



TAIALA MO MATAAGA



MANUAL

This manual is written especially for the Attraction Site Managers in Samoa. It aims to assist in the day to day running of sites and provide ideas on how to:

- * look after your visitors,
- * improve the site, its facilities and the environment, and
- * make a success of your business

- vaaila lelei o au malo,
- faaleleia atili o outou mataaga,
- ausia o se tulaga manuia o lau pisinisi.

faaleleia ai le:

O le sini o lena! Talala ina ia fesosoani ia te oe i aso taitasi e ala i ni manatu e

Ua saunia faapitoa lena! Talala mo i latou e fai mataaga mo maimoaga a malo
 mai fafo i soo se atioaga o Samoa.

This Manual has been produced for Attraction Site in Samoa.

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Apia, Samoa

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Catherine Appleton

Abbreviations and terms

EU	European Union
SBEC	Small Business Enterprise Centre
SPREP	Secretariat of the Pacific Regional Environment Programme
TRC	Tourism Resource Consultants
UNDP	United Nations Development Programme
VAGST	Value Added Goods & Services Tax

Faapupunga O Upu ma a latou Uiga

EU	European Union
NZAP	New Zealand Aid Programme
SAT\$	Samoa Tala
SBEC	Small Business Enterprise Centre
SPREP	Secretariat of the Pacific Regional Environment Programme
TRC	Tourism Resource Consultants
UNDP	United Nations Development Programme
VAGST	Value Added Goods & Services Tax

O lenai Talaiua ua saunia mo i latou e iai mataaga i totonu o le atunuu.

Saunia ma lomia e le
Pulega o le Ofisa o Tagata Tafatao
Maimoa

Pusa Fale Mei! 2272

Apia, Samoa

Novema 6, 2014

Lagolagoina ma Faatupaina e le
Malo o Niu Silia

Polokalamo mo le Atinae o le Pulega o
le Ofisa o Tagata Tafatao Maimoa

A fia maua se kopi o lenai lomiga ona
faatresootai mai lea o le Ofisa o le

Pulega o Tagata Tafatao Maimoa
Fale o le Malo Fiamē Mataafa

Faamuiua

Mulinuu II, Apia, Samoa

E mafai ona toe lolomi ma faaogaga
faamatalaga mai lenai lomiga ae ia
faailoa aloaia le lomiga.

O ata na saunia ma o mea totino a
Catherine Appleton.

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FOREWORD

This Manual aims to assist in the day to day running of sites and provide ideas on how to look after your visitors, improve your site facilities & environment and make a success of your business.

How to use this Manual

This Manual is designed to be user friendly. Instead of overwhelming text, you will find handy pointers, check-lists, and lots of new ideas and illustrations. Here are a few tips to help you get the most out of the Manual.

- Don't try and read the whole Manual in one go, read through the topics one at a time.
- Go through them with your family and others who help at your site.
- Make a note of anything you don't understand or need to know more about so you could ask about it next time you visit the Samoa Tourism Authority.

Remember that this Manual is only a general guide. You will find that not all the points mentioned will be applicable so you need to go through and mark the information which is most relevant to your particular site.

UPU TOMUA
O le sini o lenei Talala o le fesosoani lea ia te oe i nisi manatu fou e saga faaleleia ai au auunanga mo tagata maimoa.

O le faaogaina o lenei Talala
Ua fuafuaina lenei Talala ina ia faigofoe ona faaogaina ma malamalama ai tagata. Ua le gata ina tele ata ae ua faapena foi ona faaogaina faasino ala faapitoa e vave ai ona e maua itu taua. O nisi nei o mea e ao ina tausisi! Iai i le faaogaina o le Talala.

- * Faasolo faitau mataupu taitasi!
- * Talanoa ma lou aiga i nei mataupu
- * Matatau se mataupu e te le malamalama ai ona fesili lea i le Ofisa o le Pulega o Tagata Tafafao Maimoa mo se tali
- * E iai nisi faamatalaga e le talafetaga! mo lou mataaga. Faailoga mataupu e fetauti lelei mo oe.

O se faamatalaga i lenei Talala
O mataupu o loo talanoaina i lenei Talala ua filiifili mai ia outou talosaga e pei ona talanoaina i aoaga e lua sa faia i lenei tausaga.

E le matai i lenei lomiga ona aofia uma ai mataupu e tatau ona talanoaina i le vaala o mataaga ae ua na o se faasino ala i vaega e tatau ona iai muamua faatasi ai ma nisi auala e maua mai ai se fesosoani!

- **O le Vaega Muamua** e te maua mai ai ni auala ma vaega e tatau ona e malamalama ai i au malo, ma o latou mana'oga.
- **O le Vaega Lona Lua** o lo'o fa'asino atu ai ni auala lelei e pulea ma vaai ai lou mataaga, o le faamatagofieina ma auala e malu pui'pui'ia ai au malo
- **O le Vaega Lona Tolu** o loo iai ni fautuaga mo oe ina ia ave'a ai lou mataaga ma pisinisi lelei.



FAAOGA NEI AVANOA... e te mafufau ai pe faapefa ona faafino nei tulaga i lou mataaga.

ABOUT THE MANUAL

The topics covered in this Manual are based on the requests you made at the two attraction workshops, as well as the comments and ideas given to us by some of the tour operators and tourists who visit your sites. It is meant as an introduction to Attraction Site Management, and provides you with the basic information you need to make a success of your site.

Remember that in one volume it is not possible for us to cover all aspects of managing your site, but we have made a start and in many cases pointed you in the direction of further help.

Part one is designed to help you understand your visitors and their needs so that you can look after them whilst they are at your site.

Part two looks at how to manage and maintain your facilities as well as beautify and keep your site safe.

Part three provides you with some basic tips about running your site as a business.



ALA SAVALI



VAOMATUA MA VAEGA
FAASAO



VATIAELE



AFU



O le a iloa mai lena! faatomuga le taua o mataaga i totonu o Samoa. O le a faamanatu atu ai foi ia te oe nofoaga o ia mataaga i le atunuu ma itu taua o ia nofoaga.

INTRODUCTION

In this introductory section you are going to learn about the important role of visitor attractions in Samoa. You will be reminded of all the different attractions Samoa has to offer and where the different sites are located.



WATERFALLS



FRESH WATER POOLS



FOREST & WILDLIFE
RESERVES



WALKING TRAILS



O LE ATINA'E O TAGATA MAIMOAGA MAI FAFO

Ua matua ona iai lenei atina'e ona o le femalaga'i o tagata ae tusa o latou aiga mo se vai'taimi pu'upu'u e tafafao ma maimoa i isi atunuu.

O se atina'e fou lenei! Samoa ma o loo taumafai pea e atia'e nofoaga, mataaga atoa ai ma nisi mea e talifeaga! ma maaoga o tagata tafafao maimoa mai fafo. E taua tele lea atina'e aua e le gata ina maua mai ai ni seleni ae e faapea foi ona maua ai galuega a tagata i vaega eseese o le atunuu e pei o malae vaalele, faletalimalo, fale aptiaga tu matafaga, ma faleaiga.



O ANA

O le a le taua o mataaga?
E taua aua e faatosina mai ai tagata tafafao maimoa mai fafo e matamata iai ona e lei vai! muamua i ituaiga nofoaga faapea. E le gata i lea e ave'a ma maimoaga ma vaega e faaalu ai taimi ma tupa a tagata tafafao maimoa ao fai malologa i Samoa nei. O le lelei o mataaga o le umi foi lea ona fia nonofo tagata tafafao maimoa i totonu o se atunuu.



O NOFOAGA O LE VAVAU

O a ituaiga mataaga o iai nei?
E tele ni nofoaga matagofie i Samoa e fia matamata i ai tagata tafafao aemaise o nofoaga o le vavau. E tusa ma le 55 ni mataaga o iai nei i totonu o Upolu ma Savaii. O nisi e latatala i le sami a o nisi foi e tu i uta i le vaomatua. E 8 ituaiga maimoaga e maua i Samoa nei!

- * O afu,
- * Vaitaele,
- * Vaomatua ma nofoaga o faasao,
- * Ala savaii,
- * O ana,
- * O le lava,
- * O nofoaga o le vavau,
- * O nofoaga mauiluga e matamata ai i laufanua o le atunuu.

O NOFOAGA MAUPUEPUE MO MAIMOAGA

AFU	NOFOAGA FAASAO	1. Falefa	8. Palolo Deep	21. Pupu i Taga	32. Fale o le fee
		2. Fupisia	9. Sataoa	22. Ana Pea Pea	33. Maota o Natana
AFU	NOFOAGA FAASAO	3. Sopaaga	10. Saanapu	23. Ana i Paia	34. Tulagavae o Moso
		4. Toghtogiga	11. Uatato	24. Saleaula	35. Liu ma la
AFU	NOFOAGA FAASAO	5. Papaseea	12. Tafua	25. Pula	36. Tia Sen
		6. Afu Au	13. Falealupo alalupapa	26. Mataolealele	37. Fafa o Saualili
AFU	NOFOAGA FAASAO	7. Mu Pagoa	14. Falealupo Vaomatua	27. Tutuatoe Luaito	38. Aga o Saualili
		15. Aopo-Mauga Silisili	28. Vaisafee		
AFU	NOFOAGA FAASAO	16. Auata	29. Tutuatoe Fuspopototo		
		17. Sasina	30. To Sua		
AFU	NOFOAGA FAASAO	18. Tavea - ana o pe'a	31. Mauga		
		19. Satoalepat - faasao laumei			
AFU	NOFOAGA FAASAO	20. Vaea			
NOFOAGA O LE VAVAU		ANA, VAITAELE MA LE LAVVA		NOFOAGA O LE VAVAU	

- ♦ E ono fesili atu malo ia te oe pe ete iloa nofoaga e fai nisi mataaga,
- ♦ E te ono fia asia nisi o nei mataaga pe a maea ona e faitau i lenai Talaiata ia ia e maua mai ai foi nisi lesona aoga e faaleleia ai ou mataaga.
- ♦ Vaita i le faatanua i le mea o fai ia mataaga.

O fea e fai nei mataaga?
 Afai e fai sou mataaga, e taua foi lou iloa o isi nofoaga e fai mataaga ona o mataaga nei:

E tofu lava nei vaega eseese ma aoga. O nisi nofoaga ua aoga mo se vaaiaga mamao i le lautanua o le atunuu a'o nisi e o fai tafatoga a tagata. O le afaea soo o le mataaga e iloa ai ina le tulaga lelei o fai le vaaiaga ma le pulea lelei o le mataaga.

What is tourism?

Tourism takes place when people decide to go away from their homes for a short period. The word tourism can be used to describe all the businesses, activities and facilities which cater to and entertain these people whilst they are away from home.

Tourism is quite a new business in Samoa and activities and facilities are still being developed to cater to the needs of tourists. It is already very important because it provides both money and jobs for people in many different parts of Samoa; airports, taxis & buses, hotels, beach fales & resorts, restaurants, bars & clubs and of course visitor attraction sites.

Why are visitor attractions important?

'Visitor attractions' get their name because they 'attract' people away from their homes to come and explore sites they haven't seen before. They are important because they provide entertainment for the visitors while they are in Samoa, things for visitors to see and do, and importantly, opportunities for them to spend their money. Higher quality of attractions will not only ensure that more guests visit but also for longer periods of time.

What type of attraction sites are there?

Samoa is blessed with a large variety of beautiful natural and historic attraction sites. There are approximately fifty sites of interest located in different areas around Upolu and Savaii, some are near the sea and others are deep in the forest. These can be divided up into eight main types according to their characteristics:.

- * waterfalls,
- * fresh water pools,
- * forest & wildlife reserves,
- * walking trails,
- * caves,
- * lava formations,
- * historical &and legendary sites, and viewpoints.

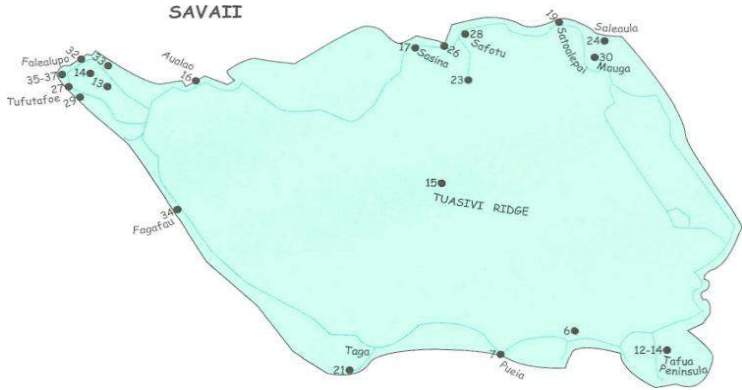
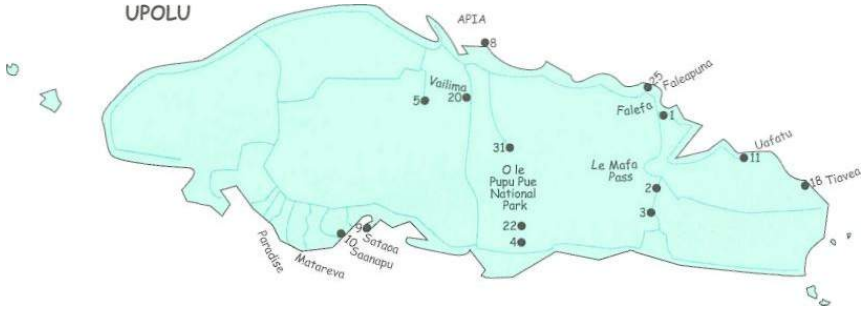
Different sites have different roles. Some are just for seeing, others for hiking, swimming or looking at native trees. What they all have in common is their ability to attract and entertain visitors. The amount of time visitors spend and the number of visitors that visit is very much dependent on how well you manage the site.

Where are the attractions in Samoa?

As an Attraction Site Manager, there are several reasons why is useful to know about the different attraction sites around Samoa. This is because:

- ✍ visitors may ask you about the locations of other sites, and
- ✍ after reading this manual you may like to visit other similar attraction sites so you can get new ideas about improving your own site.

WATERFALLS		RESERVES		CAVES, FRESHWATER POOLS AND LAVA FIELDS		HISTORICAL SITES	
1.	Falefa	8.	Palolo Deep	21.	Pupu i Taga	32.	Fale o le fee
2.	Fuipisia	9.	Sataoa	22.	Ana Pea Pea	33.	Maota o Nafanua
3.	Sopoaga	10.	Saanapu	23.	Ana i Paia	34.	Tulagavae o Moso
4.	Togitogiga	11.	Uafato	24.	Saleaula	35.	Liu ma l'a
5.	Papaseea	12.	Tafua	25.	Piula	36.	Tia Seu
6.	Afu Aau	13.	Falealupo alalapa	26.	Mataolealelo	37.	Fafa o Saualii
7.	Mu Pagoa	14.	Falealupo Vaomatua	27.	Tufutafoe Lualoto	38.	Aga o Saualii
		15.	Aopo-Mauga Silisili	28.	Vaisafee		
		16.	Auala	29.	Tufutafoe Fusipotopoto		
		17.	Sasina	30.	To Sua		
		18.	Tiavea - ana o pe'a	31.	Mauga		
		19.	Satoalepai - faasao laumei				
		20.	Vaea				



TULAGA LELEI MO MATAAGA

PART ONE LOOKING AFTER YOUR VISITORS

In part one you are going to learn about your visitors, why they visit, what their needs are and how you can best look after them.

If you want to make a success of your visitor attraction you need to start by learning about your customers. Who are they? Why do they visit and what do they need whilst they are at your site?



Who are your visitors?

There are two types of visitors; overseas visitors and local visitors.

Overseas visitors

These are the people you normally regard as the tourists. They may be on holiday from New Zealand or Australia, Europe or the United States, or other Pacific Island Countries and may come at anytime during the week. There are two kinds of overseas visitors, independent tourists and group tourists.

INDEPENDENT TOURISTS

- Those that arrive on their own as a family, couple or group of friends
- They arrive either by local bus, taxi or in a hire car without a tour guide
- They may be young backpackers, students or family groups
- As they are on their own, they will need more information from you about all the facilities and activities you offer.

GROUP TOURISTS

- Those who arrive with one of the tour companies like Samoa Scenic or Polynesian Explorer
- They visit with their own guide
- The older groups may be with a tour that was organised from their home country and will often appreciate *ula* and welcome drinks, and are likely to have more money to spend on souvenirs



You need to learn about the needs of independent and group visitors if you are going to make a success of your attraction site.

Tagata tafafao mai Samoa E toatele lava tagata Samoa poo papalagi e nonofo i Samoa e asiasi solo i mataaga mo tafafoga. O nei tafafoga o ni aiga ma ni uo, aoga toatele poo se au talavou.

Tagata tafafao mai Samoa

- O Tagata nei a avatu e kamupani latou te faia mataaga toatele e pei o le Samoa Scenic Tours po o le Polynesian Explorer.
- E fai lava le taitai malaga
- O malaga a tagata matutua e fiafia lava ae faafeiloai i ni ula ma sina niu, ma e ono faatau ni mea tauilima mai lou mataaga
- O malaga a tagata talavou e ono o tafafoga e alu ai le aso atoa

- E aofia ai ulugalli;
- O ni aiga e o atu i ou mataaga i pasi o le aualea poo taavale la'u pasese
- E talavou ma o le toatele e aoga
- E manaomia tele e nei tagata faamatalaga i ou mataaga.

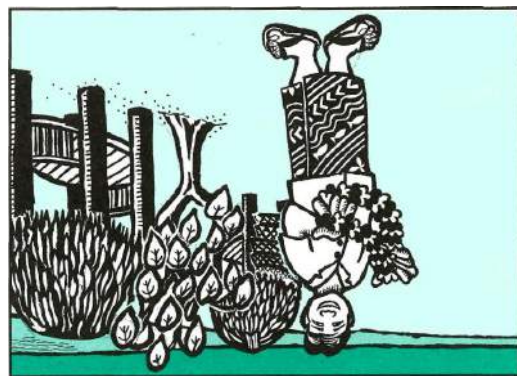
AUMALAGA TOATELE

TAGATA TAITOATASI

Malo mai fafo E asiasi mai nei tagata mai atunuu mamao e fai Niu Sila, Ausetalia, Europa poo Amerika atoa ai ma motu o le Pasefika. O nei malo o ni tagata taitoatasi poo tagata e o mai i malaga toatele.



O ai tagata e asia lou mataaga? E lua ituaiga malo e asia lou mataaga; o malo mai fafo ma malo mai totonu lava o le atunuu.



O le a e iloa mai lena! vaega ni faamatalaga e uiga i au malo, o mea e mananao ai ma aualea ete talli atu ai i ia manaoga.

Afai e te manao e soloaga lelei lou mataaga e tatau ona e iloa ni faamatalaga i tagata e ono asia lou mataaga. O ai nei tagata? Aisea e fia o atu ai?

VAEGA MUAMUA O LE TAUSIGA O TAGATA MAIMOA

Local visitors

These are the Samoan visitors who come from Apia or other nearby villages and the palagi that live in Samoa. There are again two types;

- * those who visit in small groups of friends or family perhaps with visiting relatives from overseas, and
- * those who arrive in a bus as part of a large village trip, normally at the weekend.

THINK ABOUT
the type of visitors
that normally come
to your site

WHY HAVE THEY COME TO YOUR ATTRACTION?

When visitors visit your attraction they are either having a day out to relax or having a holiday from their normal work. Different types of visitors will be looking for different types of experiences.

Overseas visitors

Your overseas guests have travelled a long way to see what Samoa has to offer

INDEPENDENT TOURISTS

Choose to come to your attraction because:

- They may be exploring on their own with a hire car and have seen your site in the guidebook or touring map and decided to have a look
- They may have heard about your site from their hotel, friends or other travellers.
- To attract independent visitors you will have to make sure your site is on the map, in the guidebooks, has a clear and visible sign and you also brochures in local hotels.

GROUP TOURISTS

Choose to come to your attraction because:

- Your attraction is part of a pre-arranged tour itinerary
- They have chosen to take a day tour which stops at your site
- To attract group tourists you have to make arrangements with the tour companies. If you know when a group will be arriving then you could make special arrangements for them.

MAFAUFAU...
I itua'iga tagata
malimoa e ono dista
lou mata'aga

E asiasi atu tagata ona o loo fia malolo mai galuega masani. E esese foi mafuaaga e tafafao ai tagata.

AISEA E AFEA AI LOU MATAAGA

TAGATA TAITOATASI

- E asia lou mataaga ona o mafuaaga nei:
- Sa faitau i lomiga faapitoa i lou mataaga ma ua fia asiasi atu ai
- Na latou iloa mai lou mataaga mai a latou no pe sa faasino atu foi e faleta'ali'imalo i Apia o loo nonofo ai
- Ia mautinoa o lo o iai lou mataaga i luga o le faatanua ma tusi Taiala. Ia lava au'ala e faailuiloa atu ai lou mataaga.

MALAGA TOATELE

- E asia lou mataaga ona o mafuaaga nei:
- Ua aveia le maimoaga i lou mataaga ma se tasi o vaega o le polokalame o le malaga
- E aveia lou mataaga e fai ma tafaga i lena itu o le atunuu
- A e manaomia ni malaga tetele ona faafesootali lea o kamupani e gafa ma malaga toatele. Ina ia lelei ona e tali mai i ia Malaga.

O nei tagata e o atu ma o latou aiga mo ni tafaga ma maua ai se fiafaga. E masani ona o atu ma fai ai se latou papakiu. Tausi lelei malo e te iloa e o atu soo.

Tagata tafafao o Samoa



WHAT ARE YOUR VISITORS' NEEDS?

You will find that different types of visitors have different needs. Samoan visitors may be quite independent, whilst overseas visitors may need more help and advice. Here are some facilities and services that nearly all visitors would appreciate...

Meet and greet your visitors

Guests need to feel welcomed especially independent visitors who may be unsure about whether they have made the right choice. The following section looks at how to meet and greet your visitors.

Provide information

Your guests need to find out a few things about your attraction when they first arrive;

- * where the main attraction is,
- * how to get to it,
- * how much the entrance fee is,
- * what facilities you have and;
- * rules

You can provide this information verbally, with signs or in a brochure about your site which you can give visitors when they pay their entrance fee.

Prepare facilities

The facilities you need will depend on the type of attraction site you have

ALL SITES...

Need a good access road, a car park, signs to direct tourists to the site as well as well placed litter bins.

SOME SITES...

Will also need toilets and changing rooms, particularly if there is a place to swim at your site.



O A MANAOGA O AU MALO?

O tagata Samoa e le manaomia tele sau fesosoani sei vagana tagata mai fafo. O nisi nei o auunaga e manaomia e tagata tafafu uma.

la faafeiloaia i latou

E taua le maua e le tagata tafafu o le lagona o le talli leleia o ia aemaise pe a fai nisi e le o mauiinoa lelei po o sa'o le mataaga ua alu iai.

la lava faamatatalaga e tuu atu i lou mataaga
E fai ni tulaga e fia maua ai e tagata tafafao ni faamatatalaga:

- * Poo fea tonu e tu ai le mataaga,
- * Pe faapefea ona oo iai

* O le a le tau o le ulufale

* O a nisi auunaga e maua ai

* O a taimi e tapunia ai

* Pe saogalemu le mataaga mo tafaga

* Pe mama le nofoaga o le mataaga.

E mai ona e faamatatala gutu iai pe tusia foi i se laupapa (faailoilo) poo se lomiga faapitoa e mai ona tufatufaina.

O le saunia o auunaga

O auunaga e te ofoina atu e faalagolago i le ituaiaga mataaga:

NISI MATAGA...

e tatau ona iai ni faleese ma ni potu e sui ai tagata aemaise pe a faapea e fai ai ni faleega.

SOO SE MATAGA...

ia lelei le auala, o se nofoaga e futu ai faavale, ose faasinoala ma ni kalone lapisi.

Beautify your site

All sites need an attractive environment. This does not have to mean a garden with flowers and white painted stones, its better to have a natural setting with lots of tall shady trees which will attract native birds.

Arrange activities and things to sell

If you want visitors to spend money at your site you need to have things for them to do and buy, like handicrafts, food and drink.

Ensure safety and security

It is your responsibility to make sure your site is safe so that your visitors don't have any accidents. Possible dangers include cliffs, slopes, health hazards, dogs, theft and hassle from other visitors. You also need to make sure visitors don't vandalise your site.

UNDERSTANDING YOUR VISITORS BEHAVIOUR

Visitors, especially those from overseas, will often act in a way that may seem strange to you. To help you and your family understand this, we have identified three areas of noticable differences;



Just as you might find it difficult to dress like a palagi when you go overseas, so will the tourists find it hard to dress like a Samoan when they are on holiday.

- ⊗ ways of dressing,
- ⊗ ways of talking, and
- ⊗ ways of thinking about money.

Dress

You will notice that overseas visitors tend to wear less clothes than Samoans and sometimes they even dress in a way that might seem rude in Samoa. One reason for this is that they are not used to the climate in Samoa and find it too hot to wear long clothes.

The other reason is that palagi women usually wear their usual swimming clothes that reveal their body, for example bikinis. They may not even have a lavalava.

If your village feels strongly about tourists and how they dress at your site, you will need to explain this to your visitors and lend them a lavalava if they do not have one.

Faamatagotie lou mataaga
E manaomia le matagotie o le siosiomaga o lou mataaga. E le tau faia ni togalaau tetele ma vali papa e maa ae ia lava ni laau paolo e fiafia manulele e ofaga ial.

Fai ni galuega e matai ona faatau atu
A e manao e faaalu tupe a tagata tafafao i lou mataaga, ona fai lea o ni galuega e faatau atu ai ni oloa e pei o galuega tauilima poo ni meaai ma vai inu.

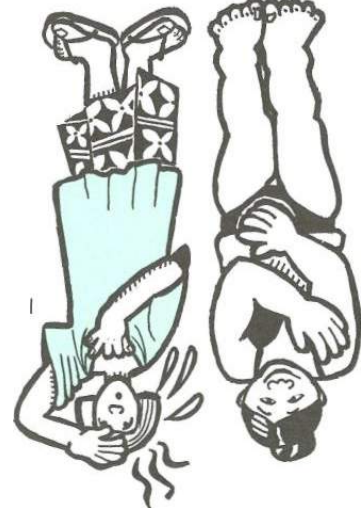
Ia e malamalama i uiga o tagata tafafao
O lau matafai o le saogalemua o lou mataaga ina ia leai ni faalavelave e tutupu ma. O ni faafitauli e fai ni tofe, aega mauululuga, taifau taaloa ma ni gaioiga.

- E fai nisi aga a papalagi ete le masani ai ma e ono le fiafia ai e pei o:
- * Lavalava,
 - * Faiga o tala,
 - * Manatu i le faaoga ina o tupe.

O lavalava
O le toatele o tagata tafafao e le tele ni ofu e fai ona o le vevela o le tau ma e ono faasese ina ai manatu o taata Samoa, pe ua le faaalalo. O le tele o tamatali e fai ofu vae pupuu ma mititatu lima munutu pe faaoga ofu taele e alliali ai itu tino. Afai e le tallia ia tulaga i totonu o le nuu ona faamatala lelei lea i tagata tafafao.

O le tautala
O le toatele o tagata tafafao e ese le tautala i lau faalogo ma e fesili soo foi. E le fealofala tala ma e tilotilo sao mai i ou mata. E ui ina le faapea tagata Samoa e faaalalo ia aga, ae o le ituaitaga tautala lea e iloa ai e le papalagi o loo e tautala sao atu ia te ia.

O tupe
E le o tagata tafafao uma mai fafo e tele ni tupe. O le toatele o tagata e tafafao mai ua leva ni tausaga o tau sailli tupe e fai malologa ai. O le ala lena e foliga ai e le o ni tagata mata mau. Taunafai ete malamalama i le tulaga o le le totogi o le tupe ua tafafagai ma tulaga o le auunaga. E le fiafia tagata malimoa mai fafo pe a iloa ua soona tu'u i luga lau tau ae e le lelei au auunaga ma le tallina o i latou.



A faigata ona e lae! i ofu o papalagi pe a e malaga i fafo, e faapena foi ona faigata i papalagi ona ofu e pei o tagata Samoa.

O LE FAAFEILOAIA O AU MALO

E fiafia tagata e oo atu i lou mataaga pe a faafeiloaia i latou ae maise pe afai o ni malo taitoatasi. O nisi nei o mea e sauni i ai mo le faafeiloaia o au malo.

Ia lai se tagata e faafeiloaia malo

Faasolo tagata o lou aiga e faia lea tute ma faamamafa iai le taua o le laei mama ma aua le soona faia nisi tifiiga e le masani ai.

Ia faatutafonoina lavava o lau aufaigaluega ia mama foliiga ma lavava o le tagata e faafeiloaia malo ma e le taua le faia o ni toniga taugata.

Aoso lau nannu

Poo ai lava e tute e faafeiloaia ia malo, e tatau lava ona iloa nannu aua o le toatele o papalagi e asia lou mataaga e malamalama i le faaperetani.

Ia tausaaia ou uiga

Ia e manatua e taua lou faaaloalo i malo aua a lelei uiga e faaalila o le a fai lena ma auala e tatali atu ai isi tagata lou mataaga ma saga fia o mai ai malo.

Aoina o le ulufale

O se tasi lea o tute a le tagata na te faafeiloaia malo o le aoina o le ulufale. Faafeiloai muamua tagata ona faamatala lelei lea iai o le tau o le ulufale. Ia iai se laupapa e iloa ai e malo ia tuiaga pe tuu iai se pepa e faailoa ai le tau. Ma ia tuiina ai ni pepa ulufale ma risiti pe a uma ona tofogi le ulufale.

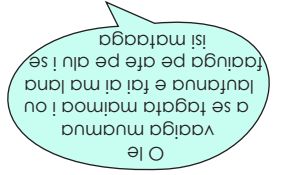
Faafeliloai i se ula

Afai ua leva ona faafesootai atu oe i le oo atu o au malo, ia sauni ni ula e faafeliloai ai au malo. O se auala lea latou te maua ai se lagona o le faatuuina e oe o i latou.

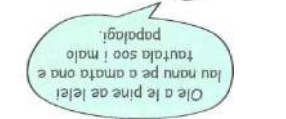
O sau faafei i le tauuuu atu O nisi o au malo e umi le taimi na malaga atu ai ma ua le lavava. Faafei atu i le fale ma ave iai se vai inu malulu e iai se niu poo se vai aisa malulu poo ni fualaau taumafa mata. O se avanoa lelei lea e faatatali ai lau nannu.



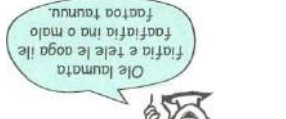
O le toatele o malo e faafusa le lelei o auunaga ma le tute



O le vooliga muamua a se tagata moimoa i ou laufonua e fai ai ma lona faoiga pe ofe pe alu i se isi mataaga



Oie a le pine ae lelei lau nannu pe a amato ona e tauuia soo i malo papalagi.



Oie laumata fiafia e tele le aoga ile faafaiiloa ina o malo faafesootai.

MAKE A PLAN... for welcoming visitors to your site



First impressions are important and can make the difference between the visitors staying to look around or just driving off without really stopping.

You will find that your English really improves when you start to talk to visitors regularly.

Money is discussed in more detail in part three

Your visitor will weigh up whether something is 'value for money' and worth the price tag.



Talking

You will find that overseas visitors have a different way of talking and asking questions. They are often very direct and they look you in the eyes. Although this may be disrespectful in Samoa, try to understand that to the palagi, this way of talking is regarded as honest.

Money

It may seem to you that all overseas visitors have a lot of money, but this is not always the case. Many holiday-makers work hard and save their money for several years in order to travel and enjoy themselves in Samoa for a week or two. As a result you will find that they tend to be rather cautious with how they spend their money. You need to understand the concept of 'value for money'. This means that visitors will spend money if they feel that the price you charge is fair in comparison with what you are offering in terms of facilities. They will be very unhappy if they are overcharged or feel they have wasted their money, just like you.

MEETING AND GREETING

Visitors like to feel welcomed when they arrive at your attraction, particularly if they arrive independently. Here are some things to think about when you are meeting and greeting visitors at your attraction.

Organize a welcome duty roster

It is best if only one person is responsible for meeting and greeting the visitors on any particular day. You can perhaps rotate this duty amongst members of your family or village committee, but make sure that everyone knows which day they are on 'welcoming duty'.

Decide on a dress code

It is important that the welcome person is clean and tidy when they greet visitors. There is no need to go to the expense of buying uniforms, just be clean and natural.

Practise your English

Most overseas guests understand English so it is important that the person who is *on 'welcoming duty'* is able to speak basic English.

Welcoming attitude

Above all else *remember* to be polite and friendly to all your guests, if you make a good impression they may come back another time or tell their friends to visit your attraction.

Collecting entrance fees

Another important job for the welcoming person is to collect the entrance fees at your attraction. Make sure you greet the visitors first and then politely inform them about the entrance fee. Visitors normally agree to pay the entrance fee as long as they know that they are paying the right price. It is therefore important to have a clear sign or give an entrance ticket with the price written on it. It is also important to ensure that the price is consistent, affordable and has value for money.

Give an ula

On special occasions, or when you know in advance you have an important tour group visiting your attraction, you might like to take the time to prepare *ulas* for them. Ask local tour operators to let you know in advance when and how many of them are visiting so you can make special arrangements for them.



Welcome drink

Visitors will often be very tired and feeling hot after the journey to your attraction. Invite them to sit in a *fale* for a few minutes and bring them a welcome *niu*, or cold water. This is a good opportunity to practise your English.

Providing information about your site

After being met and welcomed and having paid the entrance fee, most independent visitors would like to know something about your site such as:

- ☼ what facilities you have,
- ☼ where the main attraction site is,
- ☼ what time you close,
- ☼ any special village rules you have, and

PROVIDING INFORMATION ABOUT YOUR SITE

There *are* two main ways of telling visitors about your facilities and it is best if you try a combination.

- ☼ with signposts, and
- ☼ by giving directions or taking visitors around the site yourself.

O LE TUUNA ATU O FAAMATALAGA E FAATAU I LOU MATAGA

A maea ona faateiloiata ma totogi le tau o le ulufale, o le toatele o malo e fra iloa ni faamatalaga e uiga i lou mataaga e pei o le;

- ◆ Auunaga e maua ai,
- ◆ Fea tonu e tu ai le mataaga,
- ◆ Taimi e tapunia ai ma ni tulafono e pupuia ai,
- ◆ Se tala o le vavau e faamatala ai le mataaga. E masani ona tala ia faamatalaga e le taitai malaga pe atai o se malaga toatele.

O le tuuna atu o faamatalaga

E lua ni auale e maua ai e malo faamatalaga:

- ◆ Faaoga se faasinoala e faaoga ai se laupapa,
- ◆ O lou alu e faasino tagata i vaega eseese o le mataaga

O le faasinoala i malo o nofoaga eseese

E le faigofie le faasinoala i tagata tafafao ma o le mea lea e tatau ai lava ia te ona e alu tou te o ma tagata maimoa e faasino tonu i fale ma maimoaga eseese.

Tomai faatala

E tai nisi malo e mananao e o ma le talala

aemaise pe atai e le lelei le auale i le mataaga pe faigata foi ona maua. Faaoga lea avanoa e;

- Tau atu ai i au malo se faamatalaga i le nofoaga,
- Faasino ai nisi o le olaga faanatura,
- Faamatala iai ni tala o le vavau e faasino i le mataaga.



Faamatalaga i isi mea e mafai ona fai ma nisi auunaga

A o faamatalamata au malo faamatala iai nisi auunaga e maua i lou mataaga ma ni oloa o faatau ai. E mafai foi ona e faailoa atu nei vaega e ala i se laupapa e tusia ai ia faamatalaga.

- A toatele se aumalaga taumafai e vaai lelei tagata uma nei leiloa se isi. Faapopototo uma atu a'o lei amataina sau faamatalaga i le taua o le;
- Nofoaga o tai le mataaga,
- Tali ni a latou fesili,
- O faataasi ma au malo a'o matamata solo.



Giving directions

It is not always easy to give clear directions, so it is best to accompany your visitor to a point where they can clearly see the place they want to go, then all you need do is to point and say, for example, “Look, the washroom is over there under the banyan tree”.

Tour guiding skills

Some visitors may like to be guided around your site especially if it is a little difficult to find the attraction or it is dangerous in any way. Take this opportunity to:

- * tell visitors what your site is all about,
- * point out and name the different trees, flowers, animals and birds that you see along the way, and
- * explain the folklore of your site.

If you have a big group make sure you keep an eye on everyone so they don't get lost and try to keep the group together. When you get to the site of interest wait until the entire group have arrived and then ask the visitors to “gather round” while you:

- * explain the site,
- * answer any questions they might have, and
- * stay with your visitors as they explore the site.

For more information on tour guiding also refer to tour guide manual



You might like to have a visitors book for tourists to write their names in and comment on your site before they leave

FIND OUT ABOUT the history and legends of your site

Tell them why the site is important and what it has been used for in the past. If you want to improve your guiding skills further, it's a good idea to ask if you can go along with some of the tour groups and listen to how a professional tour guide explains your site. Samoa Tourism Authority can also provide you with information about available tour guiding courses.

Information about activities, products and services

When you are showing visitors around, this is your opportunity to tell them about anything special you have for sale and any activities and services you can provide. You can also do this with a sign or brochure if your are shy or uncomfortable speaking in English. is not very good.

Telling the story

Every attraction has some interesting history and folklore attached to it. If you have good English skills you can ask visitors if they would like to hear about this.

E mafai ona iai se tusi e ono iai o tagata na asia ou mata'aga ina ia tuu ai ni a latou faamafaloga.



Faamatalaina o le tala

Soo se mata'aga e iai lava se tala o le yavau e mafua ai ma e tatau ona faalioa i malo. A lelei lau nanu ona fesilli lea i au malo pe fia faalogologo i le tala. Faamatala iai itu taua e fesootai ai le tala ma le mata'aga. Fesilli pe mafai ona e alu i se malaga e o ai se tatala e iai lea tomai ina ia e iloa ai faatino ia galuega i lou mata'aga.

PART TWO MANAGING YOUR SITE & ENVIRONMENT

In part two you are going to learn about managing and planning your facilities and site environment as well as providing safety and security for your visitors.



Managing and maintaining your site involves hard work, dedication and the ability to plan ahead and save money for upgrading.

If you want to make a success of your attraction you have to learn about how to manage and maintain your site to a high standard. There are four key considerations for managing your site;

- clear ownership,
- good planning,
- natural design, and
- regular maintenance.

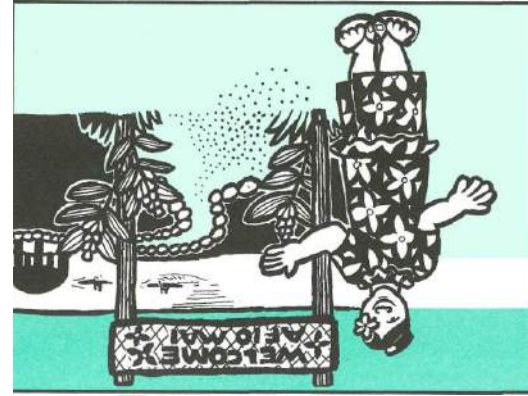
Clear ownership

Whatever type of site you have, it is essential that before you start developing it, the ownership is clear. Many historical sites may be divided between several landowners so you need to know who will be responsible for the management of the site before you invest money into it. If necessary, you might need to take the matter to the village council where the high chiefs and matai will find a solution to the problem.

Good planning

Before you build, make sure you consider the long-term plan for the site. Decide which part of your site is most important and keep this free from facilities so it can be enjoyed in its natural state. This is a good time to consult with relevant agencies about some of the technical aspects of building. Main agencies to consult include:

- ◆ Ministry of Works, Transport and Infrastructure
Building standards and especially toilets and showers.
- ◆ Ministry of Health
Toilets and other general hygiene matters.
- ◆ Ministry of Natural Resources and Environment
Waste and natural environment.



O le a e iloa mai le Vaega lona Lua auata e vaai lelei ai lou mataaga aemaise o le saogalemu o au malo.

Afai e te manao e soloaga lelei le faia o lou mataaga e taua lou iloa o auata uma e faatumau ai le tulaga lelei ma e 4 ni itu taua e tatau ona e vaavaai i ai:
 • la manino o oe e ona,
 • la lelei ona fai ni fuatuga ma le vaiga,
 • la tumafai e tausisi i le siosiomaga faanatura o loo i ai le mataaga,
 • la tausia lelei i soo se taimi.

E tele se galuega e alu ile vaata lelei o ou mataaga. E tatau ai ona e iloa fuafua mo le lumanai mo ni tupe e faalei ai.

la manino, o oe e ona le mataaga
 E taua ao lei galueina le atinae poo le mataaga le faamanino o tagata e ona tonu le mataaga. E tele nisi mataaga e le tasi se aiga e ana ma e tatau ona faamanino poo ai tonu o le a gafu ma le vaata lelei o le mataaga. Afai e le manino ia tulaga ona saili lea ose fautuaga mai le puleaga a Allii ma Faipule o le tou nuu.

la lelei fuatuga fai i le vaata
 Ao lei fausia ni fale, ia fai muanua se fuatuga faata'atia mo le lumanai. E tatau ona iloa poo le fea le vaega aupito taua o le mataaga e ono tatau ona fausia ai ni fale. O le taimi lelei lea e te talanoa ai i nisi mo ni fautuaga i ituaiga fale e faatutu i lou mataaga. O nei ofisa e aofia ai:
 ◆ Matagaluega o Galuega, Felanaiaga ma Atinae Telele i le vaega e pasta ai
 ◆ fale mo tulaga e tatau ona fai o fale-Apitaga ma le fausaga o fale-le'etaa. Matagaluega o le Sofitua Malo'ina mo le saogalemu o le fausaga o faleese.
 ◆ Matagaluega o Punaoa Faalenatura ma le Siosiomaga mo auata e faatamala ai otaota.

VAEGA LONA LUA O LE VAAlA LELEI O LOU MATAAGA

- O nisi nei o mea taua mo le saunia o se faasino ala. Fuaia lelei lau faasino ala
- Fuaia nuamua pe o a faamatalaga e te manao e tuu i luga o le faasino ala, o fea e faatu ai, ae pe faapefaa foi ona pupuia mai le faaleagaina e isi.
- Aua le papanu le faiga o le faasino ala ae ia manino lelei ma ia tuu ai na'o faamatalaga tonu e tatau lai.
- Ae le'i amata fausia ma saunia le faasino ala, tusi nuamua i se laupepa faamatalaga e tatau ona lai. Ia vaai po o sa'o atoatoa faamatalaga aemaise pe afai o tusi i le Gagana Peretania.

O le faasinoala aupito taua e tatau ona faatu i tafatafa o le auala e faasino atu ai le mea tonu e iai le mataaga. E tele ni kamupani e mafai ona saunia sau faasino ala ma e mafai ona e talosagaina se fesosoani tau tupa e faatino ai le faailoilo. E tatau foi ona lai ni faasino ala i nofoaga e tutu ai taavale ma faleese. Ia lai foi se laupapa e lai ni faamatalaga lautele e pei o tau ma taimi e tatala ma tapunia ai le mataaga.

O le faasinoala aupito taua e tatau ona faatu i tafatafa o le auala e faasino atu ai le mea tonu e iai le mataaga. E tele ni kamupani e mafai ona saunia sau faasino ala ma e mafai ona e talosagaina se fesosoani tau tupa e faatino ai le faailoilo. E tatau foi ona lai ni faasino ala i nofoaga e tutu ai taavale ma faleese. Ia lai foi se laupapa e lai ni faamatalaga lautele e pei o tau ma taimi e tatala ma tapunia ai le mataaga.

maua i lou mataaga.

- * Tau atu ai i malo le mea o iai lou mataaga.
- * Faasino atu ai le auala ulifale
- * Tau atu ai i mataaga

Faasino ala

E tatau lava ona lai se faasinoala i soo se mataaga ma e aoga e: E eseese lava mea e manaomia e mataaga taitasi, peitai e iai lava mea e tatau ona lai i mataaga uma.

O MEA E TATAU ONA IAI I MATAAGA

Tausiga i aso fai soo
A lelei ona tausiga i aso fai soo, o le a le taugata le vaatiga i le lumanai ma o le a mautinoa ai foi le saogalemu o au malo. Ia faamama le lapisi ma fale-létua i aso taitasi. Ia fai ni teu fou i aso uma ma ia faamama le vao aemaise i auala savali. Talanoa i ou tuaoi i le faamamaina o latou laufanua ona e latalata tele atu i lou mataaga.

Ia tausisi i le sisotomaga fale-natura
Ia taitaigai ni fale e faatutu i lou mataaga ma lona sisotomaga fale-natura. Taumafai e atolau fale e taele ai ma faaoga ato launui ae le o ni kalone mo le aoina o le lapisi. Aua le aveesea ni laau tetete o lai i le fanua sei vagana lava e faalavelave i ni ala savali.

Natural design

Try to keep your site as natural as possible so that all your facilities are in harmony with the natural environment and don't stand out too much. Try to use a thatched roof on your washrooms, use baskets for litter bins, traditional structures for your changing rooms. Refrain from removing trees or plants unless it is absolutely necessary for access to the site

Regular maintenance

Maintenance is a cheap and effective way of keeping your site looking good and safe for visitors. This means that litter bins must be emptied daily so that they do not overflow or smell, clean the toilets and put fresh flowers out every day, clear the garden areas and trails of any rubbish, make sure the *trails, car park* and access roads *are free from weeds* and bush. *Furthermore*, you may also want to make an arrangement with your neighbours to clear up their nearby land.

BASIC FACILITIES

Although the needs of specific sites vary according to their type and location, there *are some* facilities that are useful for nearly all sites.

Sign posts

Sign posts *are* absolutely essential at all visitor attractions. They can be used to:

- inform visitors about your site,
- direct them to the entrance, and
- to point out all the facilities and provide general information about the site.



The most important sign is the one you have on the main road indicating the direction to your site. This needs to be made professionally if possible and painted clearly. There are several companies that make signs in Apia and you may be able to apply for funding to help you get one made. You will need other signs at your attraction to mark the *car park*, toilets and the way to the attraction site. It is also useful to have an information board that gives opening times and entrance prices.

The size and type of sign you make will vary according to its use, but here are *some* tips about signage:

- Plan your signage
 - * Before you start making the sign, plan out the information you need to include. Think about who will be using the sign, where it will be located and who will look after the sign to make sure it is not vandalised.
 - * *Keep* it simple, neat and clear and include only essential information.
 - * Before beginning constructing or painting a sign, always write the

- * message on paper. Check that it is accurate and that the English is correct. Try to reduce the number of words you use.

Sign design

- * The strongest signs are routed timber signs with letters cut into them and then painted white; they are supported by two posts.
- * The size of the sign depends on whether it is mostly for people in cars or on foot.
- * Never attach a sign to a tree, always make a free-standing sign.
- * Ensure the wood you use for the sign is treated.
- * Try to make the sign attractive and fit in with the surrounding environment.

Sign location

- Signs should be placed within view of the place they are indicating and no more than 50m away from the site.
- Place the signs *where* bush will not grow to obscure them but be careful that the sign does not block the view or stand out as a silhouette against the sky.
- Road signs need to be placed 2-4m from the road-side. In some cases you will need approval from the Land Transport Authority to place a sign next to the road.
- Inside your attraction site you might like to have one post with several *arrows* pointing out the *different* facilities. This can be designed like your village sign.

Access

You may need to get help from your village to improve the access road or a formal letter to the Land Transport Authority could also assist in improving access road. You can also improve the road by cutting back the bush on either side to make it safer for two cars to pass and provide a grassy verge for people to walk on.



Car park

All sites need a car park that is safe and off the road and not blocking the view. The size of your car park depends on how many visitors you normally have at once and how long they usually stay. When you are planning your car park, here are a few things to think about:

- The maximum number of cars you are likely to have at one time?
- An off-road car park for visitors who stays more than 5 minutes



- O le faatuaaina o le saunia o le faasino ala
- O faasino ala aupito anagata e vane ai faamatatalaga i se laupapa malo ona vaili paepae lea.
- E faalagolago o le faasino ala i tagata e ono faita'aina faapea latou o lo o feoai i taavale aemaise latou o loo savavali.
- Aua nei faapipi'iina se faasino ala i se laau. Ia faatu malele lava ia. Ia lelei le laupapa e fai ai le faasino ala ia aua nei vave ona pala.
- Ia manatia i le vaai le faasino ala ma ia talafeagai ma le siosiomaga o loo fai.

Nofoaga e faatu ai

- Ia latatala i le nofoaga o loo faasino fai ma ia le silia le marmao ese ma le 50 mita.
- Faatu le faasino ala i se nofoaga e le vaoa nei le iloa atu ma ia aua fol le matilatila mai le tu.
- Ia le silia i le 2-4 mita le marmao mai le auala ia le silia ala e faatutu i tafatata o auala.
- E matai ona tasi se pou ae tele ni faasino nofoaga esese i totonu o le mataaga.

Auaila i le mataaga

E matai ona e talanoa i le tou nuu mo se fesosoani i le faamamaina o le auaila i le mataaga. Taumafai ia lautele le auaila ina ia off ai ni taavale se lua.

Nofoaga e tutu ai taavale

Soo se mataaga lava e tatau a ona fai se nofoaga saogalemu e tutu ai taavale. O le tele o nei nofoaga e faalagolago i le numera o tagata e asia lou mataaga atoa ai ma le umi e nonofo ai. O nisi nei o mea e te mafafafu fai pe a fuafua le nofoaga e tutu ai taavale:

- O le a se tele o ni taavale e faaaoa'aina lea nofoaga i se taimi e tasi?
- A silia i le 5 minute le umi e fai ni malo i lou mataaga e tatau ona fai se nofoaga tau marmao mai le auaila e paka ai taavale
- Ia toto ni laau paolo i ia nofoaga ma taumafai e aua le taina i lalo laau e fai ai se nofoaga e paka ai taavale.
- Vaai lelei le vaega o le fanua e fai ai le nofoaga mo taavale ina ia aua nei puniita ai ni vaiega matagofie o lou mataaga.
- Ia tu ese le nofoaga mo taavale mai le mataaga ma faaaoaga se pa laau e pupuni ai.
- Aua le faatuuina se nofoaga i se fanua vailoia pe se nofoaga oneonea aua e faigata ona o ai taavale.
- Ia fai se tagata e vaaila taavale pe afai e marmao le nofoaga mo taavale mai le mataaga.

- Provide shade for the cars by planting trees like the Talie, do not cut trees down to make the car park, try to fit it around the existing environment.
- Make sure the car park does not block the view of the attraction; it is best located near the road on any land that is not used for another purpose.
- Separate the car park from the attraction site with a natural barrier like a hedge, but remember to leave room for a trail.
- Try to avoid making your car park on muddy or sandy ground as your visitors cars might get stuck.
- If your car park is located some distance from the site, for security reasons it is a good idea to have someone looking after the cars.

Trails and steps

If you have the type of site where walking is involved, and a lot of people cross your site every day, you will notice that the grass and garden will be affected and may look less attractive, especially if you have a slope or steep ground. For this reason it is good to make proper walking trails so that everyone walks the same way and back to the attraction & facilities without causing much damage to the natural landscape. The type of trail you make will depend on the kind of ground surface and also the number of visitors you have. Here are a few things to think about:

Plan your trails

- Before building steps or trails, if you haven't done it before, make sure you take some time to visit other sites which have these facilities or talk to people who have made them before to get some handy tips.
- First decide on whether your attraction site needs a trail.
- It is probably not necessary to make trails in rocky or lava-covered ground.



For more information about building, trails, steps, and bridges check 'List of useful contacts'

Design your trails

- For dry trails with not too many visitors just keep the trail clear of rocks and fallen trees.
- For those areas with lots of visitors every day (more than twenty) you can use compacted small stones and gravel to fill in the trails and use wooden edging to keep the stones in place.
- On steep slopes it is best to cut steps into the ground and support them with wooden pegs so that the ground doesn't slip. If you have a lot of steps and many visitors you may want to consider making them of concrete for safety reasons.
- The normal width for a trail is 1-1.2m wide.
- Wood can be used to place across trails crossing boggy areas.
- Steps are usually 15-20cm high and more than twice as wide as they are high.
- Provide strong handrails if the trail is steep or dangerous and check these regularly.
- Do not attempt to construct a bridge without expert advice as this can be very dangerous



- O le fuafuaina o ala savali**
- Mo ala savali e le tele ni tagata e faaogaaina, ia faamama ese uma ni maamaa ma ni laau pauu.
 - Mo nofoaga e toatele tagata e asia, fai ni ala e tanu ai!!!!!! ma pupulu lelei i ni laupapa

- Fuafuaina lelei ala Savali**
- A o lei fausia sitepu poo ala savali, ia muamua e asiasi i isi mataaga e ia ia mea ma vaavaai i le faafuaina.
 - E tatau foi ona e iloilole lelei pe tatau ona fai ni ala savali pe leai.
 - E le talafagaai le lai o ni ala savali i luga o laufanua gaoo poo le lava.
 - Mo fanua mapu'epu'e, tipi fastitepu i le eleele ona faamau lelei i ni pine laau e taofi ai le solo. Mo le saogalemu o au malo e mafai ona faasima ia sitepu pe a talafagaai ma le tulaga tau tupo.
 - O le lautele o ia ala savali e tatau ona 1'-1.5 mita.
 - Mo fasti fanua e lai taufusi, faaoga ni laupapa e savavali ai tagata.
 - O sitepu e tatau ona 7-10 inisi le maualuga (15-20cm) ae faafuaina le lautele.
 - Afai e maiti'e le auala savali ona fai lea o se pa e pipili ai tagata savavali. Aua ete taumafai e fai se auala laupapa ae lei fesili mo se fautuaga mai.
 - I e lai le tomai e faafuaina nei vaega.

E faalagolago ituaiga ala savali e te fausia i le eleele atoa ai ma le numera o tagata asiasi atu i aso taitasi.
O nisi nei o mea ete mafafafau lai i le faiga o ala savali.

O ala savali ma fastitepu
Afai e tele ni savalliga e manaomia mo le maimoaina o lou mataaga e tatau ona fausia lelei ni auala savali ina ia le solia ai le mutia. E le gata i lea, ae e aoga foi ia ala savali pe afai e lai ni aega e ono asa ai tagata maimoa.

Litter bins

To prevent too much rubbish being thrown around your site it is a good idea to provide several litter bins. Here are some things to remember when designing, locating and maintaining your litter bins.



Design

- * They need to be cleverly designed so they do not stand out too much. They must fit in with the natural environment and are easily noticed.
- * You could use finely woven basket (atoato) or a metal drum on a stand painted to fit in with the environment.
- * If you are using large drums be sure to make a small hole in the bottom to allow the free flow of rain water, otherwise your bin may become a breeding area for mosquitos.
- * It is best to line the bin with large trash bags to make disposal easier.
- * Bins need to have handles and be light enough so that one person can lift them.

Location

- * Place bins near trees and rocks so that they don't spoil your site.
- * Litter bins would be best located in the car park area, along the trails, near any washrooms you have and at the attraction itself.
- * If you have dogs you will need to place your litter bins on a small platform above the ground.

Maintenance

- * Litter bins need to be regularly emptied; never let them overflow.
- * Visitors will keep your site tidy if you manage the site well.
- * If you are having problems with litter at your site, try to identify the source and take steps to prevent it such as a sign asking visitors to use the litter bins provided.

ADDITIONAL FACILITIES

When your site is sufficiently developed and receives a good number of visitors every day (more than ten) you may like to start saving up to build additional facilities. Not only will this help you to keep visitors for a longer time at your site, but it will also help to attract larger numbers of visitors, especially tour groups.

Here are some suggestions for additional facilities...

Toilets and changing rooms

It is important to note that toilets *are* expensive to build and present a significant health and environmental risk if poorly designed. Toilets are only really important if visitors regularly stay more than an hour or have the chance to swim at your site. If you do decide to build



O le aoina o le lapisi
la lava ni nofoaga e tita'i iai le lapisi ina ia aua le faapapea'e ina solo i le fanua. O nisi nei o itu taua e te mafautau iai.

Fuafuaina o tuilaga ma kalone lapisi
la lelei ona fuafuaina ina ia fetauti ma le siosiomaga o iai ma ia iloa gofie e tagata mo le faaogaina.
E mafai ona faaoga ni ato launiu ua lelei ona lalaga poo se kalone ua vaili faamanatia ma iai se fata e faatu ai.

- * A faaoga se kalone ona villi lea o se pu i le taele e faaalui ai le vai pe a timu ina ia le to'a ma ave'a ai ma nofoaga e fotoa ai le namu
- * Tuu ni pepa lapisi i kalone e faigo'fie ona aveese mai ai le lapisi.
- * Ia iai ni 'au o kalone lapisi ma ia mamā ina ia mafai ona sii toatasi e le tagata e aoina le lapisi.

O le tausia lelei
la aua nei tuua sei oso i fato le kalone lapisi!
Toaga e faamama ina ia faatupulaila pea le matagofie o lou mataaga la fai se faailoio e faailoa atu ai i tagata e tatau ona galilue faatasi i le faamatagofieina o se mataaga.

O ISI MEA E TATAU ONA FAI
A ua oo loa i se tulaga ua solo lelei le o atu o tagata maimoa ua tatau loa ona e mafautau poo a nisi auunanga e mafai ona faatinoina ina ia saga faatosina ai pea tagata asiasi atu i lou mataaga. O nisi nei o mea e tatau ona iai...

Faleese ma fale taele
E tagata le fausia o ni faleese lelei ae a le lelei foi le fuafuaina e ono iai ni faafitauli faalesoifua maloloina e tutupu mai ai. E taua le iai o ni faleese pe afai e silia i le itulia se taimi e nonofo ai malo i lou mataaga.



toilets make sure to get expert advice before you start. Here are some things to consider:

Applying for a permit

Before you build a toilet you need to apply for a permit from the Ministry of Works, Transport and Infrastructure. The first step in this procedure is to have a toilet layout drawing. Ministry of Works, Transport and Infrastructure can help you here.

The drawings must then be submitted to the Ministry of Health where they will check the siting of the toilets with relation to living areas and any rivers. They will also advise you about the layout of the toilet.

Ministry of Natural Resources and Environment will then check the environmental risks of your proposed location. The final decision and building permit is then given by the Ministry of Works, Transport and Infrastructure.

Design

The type of toilet you decide to build will depend on your budget, and the environmental conditions such as drainage and the availability of water. Your main choice is between a pit latrine, septic tank, sealed concrete pit and composting toilet. Currently the flushing toilet with septic tank is the most popular design but be aware that this requires large amounts of fresh water.

Pit latrines pose a threat to the environment and **are not** recommended at attraction sites. Composting toilets are a new type of toilet which does not use water. These are currently being trialed in several locations in Samoa.

- ☼ When you are getting the drawings done try to make your toilet block fit in with the rest of your site environment and use trees and bushes to make it stand out less.
- ☼ Your toilet needs to be equipped with a small rubbish bin, a toilet paper holder, small shelf for flowers and several strong wooden pegs behind the door for clothes and bags.
- ☼ Outside the toilet you need to have somewhere for your guests to wash and dry their hands.

Location

- ☼ Choosing the right location for your toilet facility is very important.
- ☼ Toilets need to be located away from your main attraction, preferably at the back of your site.
- ☼ Toilets should be at least 100m from any stream, river or beach and away from swampy areas.
- ☼ Changing rooms for swimming areas are best located close to the site



O le tausiga

- E taua le sa'o o le nofoaga e ratu ai faleese, la aqua le latata i le maimoaga o lou mataaga,
- la mamaso ma se vaiate poo le matafaga, pe a ma le 100 lata.
- Afai ae savaila le alatete e malo ina ia oo ai i faleese ia maurinoa le saogalemu o tagata ma e tatau ona iai se kolosi ua faallogaina.
- la iai ni potu e sui ai tagata e latata i le sami poo le vaiatele,
- la iai ni potu e sui ai tagata e latata i le la iai se faasino ala i le nofoaga o loo iai faleese,
- Toto ni lauu i tafatata o faleese.

O nofoaga e faatutu ai

- E fuatua le ituaiqa faleese ete fausia i le tupo ete maua ma isi tulaga faale-siosiomaga. E te ono fillifili i se faleese eli, faleese toso, faleese faapisikoa ma le faleese faa-Samoa. Ua tele ina faaalogaina faleese toso ae e manamomia le tele o le suavai. E faaalogaina faleese toso i nofoaga e lelei le suavai ae e tele ni faatitaii ona o le manogi leaga. O faleese e le faaalogaina le suavai ua faatitaiiina nei e nisi vaega o le atunuu.
- A'o saunia ata mo le faleese taumatai ina ia faatetai ma le siosiomaga faanatura ma faaogaga laau e pupuni ai.
- O mea nei e tatau ona iai i totonu o le faleese; ato mo lapisi, o se mea e tatau ai le pepa, o sina fata mo se teu fugalaau ma ni pine lauu e tutu i tua o le faitotoa e tatau ai lavalava ma ato.
- Iai se pesini i feto e futulu ai lima ma iai se solo lima.

O le Fuatuga o ia Faleese

- E tatau ona fai se pemita e fau ai faleese mai le Ofisa o Galuega, Felauaiqa ma Atinae Tetele ma e tatau ona muamua iai ni ata.
- Ia tuuina atu nei ata i le Soritua Matoloina ina ia iloiloi ai le nofoaga e faatutu ai pe e le'o ataina ai alavai ma fale aptiaga.
- E iloiloina e le Matagaluega o Punaoa, Faalenatura ma le Siosiomaga ni aatiga ole Siosiomaga
- O le faaiuga e faia e le Matagaluega o Punaoa Faalenatura ma le Siosiomaga.

Talosaga mo se pemita

- ✿ itself and can just be temporary structures that fit in with the natural site environment.
- ✿ Make sure you have a clear sign indicating to your visitors where the toilets are.
- ✿ Try to grow plants around your toilet facilities to enhance the *appearance*

Maintenance

- ✿ Whether you have a pit latrine, septic tank or composting toilets you need to carefully monitor its effect on the surrounding environment. Septic tanks must be checked on an annual basis and repairs carried out by a trained person as soon as they are needed.
- ✿ Make sure you clean your toilet area every day with proper cleaning fluid and a brush and ensure there is adequate toilet paper and fresh flowers in place. Biodegradable toilet cleaner, which won't hurt your environment or your tank, is now available in Apia. Scrub the walls regularly and keep them painted in light colours.



Day Visit fale & picnic area

Here are some handy hints to remember when building your rest fale:

- ✿ Keep the design basically traditional, but use a wooden base instead of coral on the floor. This means you don't always need to provide mats and it's more comfortable for visitors to sit on.
- ✿ Locate your fale, if possible, in a breezy area within view of your main attraction site and away from the car park and toilets.
- ✿ Make sure you use strong, thick support posts for your fale and check them regularly, especially if they are *near* a slope or cliff area.
- ✿ Near to your fales you might like to provide BBQ facilities for your guests.
- ✿ Locate the picnic area in a shady place. Seats need to be about 40-46cm high, with table tops 30cm higher. The table width can be 76-90cm, as shown below.
- ✿ Consider planting Talie trees to provide shade in your picnic area.

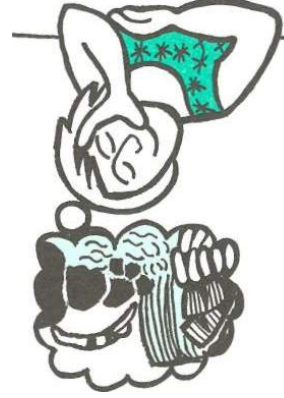


MAKE A LIST , of your plans for additional facilities at your site

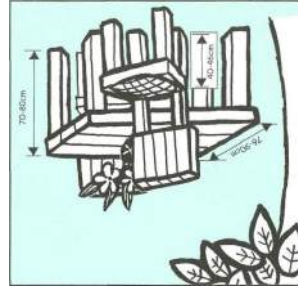
2. TAFATAFA O MAIMOAGA
! laau ma ni vaaliga mai le mataaga

1. MAIMOAGA TUTOTONU
! ala savaili ma togalaau

la e iloa fausi ou laurannu



FAI SE LISI...
O au fufuuga i ni mea
taapoopo mo lou
mataaga



O le tele o tagata maimoa e fia o atu e fia vaavaai ! le lanu meamata o le ola o laau e pei ona maua ! atunuu o le Pasefika. E lua vaega o le siosiomaga e tatau ona vaavaai !ai:

O LE FAAMATAGOFIINA O LOU MATAGA

- la faaaga fausaga faa-Samoa.
 - la iai tau i luga o soo se mea tauilima e fia faatau atu. la iai se lisi o tau o ni meaal ma vai inu e faatauina.
 - A maaoo le fale mai le nofoaga tutotonu o le mataaga ona iai lea o se faasinu ala e faagaaina.
- mea inu:
foi ona faaagaaina e faatau atu ai ni meaal ma ni Afai ete maaoo e faatau atu ni galuega tauilima ! au malo e tatau ona iai se fale e faatau ai. E matai fo! ona faaagaaina e faatau atu ai ni meaal ma ni

- Fale e faatau ai mea tauilima pe inu ai le kofe**
- O nisi nei o mea ia e manatua pe a fausia se fale:
 - Fau faa-Samoa ma ia fola laupapa ae le o maa poo amu. E le tau folaina i ni fala.
 - Faatu i se nofoaga e savili ma latalata i le maimoaga o le mataaga.
 - la maaoo ese mai le nofoaga e paka ai taavale ma nofoaga o loo i ai faleese.
 - la faaaga ni laau malolosi e fai ai pou aemaise pe afai e mat'i e se mea e tu ai le fale.
 - la iai se mea fai papakiu e latalata i le fale.
 - la paolo le nofoaga e tafafao ai tagata. E tatau ona iai ni laulau ma ni nofoa ma e faaaga fua aemaise meafale o loo tuuina atu e faaaga.
 - Tōtō ni laau e iai talie e faapaolo ai ! nofoaga mo tafaga.

- Faasaoina o le suavai**
- E utititi le suavai i le tele o nuu ma e tatau ona faasaoina e ala i le:
- Faatali vai timu i ni tane vai.
 - Faatau le ituiga ipu o le faleese e latititi le suavai e faaogaga ai.
 - A le lelei le suavai i le tou nuu ona vaavaai lea i le faaogaina o faleese e leai se vai e faaogaga ai.
 - Ia toe faaleleia uma ni gutu paipa e mama ma ia tape lelei.
 - Salu folo o fale ae le o le futufulina i vai.
 - Fui ou togalaau i le po ina ia le tele se suavai e liu asu i le vevela o le ia pe a fui i le ao.
 - Ia faaeteete le soona faaalu o le suavai pe a taale.

- Faasaoina o le eletise**
- O le faaogaina o moli i lou fale taele e aupito tele le eletise e alu ai.
- E le tau faamumuna se moli pe a lelei le fausaga, ia faamaulalo pa puiqui ina ia sao atu le malamalama i tonou.
 - Ia tape moli pe afai e le faaogaina fale taele.

- O le vaia lelei o le siosiomaga**
- E le na o le faamatagofieina o le laufanua, ae e taua foi le vaavaai i auata:
- e sefe ai le eletise ma le suavai,
 - faaititia ai le otota,
 - faaititia ai le faaleagaina o le suavai mai gaioiga o lou mataaga.

- Autata o maimoaga tutotonu**
- E tatau foi ona e vaavaai i fanua e tuaoi ma lou mataaga aua afai e le matagofie i le vaai e ono aafia ai foi le fia asia o lou mataaga.
- Astasi i vaega uma o lou mataaga ma vaavaai pe fai ni tulaga e le lelei i le vaai o fai e pei o faaputuga lapisi ma atigi taavale.
 - Talanoa i ou tuaoi pe afai o fai ni faaitaui i o latou fanua.
 - Toto ni laau e pupuni ai ni fale e tau lalata atu.

- Maimoaga tutotonu**
- E tatau ona faamatagofie i le vaai ae ia tatfegaai ma le ituiga mataaga o loo fai.
- Aua le soona tataina laau aemaise autata o ala savali. Tuu nofoaga mo taavale i se vaega e le tele ni laau e aveesea ai.
 - Afai o sou mataaga o le vaomata, ia toto na o laau Samoa moni aua e le gata ina malolosi ae e apoina foi le tele o le suavai o le eleele.
 - Afai o se isi vaega o lou mataaga o togalaau aina, aua le soona aveesea laau na muai ola ai. Taunafai e faatumau le vaiga faanatura sa ia i manua.
 - E le faaogaina ni vailaau i lou mataaga
 - E maitu se nofoaga e tele ai ni laau ma o le mea lea e tatau ona to laau ai nofoaga e fai ai taraga.
 - E taua le tausia lelei o ou laufanua ma faamama ni lapisi e fai i aso tatitasi. Faoga palagā laau e toe faalelei ai le eleele.

Crafts cafe or fale

If you want to sell crafts and other souvenirs to your visitors, it is useful to have a small stall or kiosk. You can also use this place to sell local food delicacies, fruits and cold drinks:

- Keep the design as traditional as possible and consider having some chests where you can lock the goods away at night.
- Make sure the prices are clearly marked on all handicrafts and that you have a price list for food and drink.
- If your craft fale is away from your main site, have a sign to show visitors where it is.

SITE BEAUTIFICATION

Many visitors to your site come to Samoa with high expectations of the lush tropical beauty they will find. Try to make sure your attraction lives up to these expectations. There are two main parts to your site environment:

1. **IMMEDIATE SITE**
paths and the garden
2. **SURROUNDING AREA**
the tall trees and views in the distance.



You need to think about how best to look after both these areas.

Immediate site

The immediate area around your site needs to be made as attractive as possible, but at the same time, it also needs to be in accordance with the type of attraction you have. Here are some tips:

- Only clear trees and vegetation from your site if this is absolutely necessary, for example along tracks and access routes. Design other areas such as car parks and picnic areas so that you do not have to remove trees.
- If your site is located in the rainforest, people will travel to see your tall indigenous trees, so only plant native rainforest species in the area - these will attract birds and other wildlife as well as consuming less water and being more resistant to cyclones.
- If you have a garden-type site you can combine flowering plants and bushes with



- native species but try to keep the 'wild' feel of a site. Plant along the natural form of the site, not in straight lines or along trails (a good example of getting this balance right is Malololelei Scenic View near Apia).
- Avoid the use of chemical pesticides and herbicides at your site.
- Remember that trees can really help to make a site cool and comfortable for the visitors, so plant shade trees near the paths and picnic areas.
- Your immediate site environment will need regular care and attention to maintain its beauty. You will need to check the site for rubbish every morning and make sure it is properly disposed of and remove any garden waste for composting.

Surrounding site

You also have to consider your surrounding site (any land area that can be seen from your site) because even if this is not your own land, it will detract from the visitor experience if it is ugly. You might want to think about doing the following:

- Conduct a tour of your own site, look at it from all angles and views and identify any parts of the surrounding area where you *can* see unnatural, or unattractive features such as rubbish dumps, old cars or washing lines.
- Try to negotiate with other land owners to help clear the problem area *for* a small fee.
- Offer to plant trees in order to hide houses and other development from your site.

ENVIRONMENTAL MANAGEMENT

Managing your site environment involves more than just beautification, it also includes:

- * conserving energy and water,
- * managing solid wastes, and
- * reducing pollution caused by your site.

Conserving energy

The main electricity costs you are likely to have is lighting for your washrooms. Here are a couple of things to consider:

- You can reduce or even avoid the need for lighting in your washroom areas if you make sure the design allows for as much sunlight to enter. You can do this by having a short door or low walls on your toilets.
- If you cannot avoid using artificial lighting, check to make sure this is switched off after use.

TOUR YOUR SITE, and note down any problem



- ◊ Vaai poo a tivaiga otaota o loo aoina mai i vaega esese o le mataaga, poo fea e sau ai ae pe faapefa ona faaititia.
- ◊ Faaoga ipu mat'eta'e e laulau ai meaa! Ina ia le faaogaina ai ipu pepa poo ipu uga.
- ◊ Faaoga ni pesini e lai tapuni ina ia faaititia ai le faaogaina o pepa alamini ma pepa illa.
- ◊ Ia faaititia le faaogaina o pusa mataaga pepa e teu ai oia faatau.
- ◊ A faatau atu ni tulaau taumata mataaga ni mallo poo ni ato ae le o pepa illa.

O le faatamala o otaota mali

O nisi nei o mea e te mataufau ai:

- E tatau ona lai se faiga e faatamala ai le otaota. Ia lai ni mea e lafo lai le lapisi ma e tatau foi ona e iloa pe faapefa ona faatamala ia otaota ua aoina.
- Tuu esese lapisi e pala, o lapisi e matai ona susunu ma lapisi e le matai ona susunu ina ia falgofie ona fai le fuafuaga e faatamala ai.
- Otaota o laau, ma meaa e matai ona faapalaina i tua pa o lou mataaga ona toe faaoga lea mo togālaau.
- Ia lai se kalone faapitoa mo meaa! ua faavelaina e faatu i tatatafa o mea fai papakitu mo le fafaga ai o tafau. Aua le lafoala i le eleele aua e tele ai le isumu.
- E matai ona faapalaina pepa pe a tatau i se lua. A le o lena ona susunu lea i se nofoaga e le asugia ai fale o lai au malo.
- O otaota e le pala gofie e tatau ona toe fufulu ma faaoga pe afai e matai. A le o lena ona nunumi faalaiti lea ma tatau.
- A tumu lena lua ona sui lea ise isi nofoaga

VAAI MA ILOILO... pe o a ituaiga otaota o loo lafoala i lou mataaga ma auala e faatamala ai



FEAU TAUVA
E tēle ni fadlavave e le tūfupu pe afai e lelei ona fūfua iou mataaga. Fatonu iou auvāfaluaga ini matafai e oo ina fai pe afai e fūfai mai se fadlavave faotuesei. Afai ae tūpu se fadlavave suseue lelei le matuaga ina ia e nofo utā iai ina ia ova nei tōe tūpu i le lūmani.

O le siosiomaga
* Toli i lalo ni popo mai niu aemaise i nofoaga e iai taavale ma tafatao ai tagata.
* Aveese uma ni laau marmago ua palalasi.
* Faamama uma ni vaega o loo lepa ai le suavai ina ia faaititia ai le namu.
* Mautinoa ia mataua leai ni tafitau poo ni pusi i le mataaga aua o nisi nei o vaaiiga e faalefifia iai malo asiasi ona e mafai ona fe'avea'i ai fa'amai.

Au malosi o le sami
* Lapatai i malo ina ia aua le puna ulu i vai papatū.
* Lapatai tagata i ogasami e le tatau ona taele ai.
* La aua nei latalata faleletaua i ogasami e taele ai.
* La aua nei iai ni manu e tatau i nofoaga e maua mai ai le suavai.

Vaai lelei mea nei.
* O tōe ma vaega mauulūnga
* Iai se pa e pūpū ai au malo mai se tōe pe afai e faaogaina lena vaega mo ni malimaga.
* E tatau ona iai se faailo e faateete ai tagata.
* Iai se pa i autafa e pipii iai au malo pe a aea ni sitepu.

O LE SAOGALEMU O AU MALO
* O nisi o tulaga taatele e lepeita ai le saogalemū o au malo e aofia ai:
* a'ega ma ni sitepu maseese, poo ni tōe,
* au o le sami,
* meaola taaloa ma namu,
* gāoia meatoino,
* nisi faasoasa.

O le faaititia o le faaleagaina o nofoaga o lou mataaga
* E ono faaleagaina ou lauranua, o matataga ma ogasami mai ni suavai leaga o faleletaua pe a le lelei ona vaai. Ia manatua:
* Sali ni fautuaga mai le Matagaluaga Ofisa o Galuega, Felauaiga ma Atinae a'e lei fausia ou faleletaua.
* Vaai lelei tane e alu iai otota pe o mama.
* Vaavaa'i le faaogaina o faleletaua e le faaoga ai le suavai.
* Afai ete iloa o loo aafia ou lauranua mai faleletaua o ou tuaoi, ona vave faafesoote'i lea o se foto.



Conserving water
Water is also a scarce resource in some areas, and needs to be conserved where possible:

- ☼ Collect rain water from fale roofs and store in closed tanks to avoid mosquito infestation.
- ☼ If you are buying flush toilets, try to buy the 'dual flush' type which reduce the amount of water used with each flush.
- ☼ Consider investing in composting toilets in areas which have little water.
- ☼ Always check taps are turned off properly after use and quickly fix leakages and dripping pipes or taps.
- ☼ Sweep outside areas rather than using a hose pipe to wash them down.
- ☼ If you have to water your garden, do so at night to minimise water loss through evaporation.
- ☼ Try to limit your showers to one bucket of water

Managing solid wastes
Here are some ideas about how to put waste management into practise at your attraction:

- Investigate what kind of rubbish you are collecting in your rubbish bins, where is it coming from and how it can be reduced.
- If you are providing food or drinks for your guests try to purchase proper plates, cutlery and cups so that you don't have to waste plastic and cardboard plates and cutlery each time.
- Buy food containers with lids to avoid the use of plastic film and aluminium foil.
- Reduce packaging on things that you sell in your shop.
- If you are selling fruit, offer customers ato (baskets) rather than plastic bags.

**REDUCE
REUSE
RECYCLE**

The basic motto for managing your solid wastes like tins, plastic and food wrapping.



Reduce the use of plastic bags, visitors will prefer the ato, the traditional basket.

Disposing of solid wastes
An important part of looking after your site is making sure you have a good system in place for dealing with your wastes. Having litter bins are the first step, but you also need to think about what to do with the rubbish when you have collected it all together every morning.

You are likely to have both biodegradable rubbish such as garden waste, vegetable matter, cooked food and paper, as well as non-biodegradable rubbish such as tins, plastics, glass and polystyrene. Try to separate these two types of rubbish as this will make your disposal process much easier.



BIODEGRADABLE ITEMS
human waste, raw vegetable matter, and paper
Please compost it!



Separate your rubbish to make it easier to deal with

- Garden wastes and raw vegetable matter (biodegradable rubbish) can be composted in a place away from your main site behind a building or in rough bush and must be covered properly with soil.
- Provide a special bin labelled 'Cooked Food Only' near your picnic area. You can feed any waste cooked food to your animals but don't put it in your compost as it will attract rats.
- Paper and cardboard can be composted if it is buried in a pit - if this is not possible it can be burnt, but make sure not to burn any plastics. Burning must be done away from your site at a time when you do not have any visitors.
- Plastic, glass, tin and other non-biodegradable waste should be recycled and used again where possible. The remaining waste can be compressed as small as possible and buried in a deep pit away from your attraction site in an area that is not too wet or swampy.
- When the first pit is full it must be filled in with soil and compacted, and a new pit to be located elsewhere.

Reducing pollution

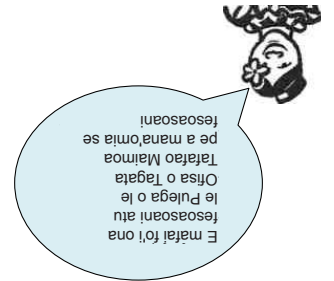
The main pollution risk at your attraction site will usually come from any toilets at the site or in your surrounding area. This presents a very real danger for your site and the health of your visitors, especially if there is swimming at your site.

Remember....

- Seek expert advice when you are building your toilets from the appropriate government ministries.
- Make sure your toilets are regularly maintained and check that the septic tanks are not leaking.
- Consider investing in composting toilets.
- If you suspect your site is being polluted from outside, try to find the source of the problem, your neighbour's toilets may be damaging your business.

Fa'aitaui:

- Afa'i e i ai se fa'aitaui tau gaoti i lou mataaga, faailoa i tagata astasi e vaai faalelei a latou ato ma mea totino ma loka lelei taavale na o atu ai.
- Mautinoa ua iai se faamalamalamaaga i tamaiti laiti o le nuu faapea ai le tupulaga ina ia taumamao i le fesiligiga o turisi mo ni tupe faapea ai le sioa i malo.
- Ia mataui vaiaa lelei turisi tamaiti ma puihua mo le saogalemu.
- Ia faatonu le aufaigaluega faapea tagata o le nuu o loo feoa'i ina ia taumamao mai le feavea'i o naiti ma fana a'o i ai malo i le mataaga.



**IA SAVALIA LE MATAAGA
Ma fai se lisi o mataupu:
faasogalemu le mataoga**

Malu puihua o le mataaga

- E ui e taua le saogalemu o au malo ae matura taua foi le puihua mai o le mataaga mai le faaleaga.
- E taua le mataui puihua, e taua le iai o se isi i taimi uma e vaiaa lelei le mataaga.
- Ia faoga ina le pule mamalu a Aliti ma Faipule mo le faamalosia o le nofo saogalemu.
- A faapea o loo iai pea tulaga faaletonu i le mataaga ona fai lea o se pa laupapa poo se pa maa e sio ai le mataaga.
- Ia puihua mai mea totino uma i le po.
- A tumau ai pea le le saogalemu i lou mataaga taumafai e faaititia le mafai ona soli vale atu o lou mataaga. Faoga se pa maa poo se pa laupapa.
- A faapea o le ava malosi e tele ina tutupu ai nei faaitaui, ua alagataua ona faaititia lona faoga.

VISITORS SAFETY

The type of dangers at your site will vary according to the local conditions, but common dangers and annoyances include;

- * cliffs, slippery slopes and steep steps,
- * swimming hazards,
- * mosquitos, dogs,
- * theft, and
- * other hassles.

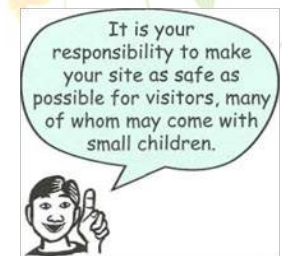
Here is a check-list of things to consider...

Cliffs and slopes

- Ensure you have a strong barrier in front of any cliff or viewing area. If it is dangerous you must put up a sign saying "Danger Keep Clear".
- If trails include steep slopes or steps try to provide a strong hand rail.

Swimming hazards

- Warn visitors not to dive into shallow pools with a sign "Check Water Depth Before Diving".
- Warn visitors of dangerous currents with a sign "Beware Dangerous Currents".
- Maintain your toilets well and locate them
- away from swimming areas.
- Keep animals away from rivers and pools.



IMPORTANT NOTE

Many accidents can be avoided by careful design and planning of your site environment. Make sure you inform all your staff/helpers about what to do in the event of an accident. If an accident does occur make sure that you find out exactly what happened so that you can try to prevent it from happening again.

Environment

- Remove coconuts from trees in public areas and car parks before they become a danger.
- Remove dead or fallen trees along the trails.
- Try to remove or reduce any standing water which could be potential mosquito breeding areas.
- Take special care to keep dogs and cats away from your site as they can frighten guests and also risk spreading disease.

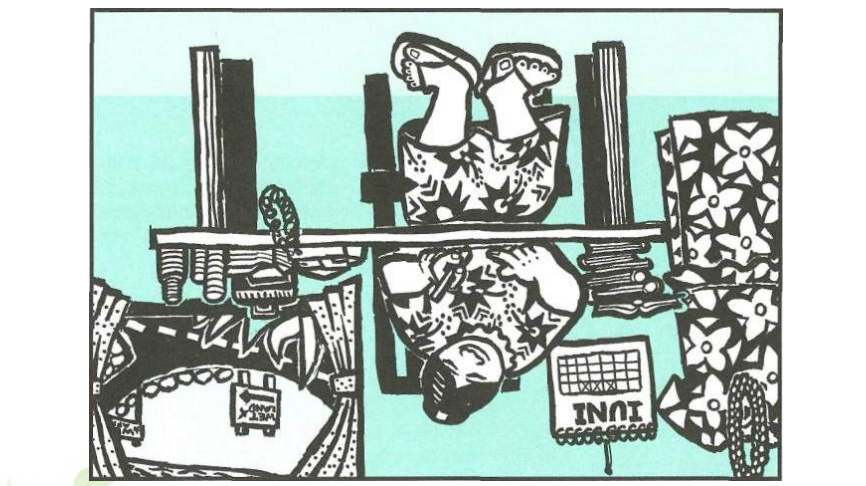
Hassle

- If you have a problem with theft at your site, ask your visitors to take special care with their belongings and lock their cars.
- Ensure that young people and children from your village understand about visitors and do not ask them for money or come and stare at them.
- Take care that your young female visitors are safe.
- Ask your staff/helpers and other local visitors not to *carry* their guns or bush knives into the attraction when you have visitors *there*.

O se faasino ala
E tatau ona lai se faasalalauga ua lelei ona tusia ma teuteuina i tala ane o le auata, ma latelata i ou mataaga ina ia faigofo ona iloa e tagata feoa i aemaise i latou e feoa i taavale. A lai se tagata tusi ata e te iloa, ave lai na te tusia ia manata ma iloa gofoe lau faailoilo. Ia vaili lelei ma ia iloa mamao mai pe a ma le 50 futu.

O le sailia o au malo
E ala ona fai lou mataaga ona ua e mautinoa e lai ni malo latou te asia ma o nisi nei o itu taua e te matatuiina:
• E tatau ona saili ni tagata e asia lou mataaga,
• Faamatata lai lou mataaga,
• Faasino lelei lai auata e oo atu ai,
• Tausi ma tali lelei aua e mautinoa lava le toe foi atu.

O le sailia o au malo
E ala ona fai lou mataaga ona ua e mautinoa e lai ni malo latou te asia ma o nisi nei o itu taua e te matatuiina:
• E tatau ona saili ni tagata e asia lou mataaga,
• Faamatata lai lou mataaga,
• Faasino lelei lai auata e oo atu ai,
• Tausi ma tali lelei aua e mautinoa lava le toe foi atu.
O nei tulaga ua taua o le sailia o maketi mo lau pisinisi. E tele ni auata e faalailoa ai lou mataaga.



VAEGA LONA TOLU O LE FAATINOINA O LAU PISINISI

Site security

As well as the safety of your visitors you also have to consider protecting your site from problems such as graffiti, vandalism and theft.

- ◇ Prevention is the best solution, so always make sure someone is around to look after your site to prevent damages from occurring.
- ◇ Use traditional village law enforcement to deter vandals.
- ◇ If you are having persistent security problems, in the absence of traditional village by-laws you may want to contact national law enforcement and take offenders to court.
- ◇ Make sure that anything valuable is secured at night.
- ◇ If you have a serious security problem at your site you will need to reduce access to your site. Try to do this by natural means with the use of hedges and stone walls rather than wire fences. If hedges do not grow in your area, use a timber fence instead of a wire one. If you do have to use a wire mesh, make sure it is painted black to improve visual appearance.
- ◇ If you consider alcohol consumption as the cause of the problem you may want to restrict its use on your site.

TOUR YOUR SITE..
and make a list of
visitor safety issues

**The Samoa Tourism
Authority can also
help you if you are
worried about the;
security at your site**

*Mō se faata'itiga lelei
o se faasino ala ma
vaai le faasino ala a le
Global Travel i Saleuli*



ASIASII I LE AFU!
Palauli i Savaii

Afai e te asiasi!
Samoa aua nei misi lou oo i
le *Afu Aau*.



Tepa i le momosi o vao
matua lanu meamata o loo
faasusunia e le afu ma ona
taelega malu. O le a lai
Tatala latou te faasino atu le
afu ma e mau ai foi se aiga
o le aoauli ma niu taumafa
malulu

E 25 minute le mamamo mai
Saleitoga i le pasi o le auata
a le nuu o Palauli.

O loo lai se faailo i le auata.

Tatala 7 taega – 6 afaii
\$5 tagata

E le totogia le nofoaga o
taavale.

Tatou felioai i Afu Aau

O se faasino ala lelei e vaneina upu ise laau malo
ona vaii papae lea o mata'itusi. Pe tauagata le faiga o
lenei faasino ala la ma'itino o se tupe faaalu aoga
pe a sailia se tagata faapitoa na te saunia.

O lomiga faapitoa

E mafai foi ona saunia se lomiga e maua uma ai
faamatatalaga e uiga i lou mataaga ma e mafai ona
e tuuina i le Pulega o le Ofisa o Tagata Tafafao
Maimoa e faasalalau ai poo isi foi faletalimalo. Ia lai
i totonu o nei lomiga le:

- Le igoa o lau mataaga,
- Matuaga e tatau ai ona asia lou mataaga,
- Faamatatalaga pe faapefa ona oo atu i lou
mataaga,
- Ia manino tulaga uma o au auunaga ma
tau.

E le tatau ona tauagata tele ia lomiga. E mafai ona e
talosagaina se fesosoaani tau tupe mo le faiga o lea
lomiga ma e mafai ona outou galuue faatasi ma isi
mataaga e faia so outou lomiga tuu-faatasi.

E mafai foi ona tufa i malo ia lomiga i le taimi e o
ese ai.

Faauliloa lou mataaga e ala i Tatala e faia Malaga

E tatau ona e faatalitoniina tagata o loo
faamaopoopoina Malaga ile alaga tatau ona oo atu
tagata maimoa i lou mataaga.

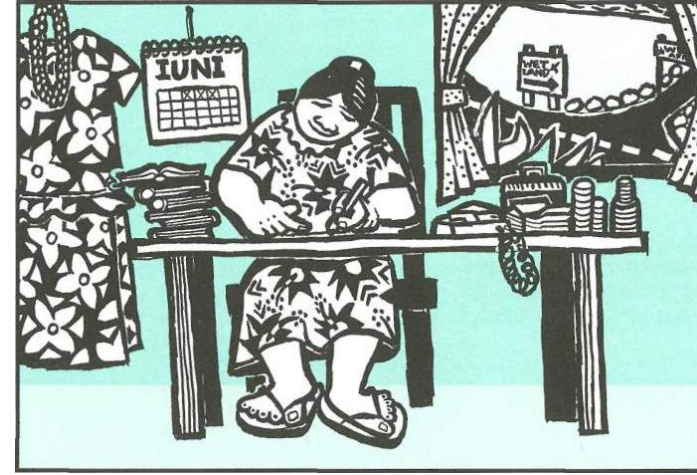
Asiasiga a le au fai faasalalaga

E taua tele le lagolagoina soo se Malaga pue ata e
fia oo atu i lou mataaga pe afai e faafesootai atu e le
Pulega o le Ofisa o Tagata Tafafao Maimoa.

Ia tali lelei nei tagata aua latou te faasalalau atu
ni faamatatalaga e faatatau i lou mataaga. Ia lai lou
mataaga i le faafanua mo mataaga uma, o lomiga
faapitoa e saunia e le Pulega e pei o tusi mo le au
Tatala.

Vaai poo sa o lelei faamatatalaga ua lomía e faatatau i
lau mataaga. A leai fesili ina ia toe faasa'oina.

PART THREE RUNNING YOUR BUSINESS



In part three of the Manual you will learn about how to run your business in the most effective manner in order to maximise your profit.

If you want to make money from your attraction site you have to try to run it like a business. Think of it as a village shop - a successful village shop is not just about having good things to buy, but also about selling your goods, getting the prices right, training your staff and dealing with all the other business matters. In the same way, running a visitor attraction is not just about having a beautiful site, but also about finding customers, keeping good records, managing your money properly, getting your price right, training your staff/helpers and getting the business side of things right.

Finding your customers

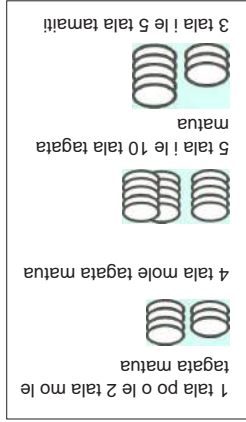
Running a visitor attraction is not about making a beautiful site and then waiting for people to come. It is about:

- ◆ going out and finding your customers,
- ◆ telling them about your site,
- ◆ helping them find your site, and
- ◆ giving them an excellent experience so that they return another time and tell their friends to visit your site too.

All this is all called marketing. There are several tools you can use to attract visitors to your site.

Tuu lelei le lupapa mo tau e latalata i le auata ulufale o le mataaga ma fai se faasilasilaga fou pe afai ua fesulai tau ae le ole ososi o tau tuai aua e mataaga i le vai.

Fuafuaina o tau
E tofu lava le mataaga ma le faiga e faavae ai ana tau. O nisi e faavae le tau ulufale i le taavale, a o isi e fua i tagata. Faavae tagata mo tau e pei ona faasino atu i le itulau ua te'a. Fuafua lelei tau mo tagata ma ia lai se pa'u mo tamaiti.



la faatutusa tau mo tagata mai falo ma tagata tafafao mai Samoa, ma ia faatoa fai se tau faapitoa pe afai ua uma ona ioeina ma tagata e vaia aumalaga tetele. **O a auunaga o loo saunia e isi mataaga?** Asiati i isi mataaga ma maitau poo a tau o loo latou faaogaina e faatututusa lai latou auunaga. O le a e iloa mai ina pe sii pe toe faapa'u tau o lau mataaga. Ia manatua le tau o le faafetai o tau ma le tulaga lelei o le auunaga. E fiafia tagata e totogi tupe pe afai e talafagai ma le auunaga o loo latou maua.

Afai e tele ni suiga ma ni auunaga faapitoa ua e saunia atoa ai ma isi mea e pei o fale e matilo ai tafatoga, o fale e faatau ai galuega tauilima ma faleese aemaise Afai e tele ni suiga ma ni auunaga faapitoa ua e saunia atoa ai ma isi mea e pei o fale e matilo ai tafatoga, o fale e faatau ai galuega tauilima ma faleese aemaise

Afai o loo iai uma mea e pei ona talanoaina i le Vaega Iona lua (auata, notoga mo taavale, ala savali, kalone mo lapisi ma faasino ala) Afai e le'i faia ni suiga i lou mataaga ma e le'o iai foi ni auunaga faapitoa mo au malo

Faasino ala mo tau i lou mataaga

O a auunaga o loo e saunia?
E eseese lava le tau o le ulufale e faavae ai mataaga e faavae ai mataaga taitasi ae e tatau ona faavae tau o loo tuu atu i lalo e aveia ma talala.

A o mafafafau i se faiga faavae mo tau o au auunaga, e tatau ona e mafafafau poo a tau a isi mataaga o loo faaogaina atu. E ta-faagaoga ae poo a foi auunaga o loo ofoina atu. E ta-tau foi ona e iloa pe faapefea ona fua tau, pe fua aga'i i taavale poo tagata ae pe iai ni eseese ma malo mai falo ma tagata tafafao lava mai Samoa. O le a au!!!!!!! atu i lalo ia tulaga.



O LE FAIGA SA'O O TAU



Sign

A clear, attractive road sign is probably the cheapest and most effective marketing tool for your visitor attraction. This needs to be placed well before the entrance to your attraction so visitors in cars have enough time to slow down. The sign needs to be readable from at least 50m distance and kept freshly painted. The best kind of signs are natural looking, using treated wood with clear lettering. It is a good investment to get your main sign made by a professional and there are marketing grants available to help you.

Brochures

Another way to tell visitors about your site is to make a small brochure and distribute it to hotels and tour operators in your area, in Apia, as well as at the Samoa Tourism Authority. This should include:

- * the name of your site,
- * directions about how to find it,
- * why visitors will enjoy visiting, and
- * you may also include the entrance price.


This does not have to be an expensive undertaking. You may even be able to apply for a marketing grant to cover part of the cost and get assistance in translating your brochure. If you have just a small site, or are just starting up you could try to join together with other sites in the nearby area to make a brochure together. You *can* also give the brochures out at your site when visitors pay their entrance fee.

Market your site through tour guides and tour operators

If you want tour operators to bring groups of tourists to your site you will need to convince them that you have a good product. Talk to them and explain all the things visitors can do at your site, as well as available facilities and services. These tour operators can also advertise and market your site on the internet through their respective websites.

VISIT AFU AAU WATERFALL

On your visit to Samoa don't miss out on a fantastic experience at Afu Aau waterfall



**7am - 6pm
Monday to Saturday**

\$5 Entry Fee

We look forward to seeing you soon!

Brochures do not need to be expensive to produce. They can be handwritten and a drawing can be used.

Ave ! le tagata e toatasi se lisiiti pe a maea ona totogi le ulifale. O iina e taofia ai le soona faamanualiluga o tau. E maua tusi po o api lisiiti mai faleoloa.

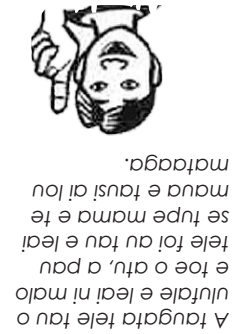
Aoina o ulifale
E masani ona le malamalama malo poo ai e totogi ! ai le ulifale pe a taunuu. Ia tasi lava se tagata e aoina tupo ma ia ia se faailo o ia e ana lea tute e ala i sana pine. Ia manatua, afai e soona faamanualiluga tau o le ulifale, o le a ono ave ni faitioga a tagata maimoa i le Pulega i Apia.

NISI GALUEGA E MAUA AI SELENI
E le tele se tupo e maua mai le ulifale ae e tele lava nisi auatia e te maua ai se seleni faapoopoo. E tele avanoa e faaalii ai tupo a le au tafafao i lou mataaga e ala i le saunia o nisi oloa e faatau atu e pei o galuega tauilima, o meai ma vai inu.

Meai!
O meai e te faatau atu e faalagolago i mea e maua i sau faatoaga poo ni mea e maua i se faleoloa e latalata ane. E tele sau tupo maua faapoopoo pe afai e saunia lava e oe ae le faatauina mai i se faleoloa. O se faataitaiaga; afai e saunia lava e oe ni fa'i falai (chips) mai fua o lau faatoaga, o le a tele sau tupo mama e maua nai loo le faatau atu o fa'i falai e aumai mai fafo.

Afai e tau marmao le mea e fai lou mataaga e ono faigata le saunia o ni meai aemaise pe afai e leai sau pusa aisa, faatau atu na o meai e aumai i lau faatoaga. E fiafia tele tagata maimoa i fuilaa taumata mata e pei o fala ai, fa'i pula, esi, kuava, ma le mago. O nisi e fiafia foi i le popo.

A e latalata i se faleoloa e maua ai se falaoa ona fai lea o ni aiga mo tagata maimoa. Faaloaga le falaoa pa'epae poo le falaoa enaena e fai ai ni sanuisi ma se fuamoa, moa poo se salati. E mafai ona saunia nei taumata i le ta'ea ona tuu lea i le pusa aisa. Fua lelei le aofai o sanuisi e fai nei maimoa ae le toatele ni tagata e faaaloaga. Ia manatua e seasea fiafia tagata mai fafo i ni sanuisi e faia i le supokeli ood le pispoo.



A tagata tele tau o ulifale e leai ni malo e toe o atu, a pau e toe o atu e leai tele foi au tau e leai se tupo mama e te maua e tusi ai lou mataaga.

TAV O LE ULIFALE
Tagata matua
5 tala
Tamaiti
(2 - 12 tausaga)
2 tala
Notoga taavale
Leai se totogi

Afai e fai uma auunaga ma mea faapitoo mo lou mataaga e te ono faaaloaga le lisi o tau e pei ona fai i luga.

Media visits

It is a good idea to support visiting journalists or film crews introduced by the Samoa Tourism Authority. You should take special care of these groups, and in turn they may mention you in their films and articles about Samoa.

Get on the map and in the brochures and guide-books. Most of your independent visitors will use the 'HEMA' touring map of Samoa, the Samoa Tourism Authority brochures and guide books about Samoa.

Make sure that your site is mentioned in these publications, and that the information provided is correct. If your site is not mentioned or the information about your site is incorrect, talk to the Samoa Tourism Authority Marketing and Promotions Division. These publications are not all regularly reviewed but there will be no charge for making alterations if a review is being carried out.

SETTING THE PRICE RIGHT

When you are deciding on your pricing policy you need to think about what you are providing at the site and how much your competitors are charging. Another important consideration is the pricing structure - whether you charge per car or per person, how you charge groups and whether you have a different charge for local and overseas visitors. We will look at each of these aspects in turn...

What are you providing?

There are different price ranges for entrance fees at visitor attractions, use the following as guidelines only:

Guide for entrance fees at visitor attractions

- If you have made no significant improvements to your site and are not providing any special visitor services.
- If you are providing all the essential facilities mentioned in part two of this manual (access, car park, signs, trails, litter bins)

You can charge more if you have made significant improvements to your site and are also providing additional facilities such as rest fale, picnic areas, craft/ cafe fale, or toilets as well as welcome services (meet & greet, tour guiding, welcome drink)

NB prices given are only a guide



MEAAI MA VAI INU	
Meaai	Sanuisti fuamoa, sisi, moa, puua faasuu \$5 tala
Fai Falai	\$2 tala
Fualaau Taumafa mata	Moli, mago \$1 tala
Vaiinu	Niu \$1 tala Vai tipolo \$1 tala (ipu) Sua fualaau \$1 tala (ipu)

• Vai tipolo —Tatau le sua o le tipolo ma faaputu seia o'o ina faaagafana ona faatoa faasuka lea ma sui i se vai ua uma ona faapunaina. O se fua talafagai o le 1 le ipu sua tipolo i le 4 ipu vai, ma faamalulu.

• Koko Samoa —e fai nisi e fia tofo i le koko Samoa.

O vai inu

E ono toatele ni malo e mananao e faatau ni vai inu mai ia te oe ma ia fai ni vaiinu eseesee ete saunia. Mai faatatalaiga ua mavae, ua e iloa ai e sili atu ona tele le tupe mama e mana pe a e saunia lava e oe au vai inu. O nisi nei o vai inu e mafai ona fai:

- Niu malulu —e fai nisi e fia maimoa i le mele'i ina o le niu ma le ta'eina ina ia maua ai le aano ma le sua. A fai sau pusa aisa ona faamalulu lea o au niu ae aua nei moea.
- Sua o fualaau taumafa mata —a fai ni esi ona tatau faatasi lea ma le sua o le niu, tuu fai sina tipolo ma faamalulu. Ia le silia i le aso e tasi o tuu i le aisa.

- O nisi nei o mea ete tausisi fai i le saunia o meaai
- Fufulu mama ou lima i se fasmoli ma solo mago i se solo mama.
- la vela lelei le aano o moa e fai ai sanuisti.
- la fufulu mama fualaau aina i se vai vevela.
- Aua nei latalata atu ni meaola i le nofoaga e fai ai meaai.
- la mama ma aua le pefua ulu ma ipu e faaoga.

O le lisi o tau o mea e faatau atu

Amata muamua ona sauni ni mea faigofie mo le faatau atu. Ia fai se faasinuala i le nofoaga o loo faatau atu ai ia oia atoa ai ma le saunia o le lisi o tau o ia oia. Ia faatau ia oia i se fale lelei o lou mataaga.

• la aua nei fai ni meaola e latalata atu i le nofoaga o saunia ai vaiinu.



3 or 4 tala per person

5 to 10 tala per adult

3 to 5 tala per child

Try to keep the same price for locals and overseas visitors ensuring a consistency in pricing and only make reductions if you have a special arrangement with a tour operator for their groups.

What are your competitors providing?

Take some time to visit the other attractions in your area, look at what they are providing and find out how much they are charging their visitors. You may want to lower or raise your price to match this, but remember visitors want value for money, they want to get what they pay for.

Pricing structure

If you visit the different attractions in your area you will find that each site has a different pricing structure. Some charge per car, and others charge per person. Exactly how much you charge is up to you but we suggest you try to use the above guidelines for 'getting the price right' and charge per person (not per car) with reductions for children.



Place this sign clearly near the entrance so visitors know how much they have to pay. If you need to change the prices make a new sign, so do not cross out the old fee as this looks very untidy.

It is best if you give the visitors a ticket or receipts when they pay their entrance fee, this avoids overcharging. You can buy rolls of tickets and receipt book at stationery shops.

Collecting fees

It is sometimes difficult for visitors to know who they are to pay when they come to your site. Make sure only one is person responsible for collecting money and they can be easily identified by guests upon arrival. Remember that if you over-charge for your site visitors may be unhappy and complain to the Samoa Tourism Authority.

If you have read this section and are still not sure about what price to charge, you can ask the Samoa Tourism Authority to visit your site and advise you.

ENTRANCE FEE(WST\$)	
Adults	\$4
Children (2-12yrs)	\$5
Car park	FREE

A site where you have all the essential facilities (signposts, access, trails, litter bins) might look like the sign shown above (prices are a guide only).



E'ai nisi o malo mai fa'ato e fia iloa lalaga fala poo ato e fa'aaoga iai le launuu, o le fa'atatau ma isi mea. E le gata i lea, o le faiga o le siapo poo le talua o tanoa. A'ia i se isi o le tou nuu e poto i ia itu, ona fa'afesoote'i lea i ai o ni maimoaga a malo i ana galuega ae toto'i.

Gaosia o galuega tauilima

- ☒ E mananao foi nisi e maimoa i le saunia o nei maua mai ai.
- ☒ Sauni ni oia e le mamafa e ave gofie i vaalele.
- ☒ O nisi e mananao tele i mea tauilima moni a le atunuu. Taumafai e fa'alaiti siapo ma le toga ina ia teu gofie.
- ☒ E manaomia foi mea tauilima e aoga ma mafai ona faaoga e pei o ato, illi ma ufi laulau.
- ☒ E mananao foi nisi e maimoa i le saunia o nei mea tauilima.



A'fa'i e te fia iloa pe o a ituaiga galuega tauilima e manaomia e tagata fa'alolua i Apia ete matamatala. Fesili i tau faalolua i Apia ete I e ona pe o a galuega tauilima e aupto.



- ☒ Ava le faatatauina mai Apia nei mea tauilima mo le toe faatatauina atu i lou mataaga.
- ☒ Faamatalamatalama iai latou o loo saunia mea tauilima e silii atu ona taua le saunia o galuega tauilima aupto silii ona lelei aua e tele le tupe e maua mai ai.
- ☒ Sauni ni oia e le mamafa e ave gofie i vaalele.
- ☒ O nisi e mananao tele i mea tauilima moni a le atunuu. Taumafai e fa'alaiti siapo ma le toga ina ia teu gofie.
- ☒ E manaomia foi mea tauilima e aoga ma mafai ona faaoga e pei o ato, illi ma ufi laulau.
- ☒ E mananao foi nisi e maimoa i le saunia o nei mea tauilima.
- ☒ O se isi auata e maua ai nisi tupe faapoopoo o le faatatauina atu lea o ni galuega tauilima. O itu nei e te vaava'ai iai i le saunia o nei mea tauilima.
- ☒ I le saunia o vai inu e iai foi ni tuiaga e tatau ona e tausisi iai:
 - ☒ Fufulu mama ou lima i se fasimoli ma solo mago.
 - ☒ Fufulu mama uma ni ipu matatata'e e faaoga e ligi ai le vaiinu.
 - ☒ A'fa'i e faaoga ni fasi aisa ia saunia mai se vai ua faapuna'ina.

MEA E FAI	Tiitelega Solofanua	\$20 tala i le itula
	Savaiiga i le nuu	\$10 tala i le itula
	Totogi o le faaoga o moli	\$5 tala ile itula

Faaogaina o mea manui ae totogi!
Afa'i e iai ni au mea e fa'aaoga mo le tu'u manui e mafai ona faaogaina e malo i se totogi talateaga'i. Afa'i o lou mataaga e fa'i ai ni maimoaga i ana ona fai lea o ni moli uila e faaoga ae totogi.

Tiitelega solofanua
A iai sau solofanua e le ulavale, e mafai ona tiite ai malo mo se maimoaga i le maumaga ae totogi.

Fagotaga
E fiafia lava isi tagata e faamassani i le latoina o upega fagotaga poo le fagota i paopao ma fa'aaoga mata tao. E mafai ona fata lava e oe poo le faaoga ai o se isi e iloa fai faiva. Ia saogalemua vaa e fa'aaoga ma ia e mauiinoa e iloa e au malo fa'ausi. E tatau foi ona ave ni ofu faaolia pe a o i se paopao poo se vaa fagota. A leaga le tau, aua le fa'atununu'ina ia tulaga aua e faamamua lava le saogalemua o malo.

Asiasiga i ma'umaga
E iai foi nisi e fia asiasa i maumaga ina ia o latou iloa ai laau toto o Samoa. Ia faasino iai laau ma faamatala o latou aoga. E mafai ona faai'u lena asiasiga i se maimoaga a o saunia meaa Samoa e fa'aaoga ai fua o lau fa'ato'aga.

Savaiiga e maimoa i le nuu
E mafai ona ave au malo e faamatalata i le tou nuu. Ia lelei ona faamatala iai mea taua e iai le falesia, o fale e fa'i ai fono a le nuu ma isi tulaga faapena.

O nisi mea e fai
O nisi auala e mautai ai nisi tupe o le saunia lea o nisi mea e mafai ona auai tagata maimoa. E mafai ona e fesili ia i latou e fata malaga tetele pe faamata o a ni mea e fia auai tagata maimoa.

O le faatatauina atu o mea tauilima
E tatau ona iai se fale faapitoa e faaali ai ma faatau ai au mea tauilima ma ia iai foi se faasino ala e iloa ai le mea o tu ai. Ia faapipi'i tau i luga o oloa ma ia manatia le faaaliga o nei oloa.

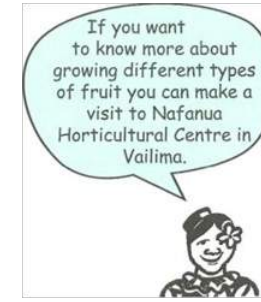
NEW IDEAS FOR EXTRA INCOME

It will be difficult to make a lot of money from your entrance fees alone, but there are lots of other ways to generate income from your site. You can do this by providing more opportunities for your visitors to spend money; developing a range of add-on products such as food, drinks, crafts and activities. Here are some ideas...

Food

The type of food you can provide will depend on your plantation and your access to local shops.

Remember that your profit will be much greater if you have made the food yourself rather than bought it ready-made. For example, if you make your own banana chips from the bananas you can't sell at the market, you will make much more profit rather than reselling banana chips you bought at the market.



- If you are in a very remote area it may be difficult for you to provide fresh food, especially if you do not have a refrigerator. In this case just sell fruit from your plantation. Tropical fruits are normally very popular with overseas visitors. Try to grow a variety of fruits during the year like pineapple, banana, papaya, guava, passion fruit and mango. Some visitors also like to eat mature coconut, the popo. You can make a small stall for selling fruit at your site.
- If you are close to shops where you can buy bread and other goods you might like to try to make snack lunches for your visitors. Use sliced brown or white bread with egg, cheese, ham, chicken or salad. You can prepare these in the morning and keep them in a plastic cooler box to keep fresh during the day. Try to avoid using plastic wrap as this is expensive and can mean extra litter at your site. Just make a few sandwiches every day and remember that overseas guests do not usually like corned beef or spaghetti sandwiches. They will be looking for a healthy snack, something that is clean and fresh.

Here are some other things to remember when you are preparing food:

- Always wash your hands well with soap and dry them with a clean towel before preparing food.
- Always check that any food is very well cooked, not red near the bone.
- Wash all salad and vegetables in clean boiled

IMPORTANT

Always wash your hands with soap before touching any food!



- water.
- Keep animals away from the cooking area.
- Make sure all your kitchen utensils as well as the plates *are clean* and free from dust.

Drinks

Many visitors may want to buy drinks from you so try to provide a good selection.

Remember the examples above - you can make more profit on a drink you make yourself than you can from selling processed drinks like Coke and Fanta.

Here are some ideas for drinks you can produce yourself:

- ⊗ *Niu* - your overseas visitors will like to see how you open the coconut and may also like to eat the flesh, (aano). If you have a fridge try to keep the coconuts cold, don't prepare more than you can use in one or two days.
- ⊗ *Fruit drinks* - if you have some papaya you can make fresh juice by blending the papaya flesh with the juice from the niu . Add a little bit of lemon juice and keep in the fridge for no more than one day.
- ⊗ *Fresh Lemon* - If you have some lemons you can make lemon juice concentrate. Squeeze the lemons and add sugar and clean boiling water (use 4 times the amount of water to juice). Cool the mixture and then add clean iced water.
- ⊗ *Cocoa Samoa* - some guests may like to try Samoa Cocoa.

Just like with the food, there are a few things to remember when you are preparing drinks.

- ⊗ Always wash your hands well with soap and dry them with a clean towel before preparing drinks.
- ⊗ Wash all glasses in clean boiled water.
- ⊗ If you are using ice, make sure that ice is made with clean boiled water.
- ⊗ Keep animals away from the area.



FRESH FOOD & DRINKS

Food	\$4 Tala
<i>Sandwich chicken, egg, cheese or ham with salad</i>	
<i>Banana chips</i>	\$2 Tala
<i>Fruit (each item) bananas, oranges and mangos</i>	
	\$0.50 Sene
Drinks	
Fresh coconut	\$1 Tala
Fresh lemon	
<i>per glass</i>	\$1 Tala
Fresh fruit juice	
<i>per glass</i>	\$2 Tala

Your sign and your price list might say and look like this (prices given are an example only

A'oa'oina o lau aufaigaluega
 Foo lou aiga poo lau aufaigaluega, e tatau lava ona a'oa'oina i le faatinoina o auunaga a lou mataaga.

Ia ave oe ma faatataiga lelei
 Ia muamua ona faatatai le faiga lelei o tute a'o vaavaai mai lai le aufaigaluega ma ia lai se lisi o tute e tatau ona fai.

Fesoaitaga
 Ina ia matai ona faateiloai au malo mai fatofaemaise foi o le talanoa ia i latou, e tatau lava ona a'oa'o lau nanu. Mo i latou e le malamalama i le nanu poo le faa-Samoa fai lelei ni au taga e matai ona faitau mai e au malo.

Faaga lenei Talala
 Faitau faatasi ma lau aufaigaluega lenei Talala ma faatatai auala e faatino ai auunaga e pei ona faasino atu.

Ia fai ni fonotaga a lau aufaigaluega
 Taumafai e fai ni fonotaga tai vaiaso a lau aufaigaluega e talanoa ai le tulaga o ia le pisinisi atoa ai ma ni faatitau ma auala e toia ai. O se avanoa lelei foi lea e talanoa ai nisi auala e saga faaleleia ai auunaga.

Asiasi i isi fale aptiaga
 E aoga lou asiasi i isi fale aptiaga tu matataga e te iloa mai ai foi nisi faiga lelei e ono faaleleia ai lou fale tali malo. E matai foi ona e valaauia isi tagata fai fale aptiaga tu matataga e asiasi mai ia te oe ma faatatalanoa nisi auala e faaleleia ai a outou auunaga. E matai foi ona e asiasi i faletallimalo tetele ma vaavaai i faiga e faateiloaia ai malo.

FUAFUAGA FAAPINISI
 O lenei fuataga e pei o se faatanua o le auala. E tatau ona e iloa poo fea o e lai i le taimi nei ao fea foi e te fia oo lai, ae faapefa foi ona e oo i le mea o e fia alu iai. E taua le faatinoina o lou mataaga o se pisinisi.

Ia e iloa lelei tute alu ma tute maua
 Ia lai ni faamunaga o tute faailu ma tute maua.

- ⊗ Ia ese ni tusi e faamau ai tute o le ulifale, tute o isi oia na faatau atu ma isi auunaga.
- ⊗ Soo se taimi e lai ni malo, faamau tute o le ulifale i lalo o tute maua. O le a ave lenei ma auala lelei e faatusatusa ai le tute na e aoina ma faamunaga.
- ⊗ A oo i le iuga o le vaiaso ona faapoopoo uma lea o tute maua ma fai ai ni totogi o lau aufaigaluega. O se tute e totoe e tatau ona teu mo le tausiga ole mataaga. Ia fai esese se tuga tute a oe lava ia ma se tuga tute

Making a price list

If you have decided to sell food or drinks at your visitor attraction, start with just a few things, keep it simple and make sure you are committed. You will need to make a small sign for your kiosk as well as a price list so that your visitors know what you have and how much they costs. Be sure to make this a good fale that doesn't make your site look ugly. Also remember to put things on the price list which you actually have available, otherwise visitors may be disappointed.

Crafts and souvenirs

Another way to make extra money at your site is to sell locally produced handicrafts as souvenirs. Here are some things to consider when you are making crafts to sell to your overseas visitors:

- Only try to sell crafts and souvenirs made in your village or the nearby area. Do not try to buy crafts in Apia to sell at your site.
- Encourage the craftsmen that it is better to make very good quality crafts and charge a fair price for them than to make cheap poor quality souvenirs
- Remember that visitors have to carry their souvenirs home with them so they cannot be too big or too heavy.
- Some visitors prefer traditional crafts so if you make fine mats or kava bowls, try to make small ones for souvenirs.
- Visitors like to buy something which is useful like a beautiful basket, placemats for the table or an attractive and finely made fan.
- Visitors are most likely interested to see a demonstration of craftsmanship at your site.

If you want to get some good 'ideas' about handicrafts, next time you are in Apia you could go around and look at some of the products in the souvenir shops. Check the prices that are being charged and you can also ask the shop owner which handicrafts sell best.



Selling your crafts

Similarly with food and drinks, if you are going to sell crafts you need to have a small stall or kiosk for display and a sign to advertise your goods to your visitors. Try to display your crafts in an attractive way and make sure that you write the price on all the products you have for sale. You can write the price on a small piece of card and tie it to each souvenir.

Activities

Another way to make extra money from your site is to provide more activities for the visitors to do in order to keep them longer at your site. The type of activities you can provide will vary depending on the circumstances of your site. Ask the visitors and tour operators who frequently visit your site for some ideas.

FAALAPOTOPOTOGA E MAUA AI SE FESASOANI
 E tele ni faalapotopotoga e matai ona e tusi talosaga lai mo se fesasoani e faaleleia atili ai lou mataaga. O tulaga e fuafua lai le talaina o lau talosaga o le:
 * Tusia ma fuafua lelei le talosaga,
 * Mautinoa tonu le faalapotopotoga e ono fesasoani ia te oe,
 * Ia lelei le talosaga ma maua uma isi vaega e ono moomia e avatu faatasi ma le talosaga.

FESASOANI TAU TUPE
 E matai ona e maua seni vaega tupe e fai ai au galuega e aunoa ma le togi atu

Tulaga tau lafoga
 E le fai lafoga uma tagata e fai mataaga sei vagana ua silia i le SAT\$8,000 le tupe mama e maua i le tausaga. Afai e lei faia ia tulaga o lona uiga ua soli tulafono lau pisinisi.

O pisinisi ma le aganuu
 E ono lai se fetē'ena'iga i le va o lau pisinisi ma le aganuu faa-Samoa. E ono lai taimi e manāo mai ai ou aiga e avatu sou sao tele i ni faalavelave faaleaiga. Afai e te manao e ola lau pisinisi e tatau lava ona tuu eseese tupe o le pisinisi ma tupe a lou aiga. A le matai ona fata lea tulaga, o le a le sologa lelei lau pisinisi.

Fuafua mo le lumanai
 E tatau lava ona lai ni suiga o lou mataaga mai lea tausaga i lea tausaga. Ia lava sau tēuga tupe e faatino ai nei suiga. I taimi e tele atu ai malo e tatau lava ona lava le aufaigaluega e pei o le Kerisimasi, ma isi aso faapitoa. A e fuafua manao mo nei vaitaimi pisi o le a e maua uma na avanoa e faateleina ai ni tupe e te maua mai lau mataaga.

* a le mataaga.
 * Ia faamanu i se isi tusi tupe alu e pei o loo totogi ai pili o moli, vai, pisinisi ma totogi a le aufaigaluega.



Village tour

If your English is good you could offer to take visitors on a tour around your village, show them the church and meeting fales and other sites of interest and explain how the village is organized.

Plantation tour

You could also give a tour of your plantation or forest, show visitors the different plants and trees and what they are used for. Point out any animals or birds you see along the way.

Craft demonstration

Visitors may like to have the chance to see how you make some of the traditional crafts, like fine mats and siapo or tapa cloth. You could try to make an arrangement with someone in the village to do a demonstration for the visitors.



Fishing trip

If you have a coastal site location then visitors may be interested to learn about traditional fishing methods, paddling an outrigger canoe or using a harpoon, but be sure to take proper safety precautions.

Horse riding

If you have horses that are safe to ride you can offer to take visitors on a tour of your plantation by horseback.

Equipment rental

Another extra service you can provide your guests is to rent them equipment. For example, if you have a fresh water lagoon you could rent the use of goggles or masks. If you have a cave you can rent the use of torches.

TRAINING YOUR STAFF

Just like you teach your children how to work the plantation, you also need to teach your attraction Staff / helpers how to provide high quality services.

Even if you do not think of them as “staff”, but as family, friends, or committee members you still need to try to upgrade their skills along with your own.

ACTIVITIES	
Horse-riding tours	\$20 Tala per hour
Walking tours	\$10 Tala per hour
Torch rental	\$5 Tala per hour

If you are going to provide activities, don't forget to list the prices clearly (example only).

E faatumu pepa mo talosaga auq pau lea ose auqta e fai ai se faainga pe faatupaina lau talosaga auq pe lea.



TAGATA E IAI POTO FAAPITOA:
E mafai ona oulva galuile ma se tagata faufautua e tagata maimoa mo sana faesoasoani i le tuufatasa o lau talosaga. E mafai foi ona asia lou mataaga e se tagata faapitua i le faiga o mataaga pe a talosaga mo se fesoasoani i le Pulega i Apta. O le a mafai foi ona avatu ni fautuaga a le Pulega o le Ofisa mo Tagata Tafafao Maimoa i ni faiga faapisinisi e faaleleia ai lou mataaga.

Mo se fesoasoani i le faiga o talosaga vaiti i le vaega o faamatalaga faapoopoo mo se quilliliga

O le fausia o lau talosaga
E tofu lava le faalapotopotoga ma le lisi o galuuga e faamatuu iai a latou tpe. O ituaiga talosaga e ono faatupaina e aofia ai:
* Fautuaga i mataupu tau tagata maimoa ma pisinisi laiti.
* Aoaoga mo lau aufaigaluega
* Fausia o ni puipuga mo le saogalemu o au malo
* Auata e unata ai le maua o maketi.
* Faaleleia o auunaga e iai faleese, fale ai poo fale e faatau ai au oloa.

O le polokalamo mo atinae laiti a Niu Sila – le PSSF e mafai ona talosagaina ai ona fauati atu talosaga i le Matagaluega o Pisinisi, Alamanuia ma Leipa au ua iai le poto masani e fai ai nei talosaga mo polokalamo tau le atiaaina o mataaga ni si nei o faalapotopotoga e fautuaaina le ave iai o talosaga.

Polokalamo mo atinae laiti a Niu Sila - PSSF

E fesoasoani lena polokalamo e ala i:
• Vaega Tupe e fesoasoani i le fa'alauiloaina o le pisinisi
• O pepa e faatumu e mafai ona maua mai le Matagaluega o Pisinisi, Alamanuia ma Leipa Telefoni 20441 Fax 20443

Lead by example

The best way to train your staff is to set a good example yourself and prepare a checklist of things that need to be done each day.

Collecting entrance fees

Make sure all your staff/helpers know who collects entrance fees and how to record the money received.



Body language is a way of communicating if spoken language isn't an option.

Communication

In order to 'meet and greet' your visitor, as well as a friendly smile it is also an advantage to learn some basic English. Some visitors do not speak English or Samoan though, and in this case you will have to try your best to communicate using body language.

Use the manual

You can use this Manual to help train your attraction staff/helpers. Go through each section with them, practise providing different services and plan how to improve your facilities.

Hold regular staff/helpers meetings

Once a week try to get everyone who helps at your attraction to meet together and talk about new ideas in maintaining and improving the attraction site. This is the *chance* to raise any problems and talk about how they can be addressed. You can also discuss improvements or repairs that need to be made.

Visit your competitors

Whenever you get the *chance* to visit other attraction sites, go and look at their facilities and try out their services. This will give you an idea about how you can improve your own site. When you are in town visit some of the big hotels and see how the *different* visitor services are provided and visit some of the craft shops to get ideas



BUSINESS PLANNING

Your business planning is like a road map. You need to know where you are today and where you want to get to before, you can work out how to get there. As we said at the beginning of this section, if you want to make money from your attraction you have to run it like a professional business.

O le faiga o lau tusi talosaga
E eseese lava talala a faalapopotoga eseese e tausisia i le saunia o lau talosaga. E faaaoaga lau talosaga tusitusia latou te iloa ai pe tatau ona faatupe lau talosaga pe leai.
Afa! e lai ni pepa faapitoa e faatumu, e maua mai i le Ofisa e ao ona faatumuina, Afa! e nei o vaega e tatau ona mataituiina i le saunia o lau talosaga:

- la fai ni kopi o ni pepa e faatumu nei sese le faatumuina muamua.
- Talanoa lelei ma lou aiga i le faiga o tali o fesili a'o lei tusia i lalo tali
- Fesili mo se fautuaga mai le Pulega o le Ofisa o Tagata Tafatao Maimoa a' o lei faatumuina le pepa.

 O lau mataaga o le a avea ma se mitamitaga o le tou nuu aua o le a maua ai ni galuega ma ni seleni mo aiga ma o le a fesosoani foi i le atina'e lautele o tagata maimoa.

Keep track of your income & expenses

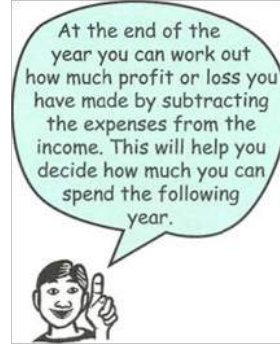
Keep a careful record of all 'money in' and 'money out' as this will help you plan your business.

- ⊗ Have a separate book for entrance fees, food & drinks and activities.
- ⊗ Each time you have a group of visitors write down the fee collected in your 'money-in' book along with the date. This way you can easily check each evening that you have collected the right amount of money.
- ⊗ At the end of the week add up the money you have earned and pay yourself and your staff/ helpers first and save the rest of the money to pay for the business expenses, like new signs and trails. It is best to have a bank account for your attraction but be sure to keep it separate from your own personal account.
- ⊗ Have another book where you write down all the expenses for the attractions as 'money out'. This might include electricity bills, staff/ helpers salary and petrol for your strimmer.

Plan ahead

Every year you should try to make your site more attractive and your visitor service better than it was before. Make sure you think ahead and save some money to improve the site.

Keep track of holiday periods and have more staff on hand at this time, example: Christmas, New Year, Mother's Day, White Sunday, Teuila Festival, and during weekends you can always expect more guests than usual. Planning ahead for these busy times will ensure you are ready to take advantage of these opportunities.



Try not to mix cultural obligations with your business operation

Business and fa'a Samoa

Once your village attraction is seen to be successful you may be under pressure to lend money for fa'alavelave and other purposes. You need to be very careful about this because if you lend out money belonging to your attraction site you won't have any money left to up-grade your site.

Tax Responsibilities

Most attraction sites, although they are run like businesses, will not have to pay income tax. At the current time, you are only required to pay income tax if your net profit (all the earnings that you make from your site) is more than SAT\$8,000 per year.

O loo fa'amamafaina atu i soo se vaega o lenei Tailala le taua o lou mauaina o faamannuaga aupito sili ona lelei pe a lelei ona fati lou mataaga i se auata faapisisi, e ala lea i le faaleleia o fale ma auunaga o loo ofoina atu, o le lelei ona fati faamauaaga o au tupo alu ma tupo maua, ato'a ai ma aoaina lelei o lau aurtaligalega i tomai e manaoimia mo le faatinoina o auunaga.

Talosia ia outou faaoga lenei Tailala i aso taitasi. A iai nisi manatu i leni lomiga ona faatesootai mai lea o le Vaega o Fuatuga ma Atinae o le Pulega o le Ofisa o Tagata Tafafao Maimoa Pusa Falemeli 2272, Apia. Telefoni 63500, Fax 20886.

SUPPORT ORGANISATION

There are a number of different support organizations where you can apply for funding to help you make improvements to your visitor attraction, but it is not always easy to access this money. To be successful you have to:

- * design a good project,
- * find out which funding agency is best for your project, and
- * prepare a very good funding proposal.

We will look at each of these points in turn...

Design your project

Each funding agency has a list of the type of projects they prefer to support so you need to check carefully before you apply. Projects which you might be able to get full or part-funding for include:

- * free business or tourism advice,
- * training for you or your staff/helpers,
- * adding safety features at your site such as railings and barriers,
- * marketing projects such as signage and brochures, and
- * improving your facilities such as toilets and changing rooms, rest fale, craft shop or cafe, trails, steps or car parks

Once you have a good idea about a project, the best thing to do is to ask for a tourism or business advisor to come and discuss it with you, help you with the design and application for funding. You can get a tourism advisor to come and survey your site by applying to the Samoa Tourism Authority, Planning and Development division. They can then advise you about the feasibility of the project, where you can go for funding assistance as well as your pricing structure or any other business matters you are concerned about.

Financial assistance

There is currently no funding available for tourism businesses. However there is the Development Partner support for the Private Sector which primarily aims to support those proposals that are likely to have the strongest economic impact for Samoa. This is provided by the **Private Sector Support Facility (PSSF)** and is administered by the Ministry of Commerce, Industry and Labour.

PSSF could assist your business through:

- ⊗ Market Development/Market Extension in terms of promotional materials, exhibitions, market research, business cards and the like.
- ⊗ Product Development such as water tanks.

The Planning & Development division of STA are always available should you need assistance in completing your application form.

FAAMATALAGA FAAPOPO 1 Mo fuatuga mo le mauina o fesosoani

*	Mo fuatuga ma fautuaga mo le mauina o fesosoani - Pulega o le Ofisa o Tagata Tafataga Maimoa Pule Vaega o Fuatuga ma Atina'e Telefoni – 63505
*	Mo fuatuga mo le Makeitiina ma le Faalailoa Pulega o le Ofisa o Tagata Tafataga Maimoa Vaega o Makeiti ma Faalailoa Telefoni 63540
*	Mo fuatuga ma le lafoa'iina o lapisi ma otacta Matagaluega o Punaoa Faalenatura ma le Siosiomaga Telefoni - 67200 / 23800
*	Mo fuatuga faapitoa e faatatau i le tusiaina o faailoio DEC Signs Manual Matagaluega o Punaoa Faalenatura ma le Siosiomaga Telefoni – 67200 / 23800
*	Mo fuatuga faapitoa mo le tusiaina o ata o faleletaua Matagaluega o le Sofitua Maloaina Telefoni – 68100 Matagaluega o Galuega, Felauaiga ma Atinae Tetele Telefoni – 21611
*	Mo fuatuga faapitoa ma le tusiaina o ata o fale taeele ma le fale apitaga Matagaluega o Galuega, Felauaiga ma Atinae Tetele Telefoni – 21611 Matagaluega o Punaoa Faalenatura ma le Siosiomaga Telefoni – 67200 / 23800
*	Mo fuatuga faapitoa mo le saunia o fale apitaga i matataga Pulega o le Ofisa o Tagata Tafataga Maimoa Taitala o Fale Apitaga tu Matataga
*	Mo fuatuga e faatatau i le malo o loo aumai ai fesosoani Pulega o le Ofisa o Tagata Tafataga Maimoa Telefoni – 63500

New Zealand Aid and UNDP – Private Sector Support Facility

There are application forms available at the Ministry of Commerce, Industry and Labour. Applications must be submitted to the Ministry of Commerce, Industry and Labour at ACC Building Matafele. (Phone: 20441, Fax: 20443, Email: mpal@mcil.gov.ws)

How to prepare your application

The first step in making a successful application for funding is to have a good project plan, then select the funding agency which is most suitable and finally go to the office and find out about how to apply. Most have a standard application form that you need to complete.



What you have to do is to show them, through your application, why your project is suitable. When you get your application form make several copies of it so that if you make a mistake you can always use a new form.

Before you start writing make sure you read all the questions through two or three times and discuss them with your family and village. It is best to write out the answers in rough form first and discuss them with someone at the Samoa Tourism Authority before you proceed.

If the form needs to be completed in English, make sure you get someone to check this before you submit the form.

Your visitor attraction can be a great source of pride to your village as well as a good provider of jobs and income. It can also help the whole country by improving the tourism opportunities for overseas visitors.

LOCATION	NAME
Vauala	Bahai Temple
Falefa	Falefa Falls
Lotofaga	Fuipisia Falls
Afiamalu	Lake Lanoto'o
Leulumoega Fou, Malua	EFKS Museum
Togitogiga	Ma tree walk
Mt Vaea	Mt Vaea Scenic Reserve
Malifa	National Museum of Samoa
Togitogiga	O le Pupu P'u'e National Park
Matautu Tai	Palolo Deep Marine Reserve
Tiavi	Papapapa-t-tai Falls
Se'es'e	Papase'a Sliding Rocks
Piula	Piula Cave Pool
Mt Vaea	Robert Louis Stevenson Grave
Vailima	Robert Louis Stevenson Museum
Saanapu	Saanapu-Mangrove Conservation
Safata	Safata-Marine Protected Area
Sataoa	Sataoa Mangrove Conservation
Sauniatu LDS Compound	Sauniatu Waterfall
Salani, Falealii	Sopoga Eco Tourism Site
Lotofaga	Sopoga Falls
Lotofaga	To Sua Ocean Trench
Togitogiga	Togitogiga Waterfall
Uafata Fagaloa	Uafata Ifilele Conservation

LOCATION	NAME
Vailoa Palauil	Afu auu Falls
Taga	Alofaaga Blowholes
Tufutafoe	Cape Mulinu'u
Tufutafoe	Devil's Haden
Pala	Dwarves Cave
Tufutafoe	Fata o Saua'il!
Falealupo	Falealupo Canopy Walkway
Falealupo	Falealupo Rainforest
Falealupo	House of Rock
Fagatau	Lovers Leap
Satune	Mataolealelo Pool
Mauga	Mauga Crater
Tufutafoe	Meeting Place
Falealupo	Moso's Footprint
Satutu	Mt Matavannu
Aopo	Mt Siliisili
Papa Puleia	Mu Pagoa Falls
Tufutafoe	Paepae o Apaula
Letui Aopo	Pe'ape'a Cave
Vailoa Palauil	Pulemelei Ancient Mound
Saleaula	Saleaula Lava Field
Tufutafoe	Spirits Meeting Ground
Sato'alepai	Swimming with Turtles
Tufutafoe	Star Mountain
Tafua	Tafua Crater
Tufutafoe	Tia Seu
Tufutafoe	Va'atausili's Cave
Tufutafoe	Vai Sua Toto (Blood Well)
Satutu	Vaisate'e Pool

List o Mataaga – SAV'ail

CLOSING NOTE

Throughout this Manual it has been stressed that to get the most benefit from your attraction, you have to:

- * look after your visitors,
- * upgrade and maintain your site and facilities, and
- * try to run it like a professional business, by planning for the future, keeping track of your income and expenses and training your staff and helpers.

We hope that if you use this Manual in your day-to-day work you will find it easier to make a success of your attraction. If you have any comments on the Manual or things you would like to add for the next edition we would like to hear from you. Write to us or come and see us at the Samoa Tourism Authority.

Direct your comments to:

Manager of Planning and Development
Samoa Tourism Authority P O Box 2272, Apia
Phone 685 63505

APPENDICES

Appendix 1 List of useful contacts

- * *For planning and funding advice and tourism advisory services*
Samoa Tourism Authority Manager Planning & Development
Phone 63505

- * *For marketing advice*
Samoa Tourism Authority Division of Marketing and Promotions
Phone 63540

- * *For advice about environment and waste disposal*
Ministry of Natural Resources and Environment
Phone 67200 / 23800

- * *For technical advice about the design of signs ask to look at*
DEC Signs Manual
Ministry of Natural Resources and Environment

- * *For technical advice about the design of toilets contact the*
Ministry of Health
Phone 68100

- Ministry of Works, Transport and Infrastructure
Phone 21611

- Ministry of Natural Resources and Environment, PUMA Division
Phone 67200 / 23800

- * *For technical advice about the design of facilities ask*
Ministry of Works, Transport and Infrastructure

- * *For advice about preparing overnight fales ask to look at*
Samoa Beach Fale Manual
Samoa Tourism Authority

- * *For advice about which donor agency for you to choose contact*
Samoa Tourism Authority

Afu Auu Fall (Savali)



Pe'ape'a Cave (Savali)



Appendix 2 List of attraction sites

Attraction Sites – UPOLU

NAME	LOCATION	TYPE
<i>Bahai Temple</i>	Vaoala	Religious
<i>Falefa Falls</i>	Falefa	Natural
<i>Fuipisia Falls</i>	Lotofaga	Natural
<i>Lake Lanoto'o</i>	Afiamalu	Natural
<i>EFKS Museum</i>	Leulumoega Fou, Malua	Historical
<i>Ma tree walk</i>	Togitogiga	Natural
<i>Mt Vaea Scenic Reserve</i>	Mt Vaea	Natural
<i>National Museum of Samoa</i>	Malifa	Historical
<i>O le Pupu Pu'e National Park</i>	Togitogiga	Natural
<i>Palolo Deep Marine Reserve</i>	Matautu Tai	Natural
<i>Papapapa-i-tai Falls</i>	Tiavi	Natural
<i>Papase'ea Sliding Rocks</i>	Se'ese'e	Natural
<i>Piula Cave Pool</i>	Piula	Historical
<i>Robert Louis Stevenson Grave</i>	Mt Vaea	Historical
<i>Robert Louis Stevenson Museum</i>	Vailima	Historical
<i>Saanapu-Mangrove Conservation</i>	Saanapu	Natural
<i>Safata-Marine Protected Area</i>	Safata	Natural
<i>Sataoa Mangrove Conservation</i>	Sataoa	Natural
<i>Sauniatu Waterfall</i>	Sauniatu LDS Compound	Natural
<i>Sopoaga Eco Tourism Site</i>	Salani, Falealili	Natural
<i>Sopoaga Falls</i>	Lotofaga	Natural
<i>To Sua Ocean Trench</i>	Lotofaga	Historical
<i>Togitogiga Waterfall</i>	Togitogiga	Natural
<i>Uafato Ifilele Conservation</i>	Uafata Fagaloa	Natural



Ana o Vaatausili (Savali)



Alofaaga blow holes (Savali)

Attraction Sites – SAVAII

NAME	LOCATION	TYPE
<i>Afu aau Falls</i>	Vailoa Palauli	Natural
<i>Alofaaga Blowholes</i>	Taga	Natural
<i>Cape Mulinu'u</i>	Tufutafoe	Historical
<i>Devil's Haden</i>	Tufutafoe	Historical
<i>Dwarves Cave</i>	Paia	Historical
<i>Fafa o Sauali'i</i>	Tufutafoe	Historical
<i>Falealupo Canopy Walkway</i>	Falealupo	Natural
<i>Falealupo Rainforest</i>	Falealupo	Natural
<i>House of Rock</i>	Falealupo	Historical
<i>Lovers Leap</i>	Fagafau	Historical
<i>Mataolealelo Pool</i>	Safune	Historical
<i>Mauga Crater</i>	Mauga	Natural
<i>Meeting Place</i>	Tufutafoe	Historical
<i>Moso's Footprint</i>	Falealupo	Historical
<i>Mt Matavanu</i>	Safotu	Natural
<i>Mt Silisili</i>	Aopo	Natural
<i>Mu Pagoa Falls</i>	Papa Puleia	Natural
<i>Paepae o Apaula</i>	Tufutafoe	Historical
<i>Pe'ape'a Cave</i>	Letui Aopo	Historical
<i>Pulemelei Ancient Mound</i>	Vailoa Palauli	Historical
<i>Saleaula Lava Field</i>	Saleaula	Natural
<i>Spirits Meeting Ground</i>	Tufutafoe	Historical
<i>Swimming with Turtles</i>	Sato'alepai	Natural
<i>Star Mountain</i>	Tufutafoe	Natural
<i>Tafua Crater</i>	Tafua	Natural
<i>Tia Seu</i>	Tufutafoe	Historical
<i>Va'atausili's Cave</i>	Tufutafoe	Historical
<i>Vai Sua Toto (Blood Well)</i>	Tufutafoe	Historical
<i>Vaisafe'e Pool</i>	Safotu	Historical



Lava Field (Savaii)



Lake Lanotoo (Upolu)