What are the Social and Economic Effects of Tourism and Tourism development on Fiji?

**Positive**

* Indigenous Fijian Culture valued and protected
* Has begun to support Fijian culture and traditions as locals seek to make income from tourism eg Jewel of Fiji Tours
* Traditional Fijian skills such as carving and weaving are both preserved and also help make an income for Fijians
* Fijians can benefit from some of the tourist development in the same way as tourists
* Employment 1:5 people are employed in the tourist industry
* Provides considerable revenue for the country
* Helps to build and upgrade facilities such as hospitals, roads and schools
* Tourism is an important driver in forcing the government to ensure environmental sustainability is maintained
* Fiji is seen as a safe destination again after the coups
* There are more joint funding initiatives between the government and local populations eg Navua River Trip, Malamala day cruises, tours of Nadi, day cruises etc
* Government helps fund tourism
* Far more access for tourists via the internet
* Discount websites and travel apps have been developed to enable easy access to attractions.

**Negative**

* Crime in cities eg misrepresentation of goods and products (Billabong vs Bulabong)
* Low wages and monotonous work
* Poor working conditions eg 20 days working on Beachcomber then only a 3 day break
* Selling of the culture can lead to loss of meaning for it. Loses some of its spirituality
* Commercialisation and importation of cheap products in markets leads to lack of authenticity
* Big costs of maintaining and upgrading tourist facilities can lead to poor quality resorts etc.
* Tourism is very fragile. The coups led to a major downturn. Diseases and economic recessions can affect tourist numbers
* Tourist prices can often be steep
* Technology eg wifi and data services are not spread evenly across Fiji
* Fijian villages often lose some privacy to tourists
* Pollution is increasing around rivers and inland seas eg Mamanuca Sea
* Degradation of coral reefs due to increasing use by tourists – snorkelling, surfing, global climate change can lead to bleaching of coral etc
* Pressure on waste and rubbish disposal.