

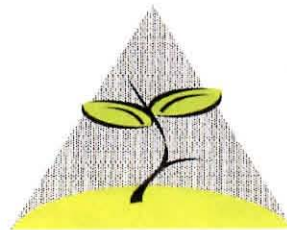


Sa'anapu Sataoa Conservation Area Samoa



Ecotourism Development Report November 2001

Prepared for the
South Pacific Biodiversity Conservation Programme
of the
South Pacific Regional Environment Programme (SPREP)



terra firma
associates

HUMAN RESOURCE, COMMUNITY
& TOURISM DEVELOPMENT
SERVICES

1. EXECUTIVE SUMMARY

- ◆ This report is an output of the final support visit by *terra firma associates* to assist with planning and implementation of the ecotourism activities for Sa'anapu-Sataoa Conservation Area (SSCA), which were identified in the 1999 *Tourism Development Strategy* report.
- ◆ During the visit a **Tour Guiding workshop** was delivered to sixteen Sa'anapu community members. The workshop evaluation results [Chapter 3] are very good, and Sa'anapu tours have now become operational. Due to Sataoa's withdrawal from the training, a separate round of tour guide training will be required at Sataoa in early 2002.
- ◆ An **Open Day** was held for the tourism industry at Sa'anapu on 27 November, and there has been a good industry response to the Sa'anapu product, including a cruise ship booking for the guided tour "*Secrets of Sa'anapu*".
- ◆ There remains a range of important actions required to follow up on the Sa'anapu Open Day [Section 5.3], particularly:
 - urgent marketing of the Sa'anapu products [Section 5.7]
 - rapid improvement of financial management systems
 - efficient operation of booking systems, including operation of the Information File
 - additional product development [Section 5.6].
- ◆ Sataoa is some way behind Sa'anapu in product development. Important actions required in the next few months include [Section 5.4]:
 - completion of infrastructure to international standards
 - tour guide training, including finalisation of tour plans and costs
 - identification of the appropriate style of canoe
 - SBEC-supported business preparation.
- ◆ Stakeholders (community, DEC, SBEC, SPREP) should work together over the next few months to complete implementation of the SSCA Tourism Development Strategy, and build skills and capacities of SSCA Tourism Managers. SBEC in particular have urgent tasks to assist the SSCA tourism projects to operate as efficient businesses.
- ◆ At this stage, the **main risks** to the SSCA ecotourism project include [Chapter 6]:
 - poor financial management
 - Sa'anapu operate canoe tours in competition with Sataoa
 - lack of marketing and/ or proper booking arrangements.

CONTENTS

	Page No.
1. Executive Summary	2
2. Introduction	5
2.1 Background	5
2.2 Introduction to this Assignment	5
2.3 Main Activities	6
2.4 Introduction to this Report	6
2.5 Acknowledgements	7
2.6 Abbreviations Used	7
3. Tour Guiding Workshop Evaluation	8
3.1 Workshop Description	8
3.2 Workshop Objectives	8
3.3 Participants	8
3.4 Participants' Workshop Evaluation	9
3.5 Objectives: Evaluation	10
3.6 Learning Outcomes: Evaluation	10
3.7 Administration and Management: Evaluation	10
3.8 Follow-up	11
4. Implementation Status: Tourism Development Plan	12
4.1 Introduction	12
4.2 Community Management	12
4.3 Enterprise Development	14
4.4 Benefit Distribution	18
4.5 Family Tourism Enterprises	18
4.6 Community Development	18
5. Action Plan	19
5.1 General Strategy	19
5.2 Responsibilities	19
5.3 Key Actions: Sa'anapu	20
5.4 Key Actions: Sataoa	21
5.5 Key Actions: Sa'anapu and Sataoa	21

5.6	Sa'anapu: Product Development Needs	23
5.7	Sa'anapu: Marketing Needs	24
6.	Risks And Risk Management	25
7.	Appendices	26
1	Terms of Reference (SPREP 2000)	
2	Participant Workshop Evaluation Results	
3	Copy of Open Day Invitation and Programme	
4	Copy of SSCA Brochure	
5	Copy of Sa'anapu 'Opening Special' flier	
6	Copy of self guided brochure	
7	Sa'anapu Guided Tour Plan (developed by workshop participants)	
8	Tour Costings	
9	Draft Tour Evaluation Form	
10	Booking, Payment, Transport and Commission Arrangements	
11	Copy of Booking form	

2. INTRODUCTION

2.1 Background

Sa'anapu-Sataoa Conservation Area (SSCA), on the island of Upolu in the Independent State of Samoa, is a community based conservation area:

- the Samoa Division of Environment and Conservation (DEC) is the manager for the project
- the project is also supported by the South Pacific Biodiversity Conservation Program (SPBCP) of SPREP.

In 1999, SPREP commissioned *terra firma associates* (TFA) to “conduct a tour product review and develop a community-based ecotourism strategy and action plan for the villages of Sa'anapu-Sataoa”:

- the main output of that assignment was the report *SSCA Tourism Development Strategy* (TDS) [July 1999]
- the TDS was presented to the community in October 1999 and community representatives were interviewed regarding the TDS. An output was the brief *Report on Community Consultations* [October 1999]. The communities and DEC, with SPREP support, then began implementing the Strategy
- in August 2000, TFA made a visit to support implementation of the TDS. TFA facilitated a participatory product development workshop for both communities, and coordinated design of tourism infrastructure, particularly the proposed boardwalk at Sa'anapu. An output of that visit was the *Ecotourism Development Report* [September 2000].

2.2 Introduction to this Assignment

This report is an output of the third and final visit by TFA to support planning and implementation of ecotourism development at SSCA. The TFA visit by Rob Macalister was undertaken from 10-29 November 2001, and was supported by Iteri Tiatia, CASO at DEC.

The objectives of the visit were:

- to develop community tourism awareness and tourism skills through relevant and participatory training
- to provide technical assistance and extension support for development of the proposed nature trail and other tourism-related infrastructure

- to guide the CASO and Tourism Committees in the implementation of the Tourism Development Strategy developed for the Conservation Area
- to develop arrangements and partnerships with the local tourism industry [SPREP, 2000].

Specific Tasks for this 2001 visit included:

- deliver relevant tour guide training to communities
- assist to organise and hold an Open Day for the local tourism industry
- in conjunction with the CASO and Tourism Committees, finalise the key marketing arrangements and partnerships for sale of Sa'anapu-Sataoa ecotours, including booking, payment, commission and transport arrangements in discussion with tour operators and tourism industry members [SPREP, 2000].

Full Terms of Reference are included as **Annex 1**.

2.3 Main Activities

At the time of the visit, Sa'anapu were the only community ready to go to Open Day stage, as Sataoa had only just begun constructing their boardwalk.

The **main activities undertaken** in this visit were thus:

- Delivery of Tour Guiding workshop: this 5 ½ day training workshop was delivered mainly to Sa'anapu participants
- Assistance to organise the Open Day for Sa'anapu Ecotours, particularly support to finalise tourism infrastructure
- Development of marketing materials and sales arrangements
- Facilitation of further participation by local stakeholders including SBEC and Samoa Polytech.

2.4 Introduction to this Report

This report has four principal components:

- Chapter 3 **Evaluation of the Tour Guiding Workshop**
- Chapter 4 **Implementation Status of the Tourism Development Plan**
- Chapter 5 **Action Plan**
- Chapter 6 **Risks and Risk Management**

2.5 Acknowledgements

Fa'afetai tele lava (thanks) to:

- ☆ Iteri Tiatia, Sa'anapu-Sataoa CASO, who has effectively guided and supported the project, and coordinated the TFA visit
- ☆ Sa'anapu-Sataoa CACC Members who joined the workshop and provided leadership
- ☆ Sataoa Tourism Manager Lalotoa Taisi and Sa'anapu Tourism Manager Afa Finauga
- ☆ the workshop participants and all the other men and women of Sa'anapu-Sataoa who gave their time
- ☆ Joe Reti, Joanna Axford and other SPREP staff who managed and supported this assignment
- ☆ Sailimalo Pati Liu, Assistant Director of DEC, and staff of DEC
- ☆ Leota L. Lamositele Sio, SBEC Director, for his time and support
- ☆ co-trainer Julie Tuiletufuga and Joyce Scanlan from Samoa Polytech
- ☆ representatives of the Samoan tourism industry who joined the field day or supported the training, particularly Ecotour Samoa, Island Hoppers, Sinalei, Sa Moana, Samoa Scenic Tours.

2.6 Abbreviations Used

CA	Conservation Area
CACC	Conservation Area Coordinating Committee
CASO	Conservation Area Support Officer
DEC	Division of Environment and Conservation
FIT	Free and Independent Traveler
FTE	Family Tourism Enterprise
SBEC	Small Business Enterprise Centre
SPBCP	South Pacific Biodiversity Conservation Program
SPREP	South Pacific Regional Environment Program
SSCA	Sa'anapu-Sataoa Conservation Area
SVB	Samoa Visitors Bureau
TDS	Tourism Development Strategy
TFA	<i>terra firma associates</i>
TM	Tourism Manager
TMC	Tourism Management Committee

3. TOUR GUIDING WORKSHOP EVALUATION

3.1 Workshop Description

A Tour Guiding Workshop was held over 5 ½ days at the Sa'anapu Information Fales, from 15-22 November 2001. The workshop was designed by TFA and co-delivered by TFA and Julie Tuiletufuga (tour guide trainer from Samoa Polytech) with support from CASO Iteri Tiatia.

The training programme had the following structure:

- Day One* Introductions: Sa'anapu-Sataoa tourism project: The Job of a Tour Guide: Public Speaking
- Day Two* Practice Tours: Sa'anapu (Sinalei)
- Day Three* Practice Tour: Sa'anapu
- Day Four* Practice Tour (Sa Moana): Operational and Interpretation Plan Development
- Day Five* Practice Tour: Finalisation of Tour Plans
- Day Six* Planning of Open Day, Closing.

3.2 Workshop Objectives

The objective of the workshop was "*to develop community tourism awareness and tourism skills through relevant and participatory training*" (SPREP, 2000), and specifically also:

- for the participants to gain a range of tour guiding competencies (learning outcomes)
- to prepare guides for the Sa'anapu Open Day
- for the participants to finalise plans for their tours
- to promote community ownership of the Sa'anapu and Sataoa tourism products.

3.3 Participants

<i>Total number of participants</i>	16
<i>Residence of participants</i>	Sa'anapu 16
<i>Gender</i>	Women 3
	Men 13

3.4 Participants' Workshop Evaluation

Fifteen participants completed a workshop evaluation form (refer Annex 2 for detailed evaluation results). The evaluation results indicate very good levels of participant satisfaction and achievement. The following strengths and weaknesses were identified by the participants.

Workshop Strengths

- ▶ workshop developed tour guiding skills
- ▶ workshop helped participants learn about their local natural environment
- ▶ workshop was practical
 - the workshop included five practice tours
 - two of the practice tours were with groups of 'real' tourists, from local resorts, Sinalei and Sa Moana
- ▶ clear explanation/ good trainers
- ▶ good workbook, useful for the future
- ▶ all learning outcomes received an achievement rating of 87%+ , and 100% achievement for the learning outcome relating to "lead[ing] a tour".

Workshop Weaknesses

- ▶ no allowance paid
- ▶ some participants felt their level of English inhibited participation
- ▶ late start times.

Some Comments

What was the Best Thing about the workshop?

"Getting to hear all these legends about the mangrove area and see new natural aspects of this village"

"Experiments and Practicals"

"Learning the skills how to guide a tour"

Did you like the way the workshop was taught?

"Clear and always use simple English also lots of practicing"

"The workshop was perfect and it means a lot to us"

The worst thing about the workshop? / Other Comments

"I think there is nothing worst about the workshop, everything was OK but it was only we did not start and end up on time some other days"

"Sa'anapu project now is OK but I think as a tour guide it needs a lot more improvements to make it attractive and makes tourists more comfortable and happy"

3.5 Objectives: Evaluation

The workshop was originally designed to spend equal time between the two communities of Sa'anapu and Sataoa. However, Sataoa participants effectively pulled out of the workshop after day one:

- tension between the communities was high at the time of the training due to some violent incidents
- the Sataoa community were building their boardwalk in the same week.

Accordingly, after day one, the workshop was delivered to Sa'anapu participants only. As the evaluation indicates, tour guiding skills were effectively developed by the training, and the guides performed well at the Open Day.

The tour plans (developed in the 2000 Tour Product Development workshop) were tested and finalised by guides as they practiced the tour during this year's Tour Guiding workshop. Final Sa'anapu tour plans are included as Annex 7.

Sa'anapu have taken strong ownership of their tourism product and this was supported in the workshop by:

- having guides finalise design of the tours themselves
- guides making arrangements for the Open Day.

3.6 Learning Outcomes: Evaluation

The best achieved learning outcomes were:

100% can lead a tour

100% give good interpretation and information to tourists

All but one other learning outcome achieved a 93% achievement rating. These are very high levels of achievement.

3.7 Administration and Management: Evaluation

- A limited amount of time was lost through the workshop due to delays with transport, and changes to Sataoa participation. Reliable and timely transport is required for effective tourism workshops
- A couple of participants mentioned the absence of allowances. This issue should be considered on a case-by-case basis

- The venue for the workshop was good, the trainers were supported and other arrangements worked well. Thanks must be given to the family who provided food throughout the workshop.

3.8 Follow-up

The Tour Guiding workshop was successful and met its Objectives, except that Sataoa tour guides did not participate. The training was enhanced by Samoa Polytech's participation.

There remains some outstanding tour guide training needs:

- **tour guide training for Sataoa** is required as a separate exercise. This should be delivered via Samoa Polytech, who co-trained the Sa'anapu workshop, and have copies of relevant training exercise used. This training needs to be budgeted for by DEC. The training should be undertaken probably in the first quarter of 2002, after completion of infrastructure, including canoes, and initial business set-up
- **ongoing tour guide training for Sa'anapu** is required. More attention needs to be given to developing guides knowledge of their natural and cultural environment. This can be achieved through industry partnerships (learning from other guides) and support from Samoa Polytech and their ongoing tour guide training programme. Guides should all get relevant copies of the pages from the SVB Tour Guide Manual
- **first aid training** was recommended in the TDS, and some form of training is encouraged, particularly for Sataoa where there are greater safety risks.

4. IMPLEMENTATION STATUS: Tourism Development Plan

4.1 Project Objectives

The 1999 TDS report included a detailed Tourism Development Plan. This was updated and revised in the *Ecotourism Development Report (September 2000)*. This Plan:

- identified a Goal and Objectives for the project, and
- identified Activities and Tasks to achieve each Objective.

This chapter reviews and discusses implementation of the Plan, referring to the Plan's five Objectives. The 5 Objectives of the Plan were:

Objective 1 **Community Management**

"To maximise community management of ecotourism activities in SSCA"

Objective 2 **Enterprise Development**

To develop efficient and profitable tourism enterprises in both Sa'anapu and Sataoa

Objective 3 **Benefit Distribution**

To maximise and broadly distribute tourism benefits

Objective 4 **Family Tourism Enterprises**

To provide support to existing family-based tourism enterprises in Sa'anapu and Sataoa

Objective 5 **Community Development**

To facilitate community development in SSCA, as a support to community tourism development.

4.2 Community Management

Management Structure

While a management structure for tourism has been effectively established (new Tourism Managers appointed, and the CACC acting in the role of the Tourism Management Committee), more work needs to be directed at:

- ensuring that accountability within this structure operates: the Manager reporting to the TMC/CACC every month, open dealings

- of TMC/CACC with external representatives (eg SBEC) and Village Councils
- training and mentor support of the Managers and Committee members in business management and financial management.

The critical responsibility to assist in this regard lies with SBEC.

Much of the implementation responsibility for the project has fallen onto the CASO. SPREP have provided some valuable implementation support, but the CASO and SSCA project would have benefited from more implementation support, either from within DEC or via SPREP. At this stage of the project, especially at Sa'anapu, DEC and SBEC need to assist the Managers and Committees to take on greater management responsibility (eg marketing of products, development of products).

Stakeholder Support

Strong progress has been made in developing local stakeholder support for the project:

- SBEC are contracted to support the project in a range of critical areas. SBEC have also expressed long term commitment. It would be beneficial for SBEC and DEC to improve their working relationship
- the tourism industry are showing support for the Sa'anapu product, and in particular, it appears that Sinalei and Island Hoppers may provide some mentoring support and product advice. Other operators such as Ecotour Samoa and Sa Moana could be approached also for support
- Samoa Polytech have co-delivered training at Sa'anapu and are recommended to deliver tour guide training at Sataoa. Polytech are looking at ways of supporting the SSCA guides, through, for example, the next delivery of the Polytech Tour Guide training course
- SVB participation in the project should be further encouraged, especially to support beautification
- most family tourism enterprises are supportive of the community tourism enterprises and one FTE has become booking agent for the Sa'anapu tours. FTEs in Sa'anapu should benefit from the marketing power of the boardwalk, and at least one operator has said that he will probably start overnighing at Sa'anapu again, now that the boardwalk is in place.

Tourism Guidelines/ Awareness

The current draft rules for tourists (included in the brochure at **Annex 4**) are good but need to be checked and finalised by the community.

Community tourism awareness should now focus on financial accountability, and SBEC have a critical role in developing good governance by TMC/CACC and Village Councils, and open financial management practices.

4.3 Enterprise Development

The focus of effort to date has probably been on Enterprise Development. However, for the TDS to be successful, it is essential that all five Objectives in the Plan are addressed.

Enterprise Establishment

The community tour enterprise in Sa'anapu has been established, although a full set of bank accounts need to be opened, and SBEC need to complete Business Planning. Sataoa should complete establishment of their business before their Open Day, with SBEC support.

Tour Development

The tours have been developed, and the Sa'anapu products are now operational. A copy of the final plan for the guided Sa'anapu tour is included in **Annex 7**, and the evaluation form in **Annex 9**. Follow up tour guide training is also recommended (refer section 3.6)

Sataoa should finalise their tour plans through the Tour Guiding workshop.

Details of booking, payment, commission and transport arrangements are included as **Annex 10**. These need to be further communicated to tour companies, and negotiated where required.

Sa'anapu tour prices were also finalised during the visit (**Annex 8**). Two prices were set:

- Opening Special: for the first months operation, it was agreed that a reduced tour price would be applied while guides gained practice and while final infrastructure was completed. It was agreed all this income in the first month would be directed at funding improvements rather than paying staff
- Regular tour prices to commence from 7 January 2002.

Secrets of Sa'anapu: Tour Prices

	1 ½ hour Guided Tour		Self Guided Walk	
	<i>Retail</i>	<i>Net</i>	<i>Retail</i>	<i>Net</i>
Opening Special 27.11.01 – 7.01.02	ST10	ST10	ST5	No net
2002 prices	ST15	ST12	ST7	No net

A major concern is that Sa'anapu and Sataoa follow the TDS strategy of tour cooperation, not competition. Specifically, voices within Sa'anapu that Sa'anapu should also do canoe tours have the potential to undermine both community tourism businesses. The Sataoa mangrove canoe tour and Sa'anapu coastal walk are designed to be complementary products. Complementary products increases their market power. If Sa'anapu wishes to extend tour operations, new products that may be considered are:

- extension of tours to better preserved *tia seu* in Sa'anapu-uta
- traditional sailing tours on the Sa'anapu lagoon. The Sa'anapu lagoon is the best sailing lagoon on Upolu.

Nature Trail

The Sa'anapu nature trail has been well constructed and full credit needs to go to all stakeholders who supported this process. Excellent community commitment was shown (eg: free labor). At the time of writing, the Sataoa trail was engaged in a similar process and showing promising results.

Further rehabilitation of the area around the *tia seu*, and better interpretation of the site, is recommended (eg: removal of exotic trees, use of pigeon net). A model of a *tia seu* could be constructed but actual rebuilding of the historic *tia seu* is not supported.

Other Tourism Infrastructure

Several important aspects of other tourism infrastructure need to be completed:

- Sa'anapu should complete remaining aspects of tourism infrastructure (refer **Section 5.6**). This can be achieved by using remaining DEC funds and income generated by the Sa'anapu tours in the period of the 'Opening Special'

- Sataoa to identify and purchase/ build suitable canoes. Small *paopaos* will not attract the tour group market- only occasional FITs, which will not meet community expectations. Selection of the right canoe is perhaps the most critical factor to the success of canoe tours and Sataoa needs to seriously address this issue. Input could usefully be sought from the tourism industry
- Signage: the TDS recommended signage for the Sa'anapu self guided walk. This should still be pursued, if funds can be found. SPREP have prepared some draft text for signs. An interim interpretation arrangement was developed during the visit, with numbered posts and a interpretive handout (refer Annex 6)
- Information panels: both Sa'anapu and Sataoa had plans for information panels in their Information Fales, and again this should be pursued if funding allows
- Sataoa and Sa'anapu should complete minor aspects of their Information Fales and toilet facilities
- Beautification of the sites around the Information Fales could usefully occur. SVB can be approached for support. Much progress was made with garbage control during the tour guide training at Sa'anapu, and this should be further encouraged. Tour companies have already said that they want a cleaner, more appealing tour environment. A further option may be having Sa'anapu primary school paint conservation-themed murals on the walls of the old ruins at Sa'anapu
- Communication systems: any communication system to allow tour companies to book guided tours, should be reliable, include a fax capacity, and involve English speakers. The CACC/ TMC decided, in the interim, that Lagoon Lodge will act as booking agent for the Sa'anapu tours. While this system has some benefits, it is also requires a close relationship between Lagoon Lodges and the Tourism Manager. In future it makes sense to streamline this booking arrangement. Sataoa are planning to use the Women's Committee to take bookings and this is supported. A reliable booking system is critical to tour operators using SSCA tours
- Fencing of pigs: this is a major issue for tour operators at Sa'anapu-tai and it is recommended that the Sa'anapu community use some tour income for this purpose
- Basic first aid kits should be placed in each Information Fale.

While it is hoped that these infrastructure requirements can be funded from remaining DEC funds and Sa'anapu earnings during their Opening Special, consideration may need to be given to preparing a small

additional funding submission. The CASO should prepare a budget to determine the need and extent of additional funding requirements. TFA offers to help put a small submission together, as required.

Marketing

Now that the Sa'anapu tours are open there needs to be a concerted marketing push and this is an urgent priority. A specific list of key marketing actions is included in Section 5.7. Marketing material has already been prepared and originals are on SPREP and DEC computers (SSCA brochure included as Annex 4, 'Opening Special' flier as Annex 5). Sataoa will need to follow a similar process.

Once the Sataoa product is operationally ready, the SSCA brochure would need to be updated. The two Tourism Managers and FTEs in SSCA could usefully undertake marketing activities together.

Handicraft Enterprises

Little or no action has been undertaken in support of this activity. The whole set up of the Information Fales needs to be addressed urgently at Sa'anapu:

- reliable staffing of the Information Fale to deal with FITs in rental cars (8-5 from Mon.-Sat)
- retail, money management and customer service training for Information Fale staff (via SBEC)
- financial incentives for the Information Fale staff. The Women's Committee seem a logical choice to staff the Fale, as they could provide *ulas* and drinking coconuts to visitors, and sell handicrafts. A small sales commission for Information fale staff is also included for sales of the self guided walk (refer Annex 8).

Tourism Managers

The Tourism Managers are competent but would benefit from further tourism or business specific training. Stakeholders and SBEC should work closely with the Managers to develop their skills and capacity. They need to be accountable in their work to the TMC/ CACC and their role in the accountability structure is critical.

4.4 Benefit Distribution

Perhaps the most critical factor now to the success of the Sa'anapu enterprise, is that financial management systems operate in a transparent and honest manner. It is considered vital that SBEC begin intensive support for the Sa'anapu operation, now that is open.

A full set of bank accounts, with appropriate financial controls, need to be opened for each community:

- one of which would become the Community Fund
- one the business' Operating account, and
- one a Repair/ Depreciation account for future infrastructure costs.

This Objective needs additional and urgent attention now that there is a income flow at Sa'anapu. This area is equally important at Sataoa.

4.5 Family Tourism Enterprises

Reasonable progress is being made under this Objective, with FTEs supportive of the project. One FTE is currently booking agent for the Sa'anapu community tourism business. SBEC are under contract to support these FTEs and this should lead to good achievement of this Objective.

4.6 Community Development

Little or no progress is being made under this Objective, which is a concern as healthy community relationships are the basic foundation for a successful community based enterprise. Conflict between Sataoa and Sa'anapu remains and voices within Sa'anapu urging Sa'anapu to offer canoe tours in competition with Sataoa is a major concern.

Identification and mapping of core community issues, and development of a strategy to address resolution of these core issues, should strengthen the foundations on which the Sa'anapu and Sataoa ecotourism and conservation project are based.

5. ACTION PLAN

5.1 General Strategy

In general:

- solid progress has been made with Enterprise Development aspects of the Plan, culminating in the opening of the Sa'anapu tours in November 2001
- support to Family Tourism Enterprises is progressing well, and
- appropriate actions have been taken to establish the Community Management structures.

However, much more work needs to go into:

- developing clear financial management systems
- ensuring that the management structure provides accountability
- operating the business efficiently (reliable staffing of Information Fales, reliable booking system, income management procedures)
- prompt marketing of the Sa'anapu tours
- some further product development, particularly at Sataoa
- addressing community development issues.

Accordingly, specific Actions have been identified in five areas:

5.3 Sa'anapu: Key Actions

5.4 Sataoa: Key Actions

5.5 Sa'anapu-Sataoa: Key Actions

5.6 Sa'anapu: Product Development Needs

5.7 Sa'anapu: Marketing Needs.

5.2 Responsibilities

While it is argued that the Tourism Manager and communities should take increasing responsibility for operation of the business, support from stakeholders is necessary to build their skills and confidence:

- it is vital that SBEC begin intensive support to the Sa'anapu and Sataoa enterprises, as per their contractual 'Matrix of Tasks'
- DEC through the CASO position need to provide some ongoing support to ensure full implementation of the TDS
- tourism industry partners will hopefully 'adopt' and mentor the community businesses, and this should be encouraged
- Samoa Polytech, TFA and SPREP may also provide additional assistance, as required.

5.3 Sa'anapu- Key Actions

1. SBEC to ensure that financial management systems are established and operate effectively: procedures for receipt of income, management and distribution of income, financial accountability, withdrawal procedures
2. SBEC to assist develop community awareness of financial management systems
3. SBEC to provide intensive support to Tourism Manager and Information Fale staff to establish smooth operations of Information Fale/ handicraft shop
4. Tourism Manager (with DEC/ SBEC support) to implement marketing plan, including confirming sales information and procedures with tour operators
 - * Refer Section 5.7 for detailed list of tasks
5. TMC/ CACC (with DEC/ industry support) to complete product development. Use available finance from DEC plus earnings from tours during the 'Opening Special' (additional funding submission may be required)
 - * Refer Section 5.6 for detailed list of tasks
6. DEC and SBEC to assist transfer of responsibility, and provide training, to Tourism Manager (marketing, financial management, product development). The Tourism Manager should be encouraged to develop their own relationships with stakeholders (SBEC, Polytech, tour companies)
7. Stakeholders to review and develop an appropriate booking arrangement for guided tours.

5.4 Sataoa- Key Actions

1. Community (with DEC support) to complete boardwalk to international standard
2. TMC/ CACC (with DEC/ industry support) to ensure other minor tourism infrastructure completed
3. Tourism Manager (with DEC and industry support) to ensure that a suitable canoe is selected/ built for the tour
4. DEC and Tourism Manager to organise tour guide training with Julie Tuiletufuga from Samoa Polytech
5. Sataoa guides and Tourism Manager to finalise tour programme through tour guide training workshop
6. SBEC and Tourism Manager to establish final cost for the tour, and Tourism Manager (with DEC/ SPREP support) to update SSCA brochure (Annex 4) and prepare specific marketing material
7. SBEC to provide intensive business awareness, business planning support before the Open Day, and address financial management issues
8. Tourism Manager and SBEC to identify an appropriate booking system for guided tours, and establish efficient operation of the Information Fale
9. Organise Open Day (1st quarter 2002?) after steps 1-8 complete
10. Implement similar marketing plan as for Sa'anapu
 - * refer Section 5.7
11. DEC and SBEC to assist transfer of responsibility, and provide training, to Tourism Manager (marketing, financial management, product development). The Tourism Manager should be encouraged to develop their own relationships with stakeholders (SBEC, Polytech, tour companies)

5.5 Sa'anapu-Sataoa- Key Actions

1. Address community conflict and community development issues to ensure healthy foundation for community tourism enterprises

5.6 Sa'anapu – Product Development Needs

Promoting Ownership: At this stage of the project it is considered that the community through the Tourism Manager and CACC/ TMC should accept responsibility for upgrading their product as identified below. Initial income from tours could usefully be used to fund some of these things. Some stakeholder support will nevertheless be required for some of this list (eg: #4, #6).

- 1 Trail to be upgraded along ocean side of lagoon (from bridge to Information Fale). Holes filled and lined with lava rocks
- 2 Install seats at 1-2 interpretive stops: including fale on bridge
- 3 Net made for *tia seu*, to aid interpretation and demonstrate use of the *tia seu*
- 4 Beautification of Information Fale site, especially around old school buildings. Paint conservation-themed murals on ruins
- 5 Plumbing connected to toilets at Information Fale
- 6 Interpretive signs be placed at main interpretation stops. In the interim, the self guided paper (**Annex 6**) can continue to be used. Either:
 - one copy is given to each tourist, and they keep it as a reminder of their visit and for future reference
 - 20 copies are laminated and these are returned to the Information Fale after each self guided tour.
- 7 Install 'Secrets of Sa'anapu' sign at main road
- 8 SVB to replace timber on SSCA sign at Information Fale
- 9 'Information Fale' sign to identify the Information Fale to visitors
- 10 Handicraft shops in Information Fales established and operational: this is a separate product that can be operated by the women, and provide a booking service for the self-guided walk
- 11 Information panels produced and installed in the Information fale
- 12 Fencing of pigs at Sa'anapu-tai

5.7 Sa'anapu- Marketing Needs

These tasks should be undertaken ASAP by the Sa'anapu Tourism Manager with support from SPREP, SBEC, DEC/ CASO

Tour Companies/ Hotels

1. Visit all tour companies/ hotels to ensure they are clear about the bookings and payment procedures (Annex 10). Ensure they have correct prices for the products
2. Check that Lagoon Lodges are clear on booking procedures and develop a system that will operate efficiently (Annex 11)

Brochure (Annex 4)

3. More copies of the brochure should be made (see Joanna at SPREP, it is on her computer)
4. This should be given to:
 - All rental car companies: ask them to put 1 in every car, or give to tourists
 - All major hotels and placed on hotel billboards
 - All major tour operators
5. The brochure will need to be updated to include Sataoa tour costs and booking arrangements early in 2002, and then redistributed

Opening Special flier (Annex 5)

6. More copies of the Opening Special flier should be made (on Iteri's computer at DEC)
7. This should be given to:
 - All rental car companies: ask them to put 1 in every car, or give to tourists
 - All major hotels and placed on hotel billboards
 - All major tour operators

- THIS NEEDS TO BE DONE IN DECEMBER as Opening Special finishes in January

Photo Display

8. A small photo display should be made using photos from DEC and SPREP, and which includes both sides of the brochure. This could be laminated
9. With SVB's prior permission, hang it in the SVB Information Fale at Apia

SVB

10. Ensure that the brochures and photo display are available to tourists at the SVB Information Fale in Apia
11. Have a meeting with the SVB Information Fale staff: tell them about the Sa'anapu product. Invite them to visit the boardwalk and do the tour

Letter to Lonely Planet

12. *terra firma* will write to Lonely Planet to give them copies of the brochure and other product information

Sign on Road

13. A second 'Secrets of Sa'anapu' sign (like the one at the start of the trail) should be made and placed on the main road
14. Remove the Sataoa nature trail sign

Tour Companies	Major Hotels
Ecotour Samoa Pacific International Samoa Scenic Tours Oceania Tours Island Hoppers Island Explorer Retzlaffs Jane's	Tusitala Aggie Greys Sinalei Sa Moana Coconuts Beach Club Outrigger Insel Fehrmann

6. RISKS and RISK MANAGEMENT

Three major risks to the SSCA ecotourism project follow.

RISK	Poor Financial Management
RESULT	Income misused, individuals benefit, community anger/ loss of support for project, vandalism of infrastructure
MANAGEMENT	<ul style="list-style-type: none">• SBEC must get more closely involved to encourage sound financial management systems• develop accountability and good governance of Tourism Manager and TMC/ CACC (monthly reports)• develop community awareness of financial management

RISK	Poor marketing/ booking
RESULT	Tourists/ Tour companies do not get the tour they want, tour companies give up selling products
MANAGEMENT	<ul style="list-style-type: none">• the Tourism Manager must be supported by CASO and SBEC to get out amongst the tour companies and sell the product and develop regular liaison• Information Fale must be staffed 8-5 daily Monday to Saturday• Lagoon Lodges must be supported to take bookings and review of booking system undertaken soon to establish a simpler system

RISK	Both Sa'anapu and Sataoa offer canoe tours
RESULT	Tour companies may not support this situation, neither canoe tour does well, or one business collapses, conflict between communities exacerbated, no financial incentive for conservation for Sataoa
MANAGEMENT	<ul style="list-style-type: none">• the Project Manager at DEC and stakeholders must take a strong stand to ensure that cooperation and complementary products are promoted• Sa'anapu can look at other tour options (lagoon, other <i>tia seu</i>)• undertake community development work

7. ANNEXES

- 1 Terms of Reference (SPREP 2000)
- 2 Participant Workshop Evaluation Results
- 3 Copy of Open Day Invitation and Programme
- 4 Copy of SSCA Brochure
- 5 Copy of Sa'anapu 'Opening Special' flier
- 6 Copy of self guided brochure
- 7 Sa'anapu Guided Tour Plan (developed by workshop participants)
- 8 Tour Costings
- 9 Draft Tour Evaluation Form
- 10 Booking, Payment, Transport and Commission Arrangements
- 11 Copy of Booking form

ANNEX 1

Terms of Reference (SPREP 2000)

SOUTH PACIFIC REGIONAL ENVIRONMENT PROGRAMME

S.P.R.E.P.

ATTACHMENT A

TERMS OF REFERENCE

FOR

CONSULTANCY AGREEMENT

Ecotourism Tour Product Development Workshop and Extension Support for
Sa'anapu-Sataoa Mangrove Conservation Area, Samoa

Background and Scope of Work

The South Pacific Biodiversity Conservation Programme supported a tour product review and the development of a community-based ecotourism strategy and Action Plan for Sa'anapu-Sataoa Conservation Area. The tourism development proposal for Sa'anapu-Sataoa has five main elements: promotion of community management of tourism development; development of community based enterprises; broader distribution of benefits from tourism; support for existing family-based enterprise and facilitation of community development.

This proposal was reviewed by both communities of Sa'anapu-Sataoa through a wide consultation process with various stakeholders and endorsed almost completely. As a result, each village has established their Tourism Management Committees and initiated activities identified in the implementation schedule of the Tourism Development Plan. These initiatives form a major part of activities related to income generation in the draft Transition Strategy for the Sa'anapu-Sataoa Conservation Area.

The purpose of this consultancy is mainly to provide training and technical assistance to the CASO and the CA Co-ordinating Committees of the Sa'anapu and Sataoa communities at the start and during the implementation of the Tourism Development Plan.

The consultancy will also strengthen the capacity of the CASOs to assist the communities in managing ecotourism development following sustainable business, environmental and community development practices. The programme would include considerations related to motivation and skill levels of communities and individuals, past experiences in the communities, funding requirements and market demand, as well as the establishment of suitable management structures.

Objectives

- To develop community tourism awareness and tourism skills through relevant and participatory training
- To provide technical assistance and extension support for development of the proposed nature trail and other tourism-related infrastructure
- To guide the CASO and Tourism Committees in the implementation of the Tourism Development Strategy developed for the Conservation Area
- To develop arrangements and partnerships with the local tourism industry.

Tasks to be performed

The assignment will be undertaken in two Phases:

Phase One: July-August-September 2000

Phase Two: October 2000- June 2001 (including a second site visit once tourism infrastructure in place).

The ecotourism consultant will work in close collaboration with all key stakeholders, including but not restricted to the CASO, CA staff, the Lead Agency (Division of Environment and Conservation), the Samoa Visitor's Bureau, the signage strategy consultant, Mr. Michael Von Reiche, and the Samoa Small Business Enterprise Centre, to perform the following tasks:

Phase One (Jul-Aug-Sep 2000)

1. Review progress in implementation of Tourism Development Plan adopted by both villages in October 1999. Review implementation schedule in light of progress and identify main constraints to progress towards achieving main objectives and targets.
2. Provide technical assistance in finalizing the design of the proposed nature trails and other tourism infrastructures programmed in the Tourism Development Plan, and finalizing the process for completion of the infrastructure.
3. In conjunction with SVB and the CASO, conduct a participatory Tour Product Development Workshop to finalise detailed tour programs, and develop a tour evaluation form for both villages new tourism products.

Learning Outcomes

- a) demonstrate a basic understanding of tourism
- b) demonstrate awareness of the different types of tourism and tourists
- c) identify major impacts and benefits of tourism
- d) demonstrate understanding of the specific features and mechanics of their tourism project
- e) identify the major features of the local tourism industry
- f) identify the specific tourism resources of a particular site
- g) design a tour around identified tourism resources, taking into account logistics and the outcomes of community consultation
- h) apply ecotourism principles to tourism design

- i) prepare an operational plan for a tour
 - j) prepare an interpretation plan and specific interpretive commentaries for a tour
3. Ensure contact and collaboration with tourism-related organisations such as the Samoa Visitors Bureau and key tour operators using sporadically the CAs.
 4. In collaboration with the CASO and the signage strategy consultant, assist in the finalisation of the signage strategy related to trail development and interpretive panels.
 5. In conjunction with the CASO and Tourism Committees, develop the key marketing arrangements and partnerships for sale of Sa'anapu-Sataoa ecotours, including booking, payment, commission and transport arrangements in discussions with tour operators and tourism industry members.
 6. In conjunction with the CASO and Tourism Committees, work in close collaboration with the Business Advisor of the Samoa Small Business Enterprise Centre in the development of the eco-enterprises including the set-up of a financial management structure and a programme of capacity-building in enterprise management.
 7. Provide limited technical advise to family tourism enterprises operating in Sa'anapu-Sataoa and support them to fully participate in the Tourism Development Strategy.

Phase Two (Oct 2000 to Jun 2001)

1. Deliver relevant tour guide training to communities
2. Assist to organize and hold an Open Day for the local tourism industry
3. In conjunction with the CASO and Tourism Committees, finalise the key marketing arrangements and partnerships for sale of Sa'anapu-Sataoa ecotours, including booking, payment, commission and transport arrangements in discussions with tour operators and tourism industry members.
4. Other tasks to be jointly identified and negotiated based upon the outcomes of Phase One and implementation progress

Expected Outputs:

Following each Phase, a report consisting of stand-alone parts or volumes, incorporating the findings of the above tasks with appropriate recommendations organized in the following manner:

Phase One

- Part 1: a report on the Sa'anapu-Sataoa Mangrove Conservation Area detailing the work undertaken on ecotourism technical support for trail development and tour product development to the tourism ventures in both villages with appropriate recommendations as regards to status of the Ecotourism Development Strategy being implemented.

- Part 2: an evaluation report on the Tour Product Development Workshop and community awareness components of the consultancy including assessment of capability and learning levels with appropriate recommendations for follow-up at project level.
- Part 3: final design documents for the nature trail and other infrastructure, and, as required, funding submissions for resources to construct the infrastructure

Phase Two

- Part 1: a progress report on technical and extension support provided following the second visit
- Part 2: an evaluation report on the Tour Guide training workshops planned
- Part 3: a final report and assessment of the Tourism Development Strategy and Action Plan with final guidelines and recommendations for the project.

Time Schedule and Itinerary:

The consultancy should be conducted in Samoa by an ecotourism specialist over two Phases:

Phase 1: Tour Product Development and Technical Assistance

Phase 2: Tour Guide Training, Open Day and Extension Support

Phase 1 will cover a period of 22 days during July-September 2000 with a combined 22 consultant-days. The work and time allocation proposed for this phase are as follows:

- 2 days for preparation and background work on Samoa ecotourism projects
- 6 days for technical advice and support on trail development, small tourism enterprises, signage, industry partnerships and community awareness
- 5 days tour product development workshop in Sa'anapu-Sataoa Mangrove Conservation Area
- 3 days for support to FTEs
- 6 days report writing.

Phase 2 will cover a period of 18 consultant-days spread over nine months including a follow-up site visit and additional days in extension support during that period to ensure the objectives of the Tourism Development Plan are met.

- 8 days tour guide training (4 day course: separate delivery at Sa'anapu and at Sataoa)
- 2 day preparation
- 3 days Open Day preparation, implementation and follow-up
- 1 day ad-hoc extension support from Cairns
- 4 days final report

Reporting schedule

A draft report should be provided to the respective CA projects in Samoa and the SPBCP for comments within three weeks of the completion of both phase of the consultancy in Samoa as described in the expected outputs above.

A final report incorporating comments from both the Lead Agency and SPBCP staff should be provided for each phase. Each document should be provided in 5 copies to the project in Samoa and 5 hard copies and on disk/electronic mail (Windows 95) to the SPREP no later than 3 weeks following the return of comments.

ANNEX 2

Participant Workshop Evaluation Results

TOUR GUIDING WORKSHOP

SA'ANAPU



15 completed evaluation forms

1. What was the best thing about the workshop?

- * tour guiding skills (5)
- learning about mangroves/ natural aspects (4)
- practicals (3)
- learning about culture/ village (2)
- food (2)
- public relations (2)
- kind, friendly people of workshop
- looking after tourists safety
- working together
- public speaking
- fun

2. What was the worst thing about the workshop?

- finance/ no allowance (3)
- nothing (2)
- lack of English (2)
- late start times (2)
- no veges in food
- not enough feedback by participants
- public speaking
- 5 senses
- lack of smokes
- after lunch
- not enough equipment
- legends hard to explain in English

3. Did you like the way the workshop was taught?

15 Yes No 0

Comments:

- very simple/ clear (5)
- great job/ thanks (3)
- practical
- learnt more
- could be better still

4. Is the workbook good and would you use it again?

15 Yes No 0

Comments:

- as reminder/ to learn more about tour guiding (5)
- lot of useful ideas/ very good (3)
- help teach others
- add pictures of birds/ plants

5. What was the most important thing that you learnt in this workshop?

- learning stories/ usage at tour sites (3)
- how to lead tourists (3)
- to practice English/ public speaking (3)
- learning about people of different countries/ languages (3)
- Basic Rule of Guiding (2)
- conservation
- different ideas
- Importance of being a guide

6. Now the workshop has finished, do you think that you:

- can lead a tour

yes 15 maybe 0 no 0

- can be an assistant guide on a tour

yes 11 maybe 4 no 0

- have good public speaking skills

yes 13 maybe 2 no 0

- can guide tourists from different countries

yes 13 maybe 2 no 0

- can look after the tourists health and safety on the tour

yes 13 maybe 2 no 0

- give good interpretation and information to tourists

yes 15 maybe 0 no 0

□

7. Are there any areas where you think you need more training?

- yes (6)
- plants and usage (2)
- cross cultural (2)
- first aid refresher
- tidy appearance
- K.I.S.S
- motels the best place for training
- no

8. Do you have any comments about the Sa'anapu or Sataoa tourism project?

- its all OK (3)
- Sa'anapu project OK but needs more improvement (3)
- it will improve if we practice what we have been taught (2)
- Sa'anapu should do canoe tours too
- change tour name in 2-3 years (no secrets left!)
- walk is too far
- signs at each stop

ANNEX 3

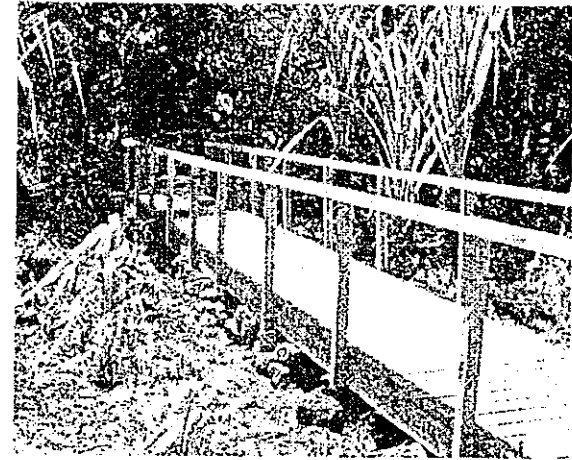
Copy of Open Day Invitation and Programme

GENERAL INFORMATION

- This opening is especially for the tourism industry to experience the new product
- The tour will be available as a guided tour, or as a self guided tour
- We gratefully acknowledge the support of the Department of Lands, Survey and Environment, Term Firma of Australia and SPREP in supporting the Sa'anapu-Sataoa Conservation Area and this ecotourism project
- We also gratefully acknowledge the financial support of the Japanese Keidanren Foundation in developing the boardwalk
- An Opening and Open Day for the Sataoa ecotourism project (guided canoe tour) will be held seperately at a later date
- Further information please contact: Division of Environment and Conservation, DLSE ph 23800, 23358, 23354

OFFICIAL INVITATION

OPEN DAY SAANAPU MANGROVE
CONSERVATION AREA BOARDWALK AND
SECRETS OF SAANAPU



TUESDAY 27 NOVEMBER 2001



INVITATION

SECRETS OF SA'ANAPU

OFFICIAL OPENING of TOUR and BOARDWALK OPEN DAY for TOURISM INDUSTRY

The Conservation Area Coordinating Committee
and the village of Saanapu cordially invite

to attend the official opening of the Sa'anapu
tour "Secrets of Sa'anapu" and boardwalk

WHERE: Sa'anapu-tai: Visitor Information
Fale

WHEN: Tuesday 27th November 2001

TIME : 9.00am

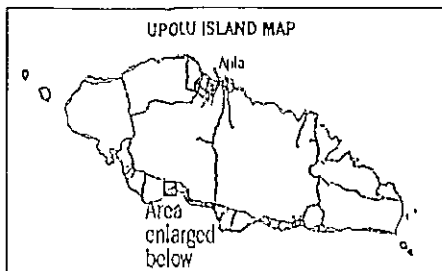
PROGRAMME

- 9.00 a.m Opening Prayer : Rev. Iakina Alefaio
- 9.15am Welcoming Remarks: Chairman Sa'anapu
CACC & Assistant Director for Environment
- 9.30 Keynote Address: Prime Minister and Acting Minister
of Lands, Surveys & Environment:
: Hon. Tuilaepa Sailele Malielegaoi
- 9.45 Official Opening : Hon. Prime Minister
- 10.00 Light Refreshments
Distribution of Tour Brochure, Interpretation
Information
- 10.15 Guided Tour "Secrets of Sa'anapu"
- 11.45 Special Meeting for Tourism Industry: Sales
Information
- 12.0 Lunch
- 12.30 Close

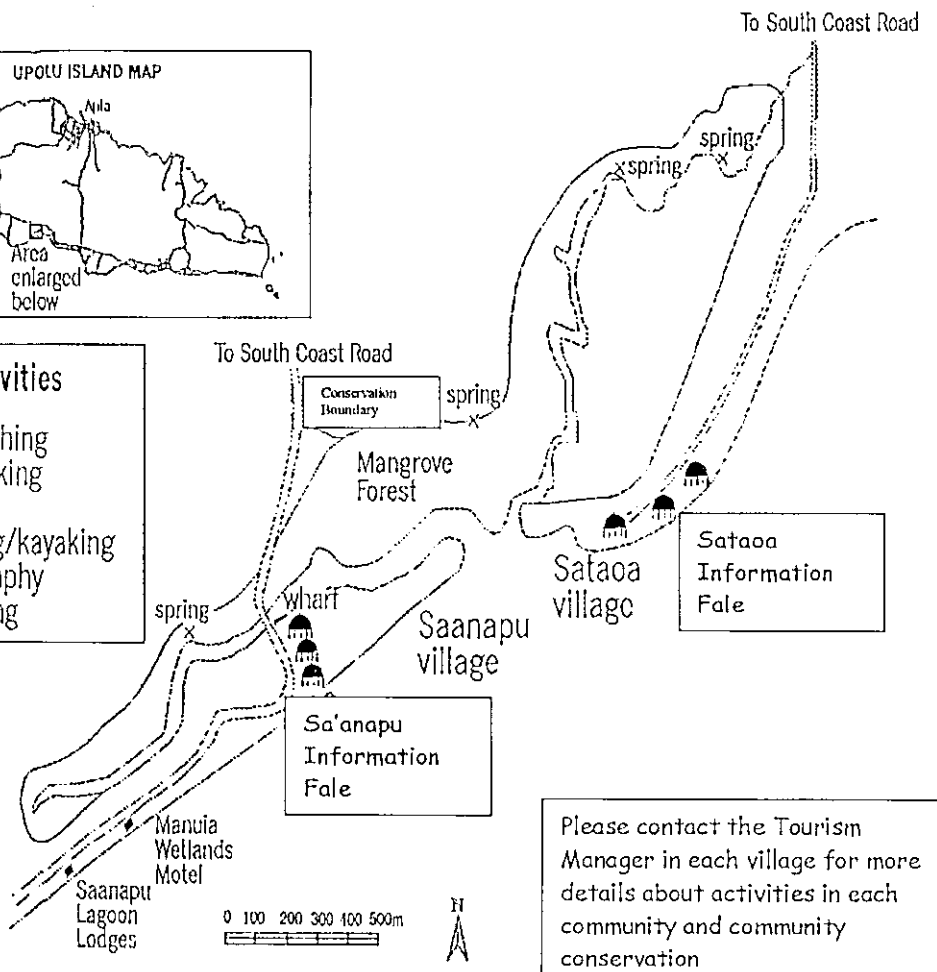
ANNEX 4

Copy of SSCA Brochure

SAANAPU - SATAOA MANGROVE CONSERVATION AREA



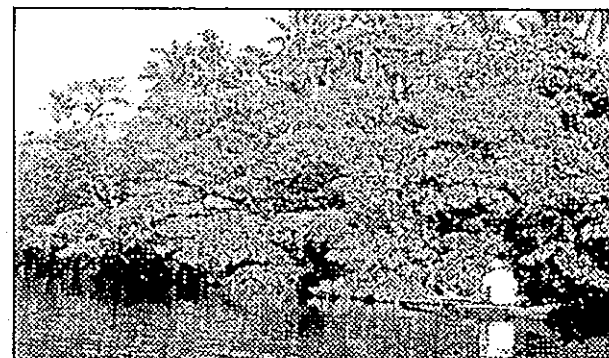
- Activities**
- Birdwatching
 - Bushwalking
 - Fishing
 - Canoeing/kayaking
 - Photography
 - Swimming



Please contact the Tourism Manager in each village for more details about activities in each community and community conservation

Sa'anapu-Sataoa Conservation Area

Area
Samoa's coastal forest environment



Secrets of Sa'anapu

- 1 ½ hour guided walk
- self guided walk

Paddling the Waters of Life

- 2 hour Sataoa canoe tour

Village Accommodation
Handicraft Shops

GENERAL INFORMATION

Located on the southern coast of Samoa's Upolu Island, *Sa'anapu-Sataoa Conservation Area* offers a combination of traditional Samoan village life with the best remaining coastal conservation area in Samoa.

Identified in the early 1990's as a key site for biodiversity conservation, Sa'anapu-Sataoa Conservation Area is a special place to see and experience. It is home to many of Samoa's land and sea birds and an important area for local fish and crab populations.

The conservation area is under the customary ownership of the people of Sa'anapu and Sataoa. They are the chief stewards of the area. Unlike traditional protected areas such as national parks, the community has remained living within the conservation area and has continued to utilise its resources in a 'sustainable manner'.

Visitors can now experience the best and one of the few remaining areas of mangrove forest in Samoa. So come and enjoy a serene ride through the mangroves on a traditional outrigger, walk through the coastal forest around the lagoons, stay in the village in fale accommodation and experience traditional village life.

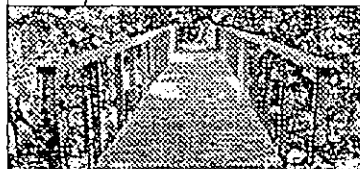
Ecotourism development in Sa'anapu and Sataoa

- *supporting community conservation*
- *hub of the South Coast*
- *something different*

SECRETS OF SA'ANAPU

1 ½ hour guided walk

An easy 1.4 kilometre walk through coastal forest around Sa'anapu lagoon with a community guide. Learn about values and uses of the forest environment; visit a chief's guest fale for Samoan hospitality



Bookings essential: C/ Lagoon Lodge
Phone 20196 Fax 20942
Email: lupe@lesamoa.net

ST15 per person (to Dec 2002)
For groups of 2+

SECRETS OF SA'ANAPU Self guided walk

Also available for independent travellers: follow the trail and boardwalk as a self-guided walk. Information sheet provided

No bookings required !!
ST7 per person (to Dec 2002)

PADDLING THE WATERS OF LIFE 2 hour Sataoa canoe tour

Join a community guide in a traditional canoe through the mangrove environment. A unique Samoan cultural and nature experience - not to be missed!

Bookings essential
Tours due to commence February 2002

STAY IN THE VILLAGES

Or hire a beach fale for the day

At Sataoa:	At Sa'anapu:
Lanu's Village Fales	Manuia Holiday Resort
	Lagoon Lodge

When in Sa'anapu and Sataoa

- ❖ Visit our Handicraft Shops
- ❖ Snorkel (BYO equipment)
- ❖ Bird watching
- ❖ Toilets, rest fales, showers available for tour guests

Please Remember!

- ☞ *Ask permission before taking a photo of someone*
- ☞ *Dress modestly while in the village area, wear loose clothing and ensure the knee and shoulder areas are covered (ie. lavalava and t-shirt)*
- ☞ *Help keep area free from foreign wastes by taking your rubbish out with you*
- ☞ *Don't remove any objects from the sea, including coral, shells, rocks and vegetation*
- ☞ *Take mosquito repellent and drinking water*
- ☞ *Sunday is a sa day, a day of worship and of rest, therefore there will be no tours or guided activities on these days. You are however more than welcome to join the villages in church and eat with them in their traditional Sunday To'ona'i*
- ☞ *Although we will try to operate tours as specified, the operator reserves the right to change the tour program. The operator will not be liable to any injury or damage to property or person.*

ANNEX 5

Copy of Sa'anapu 'Opening Special' flier

SA'ANAPU ECOTOURISM PROJECT



OPENING SPECIAL

SECRETS OF SA'ANAPU

1 ½ HOUR GUIDED WALK

An easy 1.4 kilometre walk through coastal forest around Sa'anapu lagoon with a community guide. Learn about values and uses of the forest environment; visit a chiefs guest fale for Samoan hospitality

Bookings essential: C/ Lagoon Lodge
Phone 20196 Fax 20942
Only ST10 per person



SECRETS OF SA'ANAPU

SELF GUIDED WALK

Also available for independent travellers: follow the boardwalk and trail as a self guided walk. Information sheet provided

No bookings required: pay at the
Information Fale at Sa'anapu
Only ST5 per person

- *Sa'anapu is on Upolu's South Coast, between Sinalei Resort and Matareva Beach. Turn off the main road and drive to the Information Fale at the lagoon*
- *Tours operate Mon-Sat*
Special price valid til 7.1.2002 only

ANNEX 6

Copy of self-guided brochure

SECRETS OF SA'ANAPU

SELF GUIDED WALK

Afio Mai! Welcome to the Sa'anapu self guided walk. The self guided walk is 1.4 kilometres long through coastal forest around the Sa'anapu lagoon.

We hope the following information is useful for you to help enjoy your walk. Please take your time and please be careful along the way. For more information, please join our guided tour !!

- START** The walk starts at the Information fale. From the Information fale, please follow the road across the causeway until you see the sign "*Secrets of Sa'anapu*."
- #1 POST** 50 metres from "Secrets of Sa'anapu" sign
OLD and NEW
This family food plantation shows traditional garden fences, the stone walls (*pama'a*) built from lava rocks, and modern fences. It also has our important traditional food plants such as taro and taamu, and fruits such as banana, guava, lemon and papaya.
Soon after leaving the garden you will see the trail branch left and right- the main trail is to the right. To the left is Lalogatoi springs
- #2 POST** **SECRET SPRINGS**
There are a number of freshwater springs that feed the lagoon. The trail at #2 post leads to Puna Puna spring.
Each spring has a special name, legend and history. In fact, the presence of these springs enabled human settlement of Sa'anapu, which provided fresh water for our community.
- Lalogatoi "*Lower the Axe*". Lalogati is an important spring and freshwater source and has special associations for women.
 - Punapuna. The name refers to the 'bubbling' of the water. Punapuna is a men's spring.
 - Matamanu "*Eye of the bird*".
- After leaving Punapuna, you will come across the first long boardwalk.
- to your left you will see some important plants such as pandanus which are harvested for making mats and crafts
 - on your right, at the end of boardwalk is a large tree, the *ifi*, which provides an important eating nut, a bit like a chestnut.
- #3 POST** **TREE OF LIFE**
Everywhere in Samoa you will see the coconut palm (*niu*), reflecting its importance to our people. Some common uses include:
- Leaf: used for making blinds and thatch for fale, and some kinds of mats
 - Husk: used for making string and also as a cushion!
 - Shell: used for making bowls and spoons, as well as jewellery, like rings and combs.

** Your SAFETY is IMPORTANT to us!! * PLEASE be careful at Punapuna springs and other springs. The rocks can be slippery especially when wet. * Also, don't stand under the coconut palms. Falling coconuts are very dangerous! * Stay on the trail and don't sit on the rails!!*

After #3 post, the trail turns away from the plantations and back into the conservation area. Soon you will come across the second long boardwalk.

#4 POST NOT JUST A PILE OF ROCKS !!

This structure is an ancient *tia seu*, or commonly called a pigeon mound. The mound is built in a star shape and is about 100 square metres. This *tia seu* is old and its has broken down over the years. It used to be a lot higher, with 'arms' leading off its points. The pigeon mound was used as a platform to catch certain birds with a net on a long pole, which were caught by chiefs, the *ali'i*. This activity was only undertaken by chiefs and was both an important ritual and a competitive sport. It was a test of skill and knowledge. The large trees around are all important trees for birds, and you may see the Pacific Pigeon (*lupe*) or even occasional Tooth Billed Pigeon (*manumea*) here. The large tree with buttress roots on the *tia seu* is the *malili* (*terminalia richii*), and the large *tamaligi*, nearby, are both important timbers used for making canoes and for structural timber.

From #4 post the trail continues along the edge of the *tia seu*, and then you join the next long boardwalk. This boardwalk passes above pandanus swamp. This species of pandanus is especially used for making of fine mats used for ritual gift giving (*fa'alavelave*). The forest here is mainly native hibiscus, *fau*. Its abundant yellow flowers turn red when they fall. The timber is used for making cricket (*kirikiti*) bats and outriggers for canoes, and its bark for making rope.

After leaving this boardwalk, the trail passes many other important timber trees, such as *ifilele* (used for making the bowls seen in markets) and *poumuli*, a hardwood used for posts on *fales* (houses). You may see many birds here including the Samoan fantail (*seu*).

LAGOON BRIDGE CONSERVATION FOR THE PEOPLE

LAGOON BRIDGE

The long bridge across the lagoon is the ideal place to look for the mudcrabs and the 20 fish species such as mullet and needle fish which use the lagoon for breeding. Look out also for birds such as the Reef Heron, the Flat Billed Kingfisher, White Tailed Tropicbird, and the Grey Duck, which nests in the ferns along the edge of the lagoon.

The Conservation Area is managed by our community and its objective is to ensure that the important food species that we depend on for food, such as fish and crabs, continue to thrive. Think of it as a fish nursery. Harvesting of mangroves is prohibited.

After the bridge, the trail turns sharply to the left. Continue along the edge of the lagoon until you arrive back at the Information fale. The ruins near the Information Fale are our old primary school destroyed in the cyclones of 1991 and 1992. The school has now been moved further inland.

Arriving back at the Information fale, please take the time to look at the handicrafts on display, or rest in the fales across the road. There are toilet and shower facilities provided also. You can also drive down to Manuia Resort or Lagoon Lodge and enjoy our nice white sand beach, maybe hire a beach fale for the day. Manuia le aso!! Please enjoy your day!!

*** Your SAFETY is IMPORTANT to us!! * PLEASE be careful at Punapuna springs and other springs. The rocks can be slippery especially when wet. * Also, don't stand under the coconut palms. Falling coconuts are very dangerous! * Stay on the trail and don't sit on the rails!!**

ANNEX 7

Sa'anapu Guided Tour Plan

SECRETS OF SA'ANAPU GUIDED TOUR

ITINERARY and SPEAKING PLAN for GUIDES

- 00.00 Tourists Arrive at Information Fale
- Welcome to Sa'anapu & conservation area/ give them *ula*
 - introduce yourself, your name
 - tell them about the tour:
 - 1 and ½ hour, 1.4 kilometre
 - good trail
 - safety:
 - watch their heads for branches
 - any slippery places, such as Punapuna
 - ask them: "*any questions*", "*Do you have any special interests?*"
- 00.05 Start walking
- 00.10 STOP #1: Plantations and Stone Wall
- explain the plantations and plants (taro, tamu etc)
 - explain the stone walls; history and use
- 00.20 STOP #2: Punapuna spring
- talk about all three springs:
 - their names
 - story about the names, history
 - Sa'anapu began with the springs, community use of springs
 - Male/ female springs
 - also talk about different plants around and on the way
- 00.30 STOP #3: Coconut and Cocoa plantation
- use of coconut and copra
 - traditional story about coconut
- 00.40 STOP #4: Pigeon Mound
- story of mound and legends
 - historical function : show them how they catch birds
 - proverbs
 - big old trees around and their use

- 01.00 **STOP #5: Bridge on Lagoon**
- show them other interesting trees along the way:
 - ghost vine, ifilele, o`a, etc
 - * talk about the conservation area
 - why the community has conservation area: "*fish nursery*"
 - importance of fish and crabs to community
 - conservation rules
 - show fishes, crabs, ducks
 - show mangroves
- 01.10 **STOP #6: Chief's Guest Fale**
- ask tourists to choose a post and sit there
 - tell them about the posts: who is high chief etc
 - give each tourists their *niu*
 - tell them about each part of the fale, and its structure
 - tell them about different kinds of fales and their use
- 01.25 Arrive back at Information Fale
- show them some of the interesting sights along way (malae, kirikiti)
 - say "*thank you*", and "*I hope you enjoyed the tour*"
 - ask if any questions
 - ask them to sign Visitors Book
 - tell them they are welcome to buy handicrafts at the Information fale and to rest in the other fales, or to use the toilets, showers
 - "*tofa soifua*"

ANNEX 8

Tour Costings (Sa'anapu)

Tour Costing Worksheet

Use the following worksheet to calculate the right cost of your Ecotour.

Tour Name: SECRETS of SA'ANANU SELF-GUIDED
 Date prepared: 27.1.01
 By Whom: Pete MacCullis

A) INDIVIDUAL COSTS (per person):

List all Individual Costs
(costs per person)

Item	Cost per person (pp)
Sacred Community Fund	\$ 3
TRAIL FEES (maintenance)	\$ 2
	\$
	\$
	\$

Add together to calculate
Total Individual Cost

① Total Individual Cost	\$ 5
-------------------------	------

B) GROUP COSTS:

List all Group Costs

Item	Cost per group
—	\$ —
—	\$ —
—	\$ —
—	\$ —
—	\$ —

Add together to calculate
Total Group Cost

Total Group Cost	\$ 0
------------------	------

C) Group Cost Per Person

Divide Total Group Cost by number of tourists
to calculate Group Cost Per Person.

	Number of Tourists			
	1	2	3	4*
② Group Cost per person	—	—	—	—

D) Tour Costing Table - to calculate Tour Cost

Fill in this table using calculated costs parts A) & C) above.

Note: this will be just one value all the way across the table

Profit Mark-Ups:
Add whatever figure you want to for your business profit (ie \$10 or \$15) or more per person

Commission Rates
20% Commission
Net Cost X 1.25
25% commission:
Net Cost X 1.33

	Number of Tourists				
	1	2	3	4	10
① Total Individual Cost (from A above)	5	5	5	5	5
② Group Cost per person (from C above)	0	0	0	0	0
① + ② =	5	5	5	5	5
③ TOUR COST p.p.					
③ + profit =					
④ NET COST (NET COST)					
④ X Commission Rate = RETAIL TOUR PRICE	7	7	7	7	7

RETAIL PRICE is 7 per person
(price valid until Dec 2002)
(no group discounts)

DISTRIBUTION OF INCOME

NUMBER TOURISTS	Set up/Commercially	Tour 20% profit maintenance	women's committee (booking fee)	Tourist manager 10% gross revenue	PROFIT
1 tourist (T7)	3	2	0.50	0.70	0.80
6 tourist (T42)	18	12	3	4.20	4.80
10 tourist (T10)	30	20	5	7.00	8.00
2000 tourist	6000	4000	1000	11400	11600
5000 tourist	15000	10000	2500	35000	41000

Tour Costing Worksheet

Use the following worksheet to calculate the right cost of your Ecotour.

Tour Name: SECRETS OF SAANAPU GUIDED TOUR
 Date prepared: 21.11.21
 By Whom: Rab. Matalister

A) INDIVIDUAL COSTS (per person):

List all Individual Costs
 (costs per person)

Item	Cost per person (pp)
COCKETS	\$ 1
ULA	\$ 2
COMMUNITY FUND	\$ 3
TRAVEL FEE (TRANSPORT)	\$ 2
	\$

Add together to calculate
 Total Individual Cost

① Total Individual Cost \$ 8

B) GROUP COSTS:

List all Group Costs

Item	Cost per group
TOUR GUIDE	\$ 12
1-6 TOURIST	\$ 6
7-12 TOURIST	\$ 12
13+	\$ 18
	\$

(1 guide)
 (2 guides)
 (3 guides)

Add together to calculate:
 Total Group Cost

Total Group Cost \$

C) Group Cost Per Person

Divide Total Group Cost by numbers of tourists
 to calculate Group Cost Per Person.

	Number of Tourists								
	1	2	3	4	5	6	7	10	13
② Group Cost per person	6	3	2	1.5	1	1.7	1.2	1.4	

D) Tour Costing Table - to calculate Tour Cost

Fill in this table using calculated costs parts A) & C) above.

Note: this will be just one value all the way across the table

	Number of Tourists							
	1	2	3	4	6	7	10	13
① Total Individual Cost (from A above)	8	8	8	8	8	8	8	8
② Group Cost per person (from C above)	6	3	2	1.5	1	1.7	1.2	1.4
① + ② =	14	11	10	9.5	9	9.7	9.2	9.4
② TOUR COST p.p.								
③ + profit =	15.8	13.7	12.8	11.4	10.8	11.6	11.4	11.8
④ NET COST $\times 1.2$								
④ \times Commission Rate = RETAIL TOUR PRICE	21.8	17.2	16.6	14.7	14	15.1	14.4	15.3

Profit Mark-Ups:
Add whatever figure you want to for your business profit (ie \$10 or \$15) or more per person

Commission Rates
20% Commission
Net Cost $\times 1.25$
25% commission:
Net Cost $\times 1.35$

RETAIL TOUR PRICE \$15 per person
(price valid until Dec 2002)
if only 1 tourist does the tour, special price \$122 per person

NET TOUR PRICE \$12 per person

ANNEX 9

Tour Evaluation Form

SA'ANAPU-SATAOA CONSERVATION AREA TOUR EVALUATION

We hope you enjoyed your tour.
Please help us make our tours better by completing this tour evaluation form!!
Fa'afetai lava !!!

Which tour did you do?

Sa'anapu Guided Walk *Sataoa Canoe Tour*
Sa'anapu Self-guided walk
Date: _____

What was the best thing about the tour?

What was the worst thing about the tour?

Did the guide look after your comfort and safety? Yes No

Comment: _____

Did the guide give you enough information? Yes No

Comment: _____

Are there any areas where you wanted more information?

Cultural *Historical* *Natural*
Tour Information *Other:* _____

Was the cost of the tour reasonable? Yes No

Comment: _____

How did you find out about Sa'anapu-Sataoa Ecotours?

Travel Agent Friends Newspaper

Other: _____



ANNEX 10

Booking, Payment, Transport and Commission Arrangements

Secrets of Sa'anapu

Bookings:

Guided Tour: Please try to book with 24 hours notice
 c/ Lagoon Lodge, Sa'anapu
 Phone 20196 Fax 20942
 Email: lupe@lesamoa.net

Self Guided Walk: No bookings required
 Check in and pay at the Sa'anapu Information Fale

Tours operate Monday-Saturday.

Costs

Secrets of Sa'anapu: Tour Prices

	1 ½ hour Guided Tour		Self Guided Walk	
	<i>Retail</i>	<i>Net</i>	<i>Retail</i>	<i>Net</i>
Opening Special 27.11.01 – 7.01.02	ST10	ST10	ST5	No net
2002 prices	ST15	ST12	ST7	No net

- *Special rates apply for educational groups: please apply through the Tourism Manager*
- *Special rate of ST22 for 1 pax on guided tour*

Transport

- Tour prices do **not** include transport to/ from Conservation Area
- Tour operators and FITs expected to use own transport

Commission

- Commission available for sales of guided tour "Secrets of Sa'anapu"
- 10% of per person retail price. For higher commissions, please refer the Tourism Manager.

Payment

Cash payments at Information Fales. Or deposit into bank account: please see Tourism Manager

ANNEX 11

Copy of Booking Form

BOOKING FORM SECRETS OF SA'ANAPU

BOOKING MADE BY:

NAME OF VISITORS:

HOW MANY IN THE GROUP:

WHAT DAY FOR THE TOUR:

WHAT TIME FOR THE TOUR:

TRAVEL AGENT/ VISITORS CONTACT PHONE
NUMBER:

BOOKING TAKEN BY:

BOOKING GIVEN TO TOURISM MANAGER:

Yes

No

SEC

RETS OF SA'ANAPU

1 ½ HOUR GUIDED WALK

An easy 1.4 kilometre walk through coastal forest around Sa'anapu lagoon with a community guide.
Learn about values and uses of the forest environment; visit a chiefs guest fale for Samoan hospitality

- Only ST10 per person UNTIL 7 JANUARY 2002
- AFTER 7 JANUARY 2002 ST15 PER PERSON RETAIL/ ST12 NET

- **PAYMENTS TO BE MADE AT THE INFORMATION FALE AT SA'ANAPU**

- NO TOURS BOOKINGS FOR SUNDAYS

* if booking is made direct by tourists

= RETAIL PRICE

* if booking is made by a tour company and is part of a bigger tour

= NET PRICE

* if booking is made by a tour company but is not part of a bigger tour

= RETAIL PRICE