



The University of Fiji
(An Entity of Arya Pratinidhi Sabha of Fiji)



SCHOOL OF BUSINESS AND ECONOMICS
Semester 1: Year 2026

FINAL EXAMINATION PAPER

**TSM101: INTRODUCTION TO TOURISM
MANAGEMENT**

Important Instructions to Students:

1. Read the questions, instructions carefully and answer the questions.
2. You are allowed an **extra 10 minutes reading time** (during this time, you are not allowed to write with pen) and **180 minutes (3 Hours) to complete this paper**.
3. Silent, non-programmable calculators are allowed, but not supplied.
4. Write all your answers in the answer booklet provided. If you need extra sheets, please ask from the supervisor. Write your name, course code and student identification number in the answer booklet and in the attendance sheet.
5. This paper contains four (4) sections A, B, C and D. All questions are compulsory to answer.
6. Write all your answers legibly. The marker has the right to award zero for answers that are not legible.
7. This is a **Closed Book Examination**. The University views plagiarism, cheating and dishonest practice as serious offences and if found, offenders are penalized.

Examination Paper Content (Format):

<u>Section</u>	<u>Question</u>	<u>Content</u>	<u>Marks</u>	<u>Suggested Time</u>
A	1-20	Multiple Choice (<i>Compulsory</i>)	20	20 minutes
B	21-25	Discussion Questions (<i>Compulsory</i>)	40	60 minutes
C	26-29	Case Study (<i>Compulsory</i>)	20	60 minutes
D	30	Essay (<i>Compulsory</i>)	20	40 minutes
		TOTAL	100	180 Minutes

SECTION A**MULTIPLE CHOICE****(20 MARKS)**

Answer **all** of the following questions in the **Answer Book** provided.

1. The emergence of Less Developed Countries (LDC'S) as a destination is attributed to the:
 - A. The Demand for Agriculture
 - B. Technology in MDC's
 - C. Economic Growth of LDCs
 - D. Both A and C are correct
 - E. None of the above

2. A tour company buying a bus manufacturing company is an example of?
 - A. Vertical integration
 - B. Globalisation
 - C. Disintermediation
 - D. Controlling
 - E. Horizontal integration

3. The majority of tourists who come to Fiji are from which three countries
 - A. China, Australia and New Zealand
 - B. Australia, New Zealand and the United States
 - C. Australia, New Zealand and Singapore
 - D. Australia, Samoa, Tonga
 - E. All of the above

4. In a situation where Supply exceeds Demand, what strategy can a hotel/resort use?
 - A. Give Price Discounts
 - B. Close Individual Rooms or Wings
 - C. Convert Rooms to Timeshare
 - D. Close the hotel/resort during low season
 - E. All of the above

5. When dealing with Supply/Demand imbalances, one of the following strategies may be pursued in the event that Supply exceeds Demand.
 - A. Redistribute Supply
 - B. Reduce Supply
 - C. Increase Demand
 - D. All of the above
 - E. None of the above

6. A tourist travelling from Fiji to Saudi Arabia to visit Muslim pilgrims is best described by which of the following pull factors?
- A. Cultural links
 - B. Income levels
 - C. Relaxation
 - D. A and B are correct
 - E. None of the above
7. Electricity bills of a hotel or resort can be best classified as which of the following?
- A. Fixed cost
 - B. Average cost
 - C. Variable cost
 - D. Marginal cost
 - E. All of the Above
8. The places or regions that tourists pass through as they travel from origin to destination are known as:
- A. Origin Region
 - B. Origin Community
 - C. Transit Region
 - D. Home Region
 - E. Destination Community
9. Which of the following represents a sociocultural benefit of tourism?
- A. Restoring the Grand Pacific Hotel
 - B. Building the Kula Eco Park
 - C. Construction of Sabeto Zipline
 - D. Sabeto Mud pool
 - E. All of the above
10. Which of the following is the National Tourism Organisation (NTO) of Fiji?
- A. Ministry of Tourism
 - B. Fiji Hotel and Tourism Association
 - C. Tourism Fiji
 - D. Fiji Water
 - E. Fiji Airways
11. Which of the following relates to the spatial component of a tourist?
- A. Tourism is a major source of income for the person
 - B. The person is from the Indigenous population
 - C. English should be the first language for the person
 - D. Travel beyond a person's usual environment
 - E. None of the Above

12. How long does a domestic tourist need to stay away from their usual place of residence to no longer be considered a domestic tourist?
- A. Less than one year
 - B. Less than six months
 - C. More than one year
 - D. More than six months
 - E. None of the above
13. Cruise passengers usually arrive and leave the country on the same day. Which of the following best describes this?
- A. Domestic stayover
 - B. International Stayover
 - C. Domestic Excursionist
 - D. International Exhibitionist
 - E. All of the above
14. In order for one to be considered a domestic tourist, one of the criteria is purposive. Which of the following does not qualify as a purpose for travel?
- A. Visiting Friends and Relatives
 - B. Sports
 - C. Education
 - D. Employment
 - E. All of the above
15. What is the role of Universities in the Tourism stakeholder system?
- A. provide relevant, high-quality education
 - B. improve the quality of life of the host communities
 - C. conduct rigorous and objective scientific research
 - D. A and C are correct
 - E. None of the above
16. 3S tourism is known as?
- A. Sand, Sun, Sea
 - B. Salt, Sun, Sand
 - C. Sand, Salt, Sea
 - D. All of the above
 - E. None of the above

17. A tourist pattern involving a flow from Samoa to Tonga would normally be classified as a move from:
- A. LDC-LDC
 - B. MDC-MDC
 - C. LDC-MDC
 - D. MDC-LDC
 - E. All of the Above
18. "Services cannot be directly seen, tasted, heard or felt prior to their purchase and consumption". Which of the following describes the above statement?
- A. Consistency
 - B. Intangibility
 - C. Advocacy
 - D. Representation
 - E. None of the above
19. A common challenge posed to Travel Agencies and Outbound Tour operators due to the impact of technology is:
- A. Wastage
 - B. Horizontal integration
 - C. Disintermediation
 - D. Cooling
 - E. Vertical integration
20. When a customer goes to the same restaurant several times over the year, but every time they have a different experience. Which of the following best describes this about services?
- A. Variability
 - B. Familiarity
 - C. Relevance
 - D. Durability
 - E. Sustainability

SECTION B

DISCUSSION QUESTIONS

(40 MARKS)

Answer **all** of the following questions in the **Answer Book** provided.

21. Discuss the four tourism platforms. (8 Marks)
22. Discuss the term Market Segmentation and discuss two (2) factors for effective market segmentation. Use examples to explain your answers. (8 Marks)
23. Discuss four (4) pull factors influencing a tourism destination. (8 Marks)

24. Discuss two (2) positive and two (2) negative Environmental impacts, and two (2) positive and two (2) negative Economic impacts of tourism. Use examples to explain your answer.

(8 Marks)

25. Sereana Goundar has been studying MBBS at the University of Fiji, Saweni campus, for the past 3 years. She had the highest Year 13 marks at Labasa College. She is originally from Seaqqa in Vanua Levu.

Using the three (3) criteria for classifying one as a tourist, state whether Ms Goundar is a tourist (State the three criteria while answering the question, and discuss whether she meets each of the criteria).

(8 Marks)

SECTION C

CASE STUDY

(20 MARKS)

Read the case report and answer **all** the following questions in the **Answer Book** provided.

2023 Annual Global Tourism Performance Review

An estimated 1,286 million international tourists (overnight visitors) were recorded around the world in 2023, an increase of 34% over 2022, or 325 million more. This puts international tourism at 88% of pre-pandemic levels in 2023, following a sustained recovery, especially during the first half of the year, supported by strong pent-up demand and increased connectivity. July, September and October 2023 were particularly strong months, with arrivals reaching 92% of 2019 levels. The Northern Hemisphere summer months of June, July and August accounted for one third of total arrivals recorded in 2023. Europe welcomed 700 million of the 1.3 billion travellers recorded globally in 2023, or 54% of the world's total. The Middle East, Europe and Africa performed the strongest in 2023. The Middle East led the recovery by regions in relative terms, being the only region to overcome pre-pandemic levels with arrivals 22% above 2019. Europe, the world's most visited destination region, reached 94% of pre-pandemic levels in 2023, supported by robust intraregional demand and travel from the United

States. According to the US National Travel and Tourism Office (NTTO), US travel to Europe grew 29% through October (compared to 2022) and represents 21% of total US overseas travel.

Africa recovered 96% of pre-pandemic visitors in 2023, with robust demand from European markets, with Ethiopia (+30%), Tanzania (+20%), and Morocco (+11%) all exceeding their 2019 numbers through October or November 2023. The region saw a buoyant recovery in international connectivity on intra-regional routes and to Europe and the Middle East. Arrivals in the Americas reached 90% of 2019 numbers in 2023, backed by solid intra-regional demand. Strong travel from the United States benefited in particular the Caribbean and Central American destinations.

Asia and the Pacific reached 65% of pre-pandemic levels, with a gradual recovery since the start of 2023 following the reopening of several markets and destinations. Visitor Arrivals to SPTO member countries stood at 2,637,317, which marked a substantial 89% rise over 2022. 1,959,132 arrived by air, and 678,185 arrived by cruise ships. Challenge to collect data from NTOs/NSOs still remains; however, improvements have been made by enhancing networking efforts. By destination shares, Fiji accounted for 51% of the total air visitor arrivals to the region, with French Polynesia at 14%, Cook Islands at 8%, New Caledonia 6%, American Samoa at 4%, Samoa at 4%, Vanuatu at 4% and the remaining 9% is made up of PNG 3%, Tonga 3%, Solomon Islands 1% and others 2%. New Caledonia accounted for 34% of the total cruise visitor arrivals, followed by Vanuatu at 38% and Fiji at 12%, and the remaining 16% is made up of French Polynesia (6%), American Samoa (3.0%), Tonga (5%), Kiribati (1%) and the Cook Islands (1%).

Source: South Pacific Tourism Organisation (https://southpacificislands.travel/wp-content/uploads/2025/02/2023-Annual-Visitor-Arrival-Report_1730762015.pdf)

Case Study Questions:

26. According to the case study, Fiji captures more than half (51%) of all air arrivals among SPTO member countries, leaving remaining destinations like Samoa, Tonga, and the Solomon Islands with single-digit market shares.

Using the provided data, evaluate the competitive advantages that enable a dominant destination like Fiji to secure a large market share. (5 Marks)

27. From the case study, which destination is the world's most visited region? Provide two explanations of why this is the most visited region. (5 Marks)

28. How can other Pacific Island countries compete with Fiji to attract more tourists to their countries? (5 Marks)

29. How do the Pacific Islands' pre-pandemic levels compare to those of other regions of the world? (5 Marks)

SECTION D

ESSAY

(20 MARKS)

Answer **all** of the following questions in the **Answer Book** provided.

30. In the form of an essay, discuss any four characteristics that differentiate service marketing from goods marketing, and discuss any four marketing mix elements of service marketing (7P's). (20 Marks)

<THE END>