tourism businesses, the Fijian Government may consider establishing a ‘roadmap to recovery’ that would include sector specific recovery actions and guidelines to improve health and hygiene — both at points of entry and within businesses — and a communications strategy. This roadmap must be underpinned by sufficient funding and authorise the respective agencies to manage and implement it.
- As regional governments make progress on reopening travel across the Pacific, the Fijian Government could share this study to demonstrate the negative economic impacts of Fiji’s isolation from key tourism source markets. The Fijian Government should also look at developing specific marketing campaigns to tap into high-end and niche markets in Australia and New Zealand. This would build on the Fijian Government’s Fijian COVID Safe Economic Recovery Framework launched in June 2020, which takes a phased approach to safely opening the Fijian economy and targets markets with significant economic value such as yachting, film, and high-end investors

**Activity**

Discuss the ways how the Government can assist the people during the time of pandemic.

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(2marks )

Discuss the concept of diversification in terms of tourism.

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Define and explain the term stop over tourism

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