The Chinese are coming – is Fiji ready?
A study of Chinese tourists to Fiji

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ABSTRACT

Many tourism destinations are diversifying to new markets, and specifically to the Chinese outbound market to sustain their tourism industry. China has also been the fastest growing emerging market for Fiji. However, China is not a homogenous market. Their motivations and expectations differ from people from Western countries or even those from other parts of Asia. There has been limited research carried out on the Chinese outbound tourists to Pacific Island Countries. This study employed a survey questionnaire to 149 Chinese visitors to Fiji to identify the socio-demographics of Chinese visitors to Fiji and to assess their perceptions of Fiji as a tourist destination following their visit. The results provided a basic understanding of the profile of the Chinese tourist to Fiji in terms of their gender, marital status, education, residence, previous outbound experience, destination attributes and perceptions of their visit to Fiji.

Key Words: Tourism, South Pacific, Fiji, Chinese outbound tourism, diversification.