



TAIALA MO ATINA'E APITAGA TU MATAGAGA

BEACH FALE



MANUAL

This Manual has been produced for
Beach Fales in Samoa.

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The Samoa Tourism Authority
PO Box 2272
Apia, Samoa

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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

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O lenei Talaiua ua saunia mo i latou e iai
Fale Apitaga i totonu o le atunuu.

Saunia ma lomia e le

Pulega o le Ofisa o Tagata Tafafao Maimoa
Pusa Fale Mei 2272
Apia, Samoa

Novema 6, 2014

Lagolagoina ma Faatupaina e le

Malu o Niu Silia
Polokalamo mo le Atinae o le Pulega o le
Ofisa o Tagata Tafafao Maimoa

Tusia e:

Louise Twining-Ward

A fia maua se kopi o lenei lomiga ona

faatasesootai mai lea o le:

Ofisa o le Pulega o Tagata Tafafao Maimoa.

Fale o le Malo Fiaame Mataafa Faumua

Mulinuu II, Apia, Samoa

E matai ona toe lolomi ma faaalogia

faamatalaga mai lenei lomiga ae ia faailoa

aloaia le lomiga.

O ata na saunia ma o mea totino a

Catherine Appleton.

CONTENTS

- iii. Introduction
- iv. Location of Beach Fales in Samoa

Part one: Looking after your guests v

- 1. Your guests
- 2. Learn about your guests
- 4. Your guests needs
- 5. Meeting and greeting

Part two: Managing your beach fales 9

- 10. Beach fales
- 12. Toilets and showers
- 14. Dining facilities
- 15. Common facilities
- 16. Booking facilities
- 18. Preparing food
- 21. Attraction sites and activities
- 24. Looking after your beach
- 27. Site security
- 28. Guest safety

Part three: Running your business 32

- 33. Business finances
- 36. Marketing
- 39. Staff training
- 41. Where to go for further support
- 42. Closing note
- 43. Other useful contacts

35.	Isi fesootaiga aoga
34.	Upu faaiu
32.	O polokalame faalea'oa'oga
31.	Aoaoina o lau aufaigaluega
29.	Makeitina o lau pisinisi
27.	Tulaga tau lafoga
25	O le faatinoina o lau pisinisi
23.	Faalavelave Faafuasei
22.	O le malu puiipua o au malo
20.	O le vaaliga o ou matafaga
17.	O maimoaga ma nisi mea e fai
15.	O le saunia o taumafa
13.	O isi nofoaga faitele
12.	O fale 'ai
10.	O fale taele ma faleese
8	O le vaaila lelei ou fale apitaga
4.	O le fa'afailoaliga o au malo
3.	O manaoga o au malo
2.	Ia e iloa uiga o au malo
1.	O au malo
v	Ole vaaliga o au malo
iv.	Tulaga lelei mo fale apitaga i Samoa
ii.	Upu Tomua

MATAUPU

INTRODUCTION

A beach fale is a traditional Samoan beach hut with open sides and woven blinds. It is used throughout Samoa to provide basic overnight accommodation for touring visitors as well as shelter for day-visitors.

All over Samoa, beach fales have been adapted for tourist use, some are round, some square, some open and others closed in with wooden sides. This manual is applicable to all types of beach fales and all those working in beach fale operations. It is designed to help you with new ideas about how to satisfy your guests and exceed their expectations.

The Manual is designed in the form of simple and easy-to-use check lists of ideas and handy advice. Many of the points mentioned may seem obvious at first, but it is often the little things like a clean washbasin or a free coconut drink that make the difference between guests who stay one night and those who stay for two.

There are three main parts to the Manual:

Part one is designed to help you look after your guests; understand their needs and make them feel welcome.

Part two focuses on how to manage your beach fale; prepare food, care for your beach and provide security for your guests.

Part three provides you with general advice about running your business; financial planning, marketing and staff training.

Here are a few tips to help you get the most out of the Manual.

- ☐ Try to read one section or topic each week and work on that before moving on to the next topic.
- ☐ Take time to discuss each new topic with your family and see how it can be applied to your business.
- ☐ Make the Manual an active learning tool for all your family by writing in your own ideas after each point and making notes at the end of each section in the spaces provided.

KEY POINTS

The important points of each section are listed here to help you remember and understand and think about how things apply to you.

Look out for us through the manual



We are here to give you useful tips and hot hints



- ☐ Fatau se vaega se tasi ile va'aso. Ia e malamalama lelei ia a'o e le'i aga'i ile isi mataupu.
- ☐ Ia fai le Talala ma mea faigaluega a lou aiga ina ia tusia ai ou manatu i mea e ao ina faaleleia.
- ☐ Ia faatalanoa mataupu taitasi ma lou aiga pe faapefa ona faatino i lau pisinisi.

O nisi nei o mea e ao ina mulimuli ia ina ia atoa se aoga e te maua mai i lenei Talala.

O le Vaega Lona Tolu o loo ia ni fautuaga mo oe ile puleina o lau pisinisi, ole faia o fuafuaga faataatitia ile faatupaina atoa ai ma le salia o maketi ma le aosoaina o lau au'faigaluega

O le Vaega Lona Lua o lo'o fa'asino atu ai ni auala lelei e pulea ma vaai ai ou fale apitaga, ole gaosia o taumafa ma le malu puipua o au malo.

O le Vaega Muamua e te maua mai ai ni auala malamalama ai i au malo, ma o latou mana'oga.

Ua faia lenei Talala ina ia faigofie ona e fa'aogaina e ala lea i le tu'uina atu o ni lisi o mea e tatau ona e taga'i ia ma faatusatusa ia gaioiiga uma o ou fale apitaga. Atonu e faapea nisi o mea lava ia e masani ai ae o mea latiti e pei ole mama o ou fale poo le lelei ona talli tagata e fai ma esesega tele i le nonofo umi pe toe fia vave o ese malo mai ou fale apitaga. O nisi nei o auala e te fa'aogaina ina ia e maua ai se aoga mai lenei Talala.

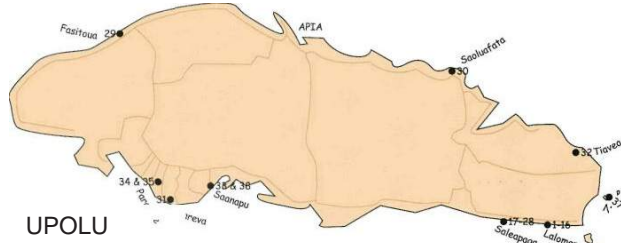
UPU TOMUA



ITU TAUA E MANATUA
Fa'aoga avanoa ia e Tusi ai ou mafuafuaga pe faapefa ona faatino fuilaga ia i ou fale opitiga.

LOCATION OF BEACH FALES IN SAMOA

Manono
Island



LALOMANU

1. Anita's Beach Bungalows
2. Litia Sini Beach Fales
3. Romeo's Beach Fales
4. Sieni Ropeti Beach Fales
5. Taufua Beach Fales
6. Valenginas Beach Fales

SALEAPAGA

7. A & j Moana's Beach Fales
8. Banana Beach Fales
9. Gogosiva Beach Fales
10. Le Taalo Beach Fales
11. Lotuse Beach Fales
12. Manusina Beach Fales
14. Faofao Beach Fales
15. Niusilani Beach Fales
16. Onea Beach Fales
17. Prince Beach Fales
18. Ropini's Beach Fales
19. Oceanview Beach Fales
20. Vaotea Beach Fales

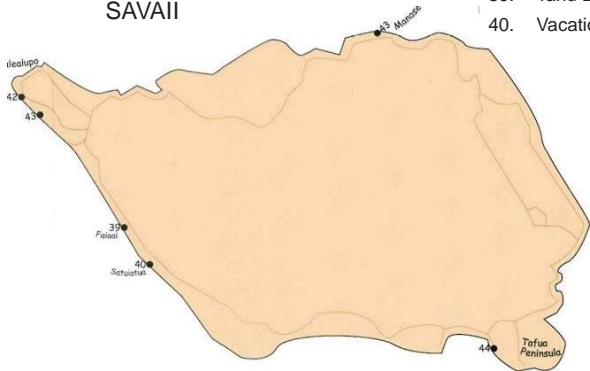
OTHER UPOLU

21. Brenda's Beach Fales
22. Lupe's Bar & Restaurant
23. MaotaoMa'a Beach Fales
24. Moegamanaia Beach Fales
25. Namu'a Beach Fales
26. Matareva Beach Fales
27. Vaiula Beach Fales
28. Sina PJ Beach Fales

SAVAII

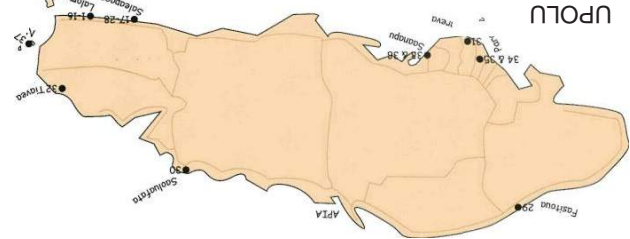
29. Aganoa Beach Retreat
30. Catherines Beach Fales
31. Falealupo Beach Fales
32. Janes Beach Fales
33. Joelan's Beach Fales
34. Lauiula Beach Fales
35. Regina's Beach Fales
36. Satuiatua Beach Fales
37. Sunset Beach Fales
38. Tailua Beach Fales
39. Tanu Beach Fales
40. Vacations Beach Fales

SAVAII



TULAGA LELEI MO FALE APTAGA I SAMOA

Manono
Island



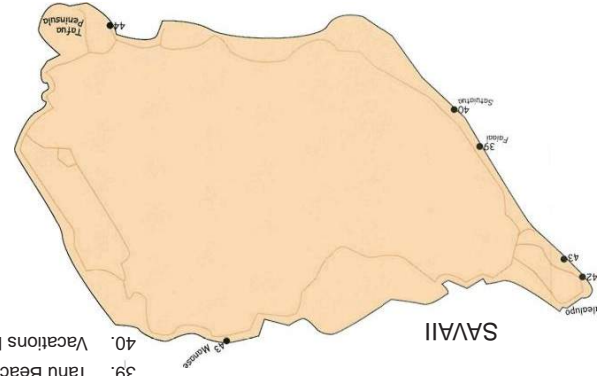
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SAVAII

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SAVAII



LALOMANU

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17. Prince Beach Fales
18. Ropini's Beach Fales
19. Oceanview Beach Fales
20. Vaotea Beach Fales

PART ONE LOOKING AFTER YOUR GUESTS



By the end of part one you should have a greater understanding of your beach fale guests, the reasons why they come, what their needs are and how to welcome them. The success of a beach fale business depends on the service you provide like a village shop. You will always go back to the shop. You received friendly service, but you are not likely to recommend one where you were rudely treated.

In the same way, if you really look after your guests they are more likely to stay longer and tell their friends about your place. The first step towards looking after your guests is to learn more about them and their needs.



VAEGA MUAMUA O LE VAAIGA O AU MALO

E mae'a le vaega muamua ua tele lou malamalama i le vaaliga o malo e tali i ou fale apitaga tu matafaga, o mafuaaga e fia nonofo ai, o latou manaoga ae maise o auale e tali lelei ai!

O le faia o fale apitaga tu matafaga, e tutusa lava ma le faia o se faleoloa au e faalagolago le sologa lelei i ni auunaga e te ofoina atu. E te saga foi lava e te faatau ile faleoloa e tali lelei oe ae e te le fia talala se faleoloa e le lelei ana auunaga.

E fa'apena foi ou fale apitaga tu matafaga. Ole a fia nonofo umi malo pe afai ete tali lelei ia i latou ma ole a fiafia foi e talai atu ou fale apitaga ia latou uo.

O le laasaga muamua i lou aga'i atu e tali mana'o o au malo, o lou taumafai lea e te malamalama ia i latou. O le a faasino atu i lenai vaega pe faapefa ona e iloa le esesega o au malo, o mafuaaga e fia nonofo ai i fale apitaga tu matafaga ma mea e manana'o lai.

YOUR GUESTS

Here are some points to think about when you are trying to identify the different types of guests that stay in your beach fale.

Everyone is different

Just like Samoans are different to Tongans and Fijians, so are Germans different to French, and Japanese different to New Zealanders. And so nationality is one way you can categorize your guests.

How long are they staying?

You can categorize your guests by how long they intend to stay at your beach fale, for example, day visitors, overnight visitors, weekend visitors, long-stay visitors. Long-stay tourists are your most valuable customers so make sure they receive really good service.

Have they stayed in a beach fale before?

A tourist who has not stayed in a beach fale before may be slightly nervous and is going to need special care and help from you in order to settle in.

Are they repeat visitors?

Regular customers are a very good source of income and can become good friends. Be sure to give a special welcome to returning guests and make them feel at home. You might even like to give them a little extra for their money, or a special discount rate.

What kind of a group is it?

Large groups may be noisy and disturb your valuable long-stay or weekend visitors. If you already have a number of overnight visitors it might be better to turn away a big crowd.

What form of transport are your guests using?

This may provide you with a hint about what kind of guests you are getting. Samoan visitors arriving on a local bus will probably only stay for the day. Overseas guests arriving on the local bus will tend to stay several nights as will those arriving in a hired car. Guests arriving in a tour operator bus will probably only stay for a few hours so make sure you tell them about your facilities so they can return another time and stay for a night or two.

Why do they stay in a beach fale?

When someone comes to stay in your beach fale they are likely to be having a break from their normal life. Different types of guests will be looking for different types of experiences.



Aisea e fia nonofo ai i fale apitaga tu matafaga?
Aiai e fia nofo se tagata i ou fale tali malo, o lona uiga o se tagata o loo sau e malofo mai le ola masani sa lai. E esese lava matua'aga e asiasi atu ai tagata tafafao e pei ona lai faataitaga i lalo.

O a auia sa latou fa'aogaina e o'atu ai i ou fale apitaga?
Aiai na o atu i se pasi o lona uiga e umi se taimi e nonofo ai. Aiai na o atu i se to'atele i se pasi faapitoa o lona uiga e pu'upu'u le malologa. Ia faamatala lelei iai ta'avale totofi e le umi se taimi e asiasi atu ai toe o. Aiai e o atu i se malaga ou fale tali malo ina ia mafai ona toe foi mai ma nonofo umi.

Aiai o ni tagata e o mai toatele o a ni mea faapitoa e fiafia iai?
O ni malo e o mai to'atele e masani ona fiafia e tafafao faatasi ma isi tagata ma e fiafia e miomio i sou fale oia. Aiai ua tumu ou fale apitaga e sili ona le talia ina se isi vaega toatele.

Ua o mai muamua ia tagata ma nonofo ia te oe?
Aiai ua o mai muamua ia tagata, e lai se so'otaga ai ma fa'aali atu ai lou fiafia ile toe asiasi mai.

Ua nonofo muamua nei tagata i ni fale apitaga tu matafaga?
E lai nisi tagata e le masani i ia tulaga ma e ono lai se popolega mo lo latou saogalemu. E tatou ona e fesosoani tele iai ina ia faigofie ona faamasani ile nofo i ou fale tali malo.



O ni malo e momoe pe na ona o mai lava mo le ao toe o?
A e iloa le tali i leni fesili ona faapena lea ona tu esese tagata e momoe ise vaega o ou fale talimalo mai e na ona malofo mai lava ile ao toe foi ai. O se tasi o matua'aga o leni faiga ina ia ave ai le fa'amumua i malo e momoe aua e umi atu le taimi ole a fa'aoga ai ou fale ma au auunaga.

E esese tagata uma
E ese le tagata mai Toga ile tagata mai Fiti, poo le Siamani mai le Farani. Ole nuu e te sau ai ua na o se auia lea e tasi e fa'avasega ai tagata e nonofo i ou fale. O isi nei mea e vaavaai iai...

O AU MALO
O nisi nei o tulaga e te mafai'au iai pe a e taumafai e fa'avasega tagata uma e nonofo i ou fale.



Ta'u iai e aumai ni manatu i auala e faalelei ai lau tautua
O le tele o ni malo e nonofo i ou fale o tagata tulaaga lelei galuega. Ave iai se avanoa e fai mai ai ni o latou manatu i au auunaga. Ia sauni se pusa e tusi ai i luga upu nei 'O ou manatu'. Ia tatata na o se avanoa e tuuina ai i totonu ni tusitusiga mai au malo ae loka ina ia aua nei tatatalaina fua e se isi. E sili atu lea na faaaoaga nai lo lau Tusi mo Malo lea e saunia e tagata e asiasi atu aua e le iloa fua e nisi tagata manatu ua tusia e isi. Tuu i autafa ma se peni ma ni pepa ina ia ununia ai le fa'atagaaina o lea pusa. Ole a mafai ona e faitau i ia manatu ise taimi mulimuli ane.

Talanoa i au malo
E tele ni mea ete iloa i au malo mai ni talanoaga. Afai ete le iloa nanu e mafai ona fai ni au taga e malamalama ai au malo. E tatou ona e iloa fuaia le taimi tatou e te talanoa ai i au malo ae maise i taimi o tamafataga poo talanoa ma nisi ise nofoaga faitele i totonu o ou lotoa.

IA E ILOA UIGA O AU MALO
Soo se taimi e nofo ai se tursi i ou fale apitaga taumafai e le iloa ona manaoaga, o mea e fiafia ma mea ele fiafia iai. O nisi nei o auala e mafai ona maua ai ni faamatalaga i au malo asiasi atu.



O MALO E MOMOE		MO I LATOU E O MAI		LE AO TOE FOI AI E	
fale tali malo ina ia: astasi mai ma nonofo i ou		e astasi mai ma nonofo i ou ono tutusa mafuaaga ma i latou e nonofo umi:		Ina ia iai se suliga mai o fetai ai i tagata Samoa ma le olaga e masani ai	
Mafai ona maua se fiafaga ile manatia ole la ma le matataga		O se faalogona fou		Ina ia faatatafao ai o latou aiga ma fiafia ai	
Latatala ai ile natura ma le siosiomaga		O se avanoa e maua ai se a'oa'oga i aganuu a isi tagata		Ina ia o ese mai le tauilaga	
Fetaui ai ma nisi tagata e tutusa mafua'aga ua o atu ai i ou fale tali malo		O se auala lea e nofo ai i fale tali malo e le tauilaga ina ia mafai ona lava ai lana fa'asoa ma umi ai le taimi o i Samoa			

Here are some examples:

OVERNIGHT GUESTS	OVERSEAS GUESTS	DAY GUESTS
may come to stay in your fales:	may come to stay in your fales:	may come to stay in your fales:
To have a change from their normal working life	To meet Samoan people and learn about their traditional way of life	To have a change from their normal working life
To rest relax and enjoy the sun, the beach and swim in the sea	To experience something new and a different way of life and to have a cultural and educational experience	To give the family a special outing and have fun together
To get close to nature	To participate in an activity like surfing, snorkeling, or bird watching	To have a day away from Apia
To meet like-minded people	To save money on accommodation	

LEARN ABOUT YOUR GUESTS

Every time a tourist comes to stay in your fales, try to find out about their needs, likes and dislikes so that you can ensure they have an enjoyable time. At the same time you can build up your knowledge of your guests. Here are some ideas for how you can do this.

Try to make a special point of talking to tour operators and making sure their guests' needs are being met



Talk to your guests

You can learn a lot simply in conversation, most guests will speak Samoan or English and for those who don't, you can use sign language and gestures to communicate. Respect your guests privacy when they are in their fales though, try to choose the right time to talk. This could be during or after meals or when guests are sitting in a common area.

Invite suggestions

Your guests are often professional people. Some may be lawyers, others architects, water engineers, doctors or hotel managers. Why not give them a chance to help you improve your fales by providing a 'Suggestion Box'. A 'Suggestion Box' is a small wooden box with a narrow hole in the top where guests can put any ideas they have for improvements. It can be locked with a small padlock. It is more confidential and can provide more honest opinions than your 'Visitors Book', or conversations with guests. Leave some paper and a pen beside the box so guests can write down their suggestions and post them into the box for you to read later.



Name	Date	Nationality & Occupation	No. in group & no. of nights stayed	Activities	Comments
------	------	--------------------------	-------------------------------------	------------	----------

Keep a detailed visitors' book

By making a detailed Visitors' Book you can find out a lot about your guests. Make your book as attractive as possible, keep it clean and design it with care. Ask one member of each group of guests to fill in the following categories; date, name, nationality, occupation, number in group, number of nights stayed, activities during stay and comments.

At the end of each month you can analyse the information and be able to fill in the Occupancy Rate Form to assist the Samoa Tourism Authority with decision making for the benefit of the tourism sector overall.

Sometimes your guests may be able to help you do this. When you look at the answers your guests have given, think about the following questions.

Map of the world

It's a good idea to have a map of the world on display in your common area. Your guests can then point out their country by sticking coloured pins on the map. This can also help show you where your visitors come from at a glance.

Encourage community feedback

Talk to members of your village about their contact with visitors and discuss ways to resolve any problems that may arise.

What kind of guests did we have this month?

How long did they stay on average?

Did we offer enough activities/ opportunities for guests to participate in and learn about Samoan culture and environment?

- ☐ YES
☐ NO

Did we manage to satisfy our guests?

- ☐ YES
☐ NO

Did we manage to exceed their expectations?

- ☐ YES
☐ NO

KEY POINTS

Talk to your guests

Understand why they come to you

Keep a detailed visitors book

Igoa	Aso	Atunuu e sau ai	Aofai o tagata ma le numera o	Isi faamatalaga
------	-----	-----------------	-------------------------------	-----------------

O le faafieloaiga
la lagona e malo lou tali leleia o i latou. la latou iloa uma ni faamatalaga e tatou ona tuuina atu iai e uiga i au auunaga, o ni tulafono faalenuu e tatou ona nofuta iai atoa ai ma nisi tulaga faaleaganuu ia malamalama iai.

O MANAOGA O AU MALO
E ui ina esese uma tagata ae e iai lava auunaga e tatou ona iai mo tagata uma ma e ono ni vaega ua vaeaina iai. O le a auilili atu ia vaega i mataupu o i luma o le Talala.

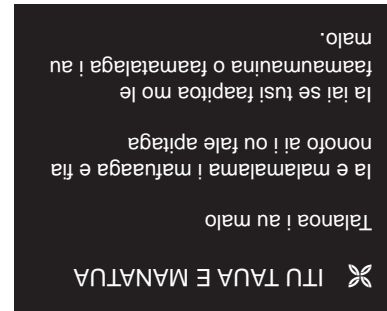
I tua atu o lau pisinisi.
Talanoa i tagata o le tou nu'u pe iai ni faafitauli i le va ma tagata asiasi atu ma nonofo i ou fale apitaga tu matafaga.

Fa'atunua ole lalolagi
E tatou ona iai sau fa'atunua ole lalolagi e mafai ona faamauina ai atunuu e o mai ai au tagata tafafao ma e iloa ai foi atunuu e ono taulia ai lau pisinisi i le lumanai.

Ia iai sau tusi mo faamatalaga i au malo
E te maua mai lea tusi ni faamatalaga i au malo. Ia manatia i le vaaliga a tagata ma ia vaeaina itulau i vaega nei; igoa, atunuu e sau ai, galuega, numera o tagata na latou o mai faatasi, numera o po sa nonofo ai, o ni faamatalaga ile latou nonofo ai ma ni mea na fai.

Fa'atunua ole lalolagi
E tatou ona iai sau fa'atunua ole lalolagi e mafai ona faamauina ai atunuu e o mai ai au tagata tafafao ma e iloa ai foi atunuu e ono taulia ai lau pisinisi i le lumanai.

Ia maua mai foi ni faamatalaga i tagata
Ia maua mai foi ni faamatalaga i tagata i tua atu o lau pisinisi.



O nisi nei o fesili e te maua tali mai tustitusa o i totonu ole tusi faapitua mo au malo.

FESILI E TE MAFATUFAU IAI

O a ituaiga tagata tafafao na nonofo ia te oe i lena masina?

O le a se umi sa nonofo ai?

Sa lava ni avanoa na mafai ona e ofoina atu latou te iloa ai se vaega o tu ma aganuu faasamoa?

☐ IOE ☐ LEAI

Na mafai ona e faamaleina au malo?

☐ IOE ☐ LEAI

Na mafai ona sili atu lau tautua nai o latou faamaleina na lat i lau tautua?

☐ IOE ☐ LEAI

YOUR GUESTS NEEDS

Although all guests are different, some facilities and services are fundamental to all guest satisfaction. These can be grouped into six different categories. Each of these are further explained in detail throughout the Manual.

Welcome

Guests need to feel welcomed and well looked after in your beach fale. They need to be informed about all your facilities and services, village by-laws, curfews, restrictions and other cultural issues such as dress codes.

Facilities

Guests need a comfortable place to sleep, eat and relax in a hygienic dining and kitchen area, along with a clean and accessible place to wash. They may also like to have facilities to wash and dry their clothes, make barbeque and a good parking area with lots of shade.

Food

Good traditional food is an important part of the beach fale experience. But remember that food hygiene is essential and should be given the highest priority. Guests also need a safe supply of cool drinking water. These will help reduce the risks of food poisoning.

Attractions and Activities


Try to inform your guests about nearby attractions and provide activities that will give them a chance to experience something new and different. But be sure to advertise only what you can actually provide, otherwise they may be disappointed.

Environment

Guests prefer clean and attractive natural surroundings whether this be on the beach or in the plantation or forest - so you need to think about properly managing your wastes as well as making an attractive garden with trees, shrubs, flowers, and shady areas.

Security

Guests need to feel that they are safe and their belongings are secure in your beach fales. You also need to help protect your guests from food poisoning, fire, dangerous sea currents, tropical cyclones and other annoyances like stray dogs and mosquitoes.

 KEY POINTS

Think about your guests' needs and safety

How can you meet them?

How can you exceed them?

ITU TAUVA

Matāufāu i manaoga
faapitoa a au malo
E faapefea ona e
faamalie ia manao?

Pe mata e sili atu au
auununaga nai lo ia
manaoga

O le tulae apitaga
la lelei mea e nonofo, aai ma momoe ai. la mama fale tulae ma faleese. la lai se
notoaga e tata ai lava lava atoā ai ma ni notoga e faatutu ai taavale pe fai ai foi
ni malologa o ni tafaoga.

O taumafa
E taua tele le matai e malo ona maua le avanoa e taumamafa ai i taumafa.
faasamoa moni. la manatua le taua ole mama lelei o tulae e saunia ai taumafa.
E le gata i lea ae ia maua e i latou ni suava! mama mo le fofoga taumafa.

O nisi mataaga ma mea e fai i ou fale apitaga
Tau i au malo nisi mataaga e tau lalata atu i ou fale apitaga ma ia lai nisi mea e
matai ona fai. Manatua e aua le soona ofo pe a fai e le matai ona faatino.

O le sisosimaga
E manaomia tele e au malo le mama o le sisosimaga e nonofo ai ae le gata i lea
o le matagofie o le tulae faanatura o le matafaga poo vaomatua foi. la taua
lelei ni faiga e faatamāia ai otaota ae maise foi o le taua lelei o le totoina o ou
togalaau.

O le tulae malu puii
la lagona e malo le nonofo malu puii i ou fale apitaga. la e iloa puii au
malo mai faatitai e lai ni mu, o ni au malolosi o le sami, o ni mea oona e le
masani ai, o ni ata atoā ai ma isi faasoesa e lai taitau malomaloa poo namu foi. E
faatutaina le lai o se taua mo fa'alavelave fa'atuse'i e matai ona silasila ma
malamalama ai malo.

O LE FAFAILOA'IGA O AU MALO
E taua ona maua e au malo le lagona o lou taitaina ma le fiafia o i latou. Ina ia
atoatoa lea auununaga e manaomia tele le lelei o ou tomai i feso'ota'iga ma tagata.
la e oo atu e faatetaui ma faatiloa'i. O nisi na o tulae e tata ona e sauni lai pe
a faatiloaia au malo.

la e foliga mama
O uiga na e faaali atu ai le tulae o lai ou fale
tallimalo. Afai sa e galue i lou ma'umaga poo le
umukuka, fa'aleoleo sou ofu mama e faatiloa'i ai
ni malo e tauunu faatuse'i atu ma selu lelei lou
ulu. E taua tele vaaiiga muamua a tagata.

la to'atasi se tagata e fa'afailoa'ia malo
A to'atele foi o le a mea malo aemaise pe a le
masani. E taua ona tofi se tagata e gata ma lea
tulae i aso ta'itasi.

MEETING AND GREETING

Guests like to feel welcome and well looked after in your beach fales. In order to provide this welcoming service effectively, you need to develop your communication skills.

Here are some tips about meeting and greeting new guests:

- **Be clean and tidy**

If you are clean and efficient, you give the impression of a well run business and the tourists are more likely to decide to stay. If you are working in the plantation or the kitchen, keep a clean shirt handy to put on when new guests arrive and make sure your hair is tidy. First impressions are important!

- **Welcome person**

It is a good idea to have only one person who welcomes the arriving guests as a large family group may be confusing and intimidating especially for an overseas visitor. You could perhaps have your family take turns to be on 'welcome duty' each day.

- **Welcoming**

The most important thing to remember is to be genuine in appearance and attitude. Greeting tourists in your own language will add to their experience, if there is someone in the family who speaks English and can explain everything this is a bonus and can help in making a visitor feel at home. Remember to show guests the price list so that they know what to expect. Try to make sure you have a dictionary or language phrase book to help you explain everything to visitors.

- **Tour of facilities**

Your new guests may want to see your facilities before they decide to stay with you. First, take them around to see the fales and if you haven't got one already prepared, explain to your guests how you will make it.

Settling In

Once the guests have decided to stay overnight at your fales there are a number of things you can do to help them settle in and feel at home.

Here are some ideas:

- **Introduce guests to your staff and family**

Guests are not only looking for a place to stay but also to meet new people and make new friends. Introduce your guests to the members of your staff or family who work at your beach fales. Tell them what job each person does. You may like to have a photo of each member of your family and write their name up on a board so guests can see and remember them.

When a new guest arrives try to convince them that your fale is a nice place to stay



ma ia ia! se ta' inamu ua uma ona tautau. A leai ona saunila lea o ni mea tui namu



O le sauniga ole fale e faaoga
la vave ona tapena le fale pe afai e taunuu atu e le'i mae'a. Ia salu mamea ma folia i fala. Ia lelei ni matauila

O sau fa'aale ile taunuu'u atu
O nisi o au malo e umi le taimi na malaga atu ai ma ua le lavava. A o sauni le fale e nonofo ai, ave ia se mea inu malulu pei o le niu poo se vai malulu ua uma ona fa'apuna poo ni fuailaau taumafa mata.

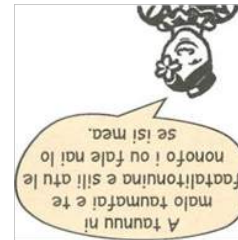
Ole filifilia ose fale e nonofo ai
E tatau ona tuu se avanoa i malo e filifili ai se fale e fia nonofo ai. Faasino ia fale ma fesili ia pe manana'o i faamalu mo le tagata toatasi pe mo ni tagata se toalua.

Faafailoa'i i se 'ula
Afai ua leva ona faafesoota'i atu oe i le oo atu o au malo, ia sauni ni ula e faafailoa'i ai au malo. O se auala lea latou te maua ai se lagona o lou faatuaaina o i latou.

Faafailoa'i au malo i lau aufaigaluega ma lou aiga.
O le tele o tagata tafafao e le gata ina saili se mea e nonofo ai ae e manaomia foi le avanoa e fetai atu ai i nisi tagata ma fai ni uo fou. Faafailoa'i atu au malo i lau aufaigaluega ma faamatala ia i ou fale apitaga. A maua ni ata o lau aufaigaluega ona faapipi'i lea ma o latou suata i luga o sau laupapa mo faasilasilaga ina ia vave ona iloa e au malo.

O le nonofo ai o au malo
Afai ua filifili au malo e nonofo ia te oe, e ia ni tulaga e tatau ona fai ina ia vave ona masani i latou. O nisi nei o mea e vave ai ona iloa e malo ole lelei o lau tautua.

Ia faailoa atu muamua potu i malo
Ao le'i faia ia latou filifiliiga pe nonofo pe leai. Ia faasino ia fale e momoe ai, o faletaele ma faleese atoa ai ma nofoaga latou te faaoga faatasi ma isi tagata e pei o le fale 'ai.



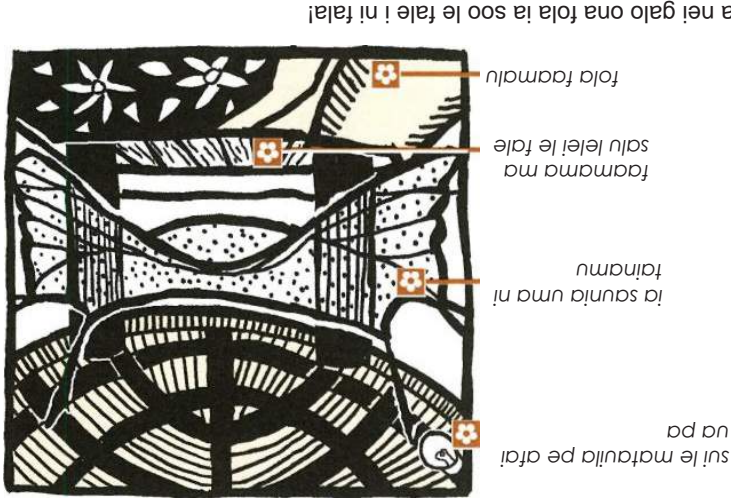
Ia e iloa ni upu e faafailoa'i ai malo
O le mea taua e ao ina manatua ole lelei lea o ou uiga e faaali atu i au malo i le faafailoaiga. E taua foi ia i latou le faafailoaiga ae afai e ia se isi o lou au aiga e lelei se nanu ona faaoga lea e faia lea galuega. Ia ia se lolomi fefiloi e fesososani i lou faamatalaina o tulaga uma o ou fale apitaga. Ia faasino i malo pe a taunuu se lisi o tau o le nonofo i ou fale apitaga tu mataga ina ia latou iloa ai e tumau ia tau ae le fesusia'i.

- * **Give an ula**
If the guests have booked in advance you have time to make a simple ula to give them when they arrive.
- * **Choosing a fale**
Most overseas visitors like to feel they have a choice when they purchase a product or service. You should show them the fales that are available and ask them which one they would prefer. You will also need to ask them whether they want single or double mattresses.
- * **Welcome drink**
Your guests may be tired and feeling hot after a long journey. Invite them to sit in a comfortable place while you prepare their fale. Bring them a welcome drink of fresh coconut (or cold water if they prefer) and some fruits while they wait. This should be free of charge.
- * **Prepare the fale**
If the fale they have chosen is not already prepared, this should be done as fast as possible. When you prepare their fale, be sure to:-



O taumafa
E taua le iloa e au malo o taumafa o loo saunia ma taimi e a'ai ai. Ia lai se avanoa e mafai ona maua ai se filifiliga i ni taumafa e manaomia. Fesili pe lai se isi e tatau ona lai ni taumafa faapitoa e pei o tagata ma'i suka ma tagata e le aai i a'ano o manu.

- * Aua nei galo ona folia ia soo le fale i ni falai!
- Faasino iai ni vaega e lelei i le mauu mo matamataga i le aliti tai.
- Faasino iai le mea o iai se faleoloa latalata ane.
- Ta'u iai le mea o iai lau tusi o faamauauga o malo asiati ma le pusa mo
- Kiina o le paipa taele.
- Faasino iai nofoaga e mafai ona fufulu ai lima.
- Nofoaga e maua ai le vaiinu mama.
- Ia faituaina i ni ogasami e le tatau ona 'au'au ai ona o ni au malolosi.
- Faasino iai ni vaega e lelei i le mauu mo matamataga i le aliti tai.
- Ta'u iai le mea o iai lau tusi o faamauauga o malo asiati ma le pusa mo
- Faasino iai le mea o iai se faleoloa latalata ane.
- Ta'u iai le mea o iai lau tusi o faamauauga o malo asiati ma le pusa mo



Faasino se matamataga o ou fale apitaga

- Faasino iai le mea e te moe ai nei o latou manaomia se fesoasoani i le leva ole po.
- Faasino iai le mea o iai le ki o le moli ma le faiga o pola ma le ta'inamu. Ta'u iai mea e fai pe a matagi le po pe timu,
- To'fi lea o se isi e la'u ato iai,
- A ua mae'a ona tapena le fale ona:



pe afai e manaomia ae ia faamalalamalama iai ni faateetega nei aafia ise mu.

✳ *Show guests to their fale*

When the fale is ready:

- ◆ Offer to help your guests with their bags,
- ◆ Show them where the light switch is and how to arrange the blinds and the mosquito net,
- ◆ Show them any other special features in your fale and what to do if it rains or is windy during the night, and
- ◆ Tell them where you are sleeping in case they need help in the night

✳ *Tour of facilities*

If the guests have not already had a tour, you should offer to take them around and show them all your facilities. Show them:

- ◆ How the shower works,
- ◆ Where they can wash their hands,
- ◆ Where they can get cool drinking water,
- ◆ Your new guests may want to see your facilities before they decide to stay with you. First take them around to see the fale and, if you haven't got one already prepared, explain to your guests how you will make it. Tell guests about the safest part of the beach to swim from, any dangerous sea currents, good snorkeling areas,
- ◆ Explain how the village is arranged and where the nearest shop is, and
- ◆ Remember to tell them about your suggestion box and visitors book

Meals

It is important to tell your guests about the food you offer and when you can serve it. You should try, if possible, to give your guests a choice about both the time they want to eat and what they want to eat.

Information about activities and services

If you offer any special activities like fishing trips or services like laundry, you should tell your guests about this. It is a good idea to have all these things written down so your guests can refer to an 'activities book/list' or 'activities board' at any time.

ACTIVITIES & SERVICES

Washing and ironing ask Sina for details	
Mangrove tours in traditional paopao	\$20
Walk to view point	\$10
Saturday umu feast	\$45
Saturday night fiafia	Free

On your activity board, be honest about what you can provide and always write the price of the activity or service in Samoan Tala or mention that it is free if this is the case.

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ACTIVITIES & SERVICES	
Washing and ironing ask Sina for details	
Mangrove tours in traditional paopao	\$20
Walk to view point	\$10
Saturday umu feast	\$45
Saturday night fiafia	Free

Faamatalaga i isi auanunaga
Afai e iai ni auanunaga faapitoa e pei o ni fagotaga poo le faiga o tagamea, ona ta'u lea i au malo. Ia fa'aliloaina ia auanunaga e auala i sau laupapa o faasilasilaga ma ia iai ma le tau.
Tulafono fa'alenuu
Afai e o mai i atunuu mamao au malo e tatau ona latou iloa ni tulafono a le nuu e ono *aafia* ai i latou.
• Afai e fai se vavao a le tou nu'u faamalamalama iai le uiga.
• Ia latou iloa la'e i faatagaina i nofoaga eseese i totonu ole nu'u.
Afai e nonofo i le Aso Sa valaaulia pe fia o i le lotu ona:
• ta'u lea iai le taimi e amata ai le sauniga,
• o le umi ole sauniga,
• laei talafeagai,
• ma fautua e mafai ona lafo sa latou meaaloa i le lotu.



Fale apitaga i matafaga e nonofo ai malo
E taua le lelei o nei fale aua e tele le talimi o tagata tafatao o le a faaaoaga ai ia fale.
O vaega nei e tatou ona silasila ia;
* nofoaga e faatutu ai,
* fuafuaga o fale,
* o le tausila lelei,
* o le teuina lelei o fale

E mae'a le vaega lona lua ua tele lou malamalama i le fuafuaina lelei o ou fale apitaga ma le mea e faatutu ai, o le saunia o taumafa, o le vaatia lelei o ou matafaga aemaise o auala e maua ai e au malo le malu puipuia ole latou nonofo ai.
O le tulaga lelei o ou fale ma ituaiga auunaga e te ofoina atu o le a tele ai se aafiaga ole fiafia o malo e nonofo i ou fale.
O le a talanoaina i lena vaega ni manatu e silita ai le tulaga o au auunaga i se tau mauilo. E le faapea a silita le lelei o lau auunaga o le a faapea foi ona silita ma tau e faatino ai. O le a vaavaai i tulaga o fale, o fausaga e fai ai atoa ai ma le vaatia lelei.



VAEGA LONA LUA O LE VAAIA LELEI O OU FALE APITAGA

KEY POINTS

Provide a welcome drink

Give a tour of your facilities

Tell guests about your services

Village rules

It is very important to let your guests know about the village rules especially if they are from overseas. Tell them:

- ▣ When the curfew is and what this means, and
- ▣ Let them know about how to dress on the beach and in the village.

If they are staying on a Sunday you can invite them to church with you, tell them:

- ▣ What time the service starts,
- ▣ How long it lasts,
- ▣ How they should dress, and
- ▣ Advise your guests about making a contribution to the church collection.

PART TWO: MANAGING YOUR BEACH FALES



By the end of part two you should have a greater understanding of how to design your facilities, prepare food, look after your beach and provide for your guests' safety and site security.

Managing your beach fale is about looking after your facilities and making sure they are in good condition and that your services are of a high standard. By doing this, it will help to ensure high level of guest satisfaction.

This section examines your main facilities and outlines many ideas about how you can improve and maintain them at a low cost including:

- Location,
- Design,
- Maintenance, and
- Housekeeping.

○ nisi mea e faamatagofie ai

◆ Toto ni laau i le va o fale ina

ia le iloa atu ai e le isi fale le

isi. E tali matagi foi ia laau i le

◆ O le mauaiuga o le sua o le

◆ la le mamao nei fale mai

◆ faalelave atu ai.

◆ la fausia ia malosi ia fale nei

afaina ini matagi ma ia puihua

foi matataga mai le aia e le sami.



* manoa poo maea faatau e tautau ai pola.

E ui ina umi o faaaga nei mea fau ai fale ae e le

lelei i le vamaa i totonu o se fale Samoa. E mafai lava ona ato apa muamua ona

uifui atu lea i lau mao'i. E mafai ona iai ni faapopopoga fa'aonapo nei ina ia maua

lelei i le vamaa i totonu o se fale Samoa. E mafai lava ona ato apa muamua ona

lelei i le vamaa i totonu o se fale Samoa. E mafai lava ona ato apa muamua ona

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lelei i le vamaa i totonu o se fale Samoa. E mafai lava ona ato apa muamua ona

Notoga e faatutu ai fale

Matutau lelei i le notoga e faatutu ai

ou fale a o le'i fausia ma o mea nei e

lelei i le va o fale tatasi ma le

◆ ia faaogaina ni vaaliga

◆ ia vava i le ta'i 3 mita fale tatasi

ma ia toto solo ai ni laau ina ia

maua e tagata se notoga e le

aia atu pe oo atu iai se isi ma

faalelave atu ai.

◆ la fausia ia malosi ia fale nei

afaina ini matagi ma ia puihua

foi matataga mai le aia e le sami.

* manoa poo maea faatau e tautau ai pola.

E ui ina umi o faaaga nei mea fau ai fale ae e le

lelei i le vamaa i totonu o se fale Samoa. E mafai lava ona ato apa muamua ona

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lelei i le vamaa i totonu o se fale Samoa. E mafai lava ona ato apa muamua ona

lelei i le vamaa i totonu o se fale Samoa. E mafai lava ona ato apa muamua ona

lelei i le vamaa i totonu o se fale Samoa. E mafai lava ona ato apa muamua ona



BEACH FALES

Your beach fale is your most important facility as this is where guests will spend most of their time

Location

It is important to think carefully about the location of your fale before you start to build. You need to consider a number of factors:

- ◆ The size and shape of your land area will dictate how many fale you can build and how they can be spaced out.
- ◆ Your fale should face the most interesting views and natural features.
- ◆ In order to enhance the privacy of guests you should have a minimum of 3m between your fale.

Try not to build them in a straight line, some should face one way and

some another, some further back and some further forward.

- ◆ Plant trees and other vegetation between the fale to increase guest privacy and strengthen your beach against storms.
- ◆ The height of the tide on the beach will dictate how far up the beach the fale need to be.
- ◆ Ensure fale are not too far from the washrooms and dining area.

If you are just starting out or building an extension, it is a good idea to ask STA/ PUMA for an advisor to visit your site and give you some assistance in deciding where to locate your fale.



Vaai le vaega i auala e te maua ai fesosoga e te maua mai ai se faamatalaga poo fea e te fesili iai mo se fautuaga ile nofoaga e faatutu ai ou fale.

O le vaai lelei ma le teuina o fale
la vaai lelei pe o malu fale ma pola. Fesili i au malo pe o lelei fale i le nofo. Afai sa faaii le fiafia o au malo i lelei atoaga o fale ona toe asia lea pe a o ese malo. O nisi nei o mea e manatua i le teuina lelei o fale:

- la saunia 'leatu mama mo malo.
- la sui 'leatu pe a mavae le 3 aso mo malo e umi taimi e nonofo ai. Afai ni 'leatu ua pispisia ia aua le toe faaogaina.



O FALE TAELE MA FALEESE

O mea nei e aupito sili ona taugata le vaai ma le tausiga ae e tatau lava ona lelei atoaga aua e leai nisi e fia nonofo i ou fale pe afai e le mama ma leai se suavai. E leai lava se aoga o lou laumata fiafia pe a le lelei fale nei.

Nofoaga e faatutu ai

O nei fale e ono fai ma luitau i le tulaga lelei ole siosiomaga o ou fale apitaga. Afai o loo e fuatua e fausia ni fale fou e tatau ona e taga i lelei i le nofoaga e faatutu ai. la tuu nei fale i se nofoaga e le latalata i le sami. la faatutu ise ogaeee e maopo lelei ma le solo. E tatau lava ona e fesili mo se fautuaga i le mea e faatutu ai nei fale mai le Ofisa mo Tagata Maimoa.

- E tatau ona talosagaina se pemita: E faatolosagaina se pemita mai le Matagaluega o Galuega. E tatau fo'i ona talilaina e le Matagaluega o Punaoa Fa'alenuatua ma le Siosiomaga tulaga o fale. O le laasaga muamua e faia o le tusia lea o ata o ia fale mo le pemita ma e mafai ona fesosoga ai le Matagaluega o Galuega i ia tulaga.
- E tatau ona tuuina atu ia ata i le Ofisa o le Siofua Malo mo le iloaina pe le o aafia nofoaga o suavai taumata ma fale nonofo i le tulaga o faleese.
- O le Matagaluega o Punaoa Fa'alenuatua ma le Siosiomaga e mafai na maua

Design

The traditional nature of a beach fale is one of the main attractions for overseas guests, so you should try to keep the design of your fales as Samoan as possible. This means that if you are building new fales go back to using the highest quality of thatching, blinds and mats.

Try NOT to use:

- ☒ Plastic, or tarpaulin blinds, or
- ☒ Corrugated iron roofing, or
- ☒ Plastic strings for your blinds.

Although these modern materials may last longer and are less work to maintain, they are also less attractive and will not provide your guests with a proper Samoan experience. If you already have some of these 'foreign' additions, try to replace them or, in the case of the roofing iron, cover it with the authentic thatching.

While maintaining the basic traditional design, it is also possible to make some simple additions or adaptations which will make the overseas guest more comfortable. Here are some ideas:

- ☞ Make the floor comfortable by raising it above the sand and use wood instead of stones, gravel or cement.
- ☞ Overseas guests often like to read when they are in bed. The light should be at least 100 watt and positioned at the end of the fale where their heads will be so that the light is not blocked by the material at the top of the mosquito net. If you already have a light installed above the net move it or use nets that do not have coloured material at the top.
- ☞ If the fale is raised off the ground, wide wooden steps can be built on the side facing the sea for guests to enter the fale, sit and look at the view or leave their shoes.
- ☞ A wooden shelf could be built in the roof of the fale for bags and guests' belongings.
- ☞ Wooden pegs can be fixed to some of the support posts in the fale for guests to hang their towels or wet clothes on.
- ☞ A door mat might be provided so guests can wipe the sand from their feet when entering the fale.
- ☞ A small traditional broom can be provided for guests to sweep the sand from their fale.



See the section on 'List of useful contacts', page 50 for help in locating your fales

- ai ni fautuaga pe o a ni faatititau tau le siosiomaga e aafia ai ia fale.
- O le faatitiga i le taitaiina o le talosaga mo le permita e faia lea e le Matagaluega o Galuega.

O le fausaga

E faatua ituaiga fale taele ma fale ese i le tupe ete faaoga e fausia ai atoa ai ma isi tulaga tau le siosiomaga e pei o le lava o le suava ma le lelei o ala vai. E tolu ituaiga faleese e te vaavaai iai; ole fale'eli, ole faletofo ma fausaga fou e le fa'aogaina ai le suava.



E aoga nei fausaga fou i nofoaga e le lelei le suava! peitai afa e le talia gofie le lotelina o ia otacota ona o fa'aoga faletoso. Ia matai ona e maua ni fautuaga ituaiga fale'ese e te fausia e talafataga ma le nuu o iai ou fale apitaga.

Po o lea le ituaiga fale'ese e te filifilia faafesootai pea le Matagaluega o Galuega ma le Matagaluega o Punaoa Fa'alenaatura mo se latou fautuaga.

E fua le numera o faletaele ma fale'ese i le aofaiga o fale nonofo o e mafafau e fausia. Ia tofua fale nonofo ta'i 3 ma le fale ese ma le faletaele. O nisi nei o auala e te fausia ai faletaele ma fale'ese.

- E le tau tuu'ese'eseina fale mo alii ma tamaitai. Peitai e tatau ona iai ni loka ma iai se faasiniomaga i fafo o faifitoto'a e iloa ai le faletaele ma le fale'ese.
- Ia iai se mea e tuu ai lapisi, o se pine e tautau ai le pepa mo le fale'ese, ose isi pine e tautau ai le solo lima ma se fata e tuu ai sina teu fugalaau.
- Ia lava le tele o le faletaele, ia iai le paipa ma se potu e sui ai. Ia iai sina fata i le potu o iai le paipa e tuu ai le fafimoli ma se fagu u'u ulu. Ia iai se avanoa e sisina ese ai le suava!
- Ia maua iuga le paipa taele ina ia le taita ai le ulu o se tagata umi. Ia iai se fa'ata ma ni mea e tautau ai lavaia i le vaega mago o le fale taele. Ia iai se pupuni poo se faifitoto'a i le va o le vaega mago ma le vaega o iai le paipa.
- A lava au tupe, folia nei fale taele i poloka ma'amola ina ia manatia i le vaai. Ia iai se pakete vai i fafo atu o le fale taele e faamama ai le oneone mai vae. Ia iai se tapu po o se paipa e fufuulu ai lima i fafo o faletaele ma fale'ese ma ia iai ma se fafimoli i taimi uma.
- Afai e toatele ni tagata i le atu ni tafaoga i le ao ona fai lea o se paipa e tu i tonu se paipa i luga o le matataga, ta'u i au malo ina ia 'aua le fa'aogaina ni fafimoli latatala ile sami ona e faaleagaina ai le oneone.

O le vaaiaga ma le tausia lelei

E tatau ona e vaavaai lelei i le aafia ole siosiomaga o ou fale taitaimalo i ituaiga fale'ese o loo fa'aogaina. Ia vave ona faaleleia ni mea o faaletonu ma ia faia ese tagata e iai sona tomai i ia tulaga. E taua tele le mama o ia nofoaga i taimi uma

Maintenance & Housekeeping

You will need to regularly check your fale and see that the roof is still waterproof and the blinds are not damaged. Remember to ask your guests if the fale was comfortable, and conduct a thorough check of the fale when guests leave. Here are some things to remember for your house-keeping:

- * *Clean sheets should be provided for all new guests. Sheets should be changed and washed with washing powder every three days for longstay guests. You should make sure there are no holes in the sheets and regularly replace old or stained ones.*
- * *You might like to ask your guests if they would like to move their belongings so you can clean the fale every three days. Mattresses and pillows should be beaten well and placed in the sun after each guest.*
- * *Mosquito nets should be checked for holes and aired in the sun after each guest.*
- * *Mats need to be shaken and swept free of sand.*



TOILETS AND SHOWERS

Your washrooms are perhaps the most difficult and expensive part of your facilities to design and maintain, but they are also essential. A great welcome and a big smile amount to very little if the toilets are dirty and there is no water in the shower!

Location

Remember that both toilets and showers present an environmental threat for your business. If you are planning to build new showers or toilets it is important that you carefully consider the best location for the facilities. Try to avoid building toilets directly on the beach. Ideally you need to locate your washrooms on firm ground on the inland side of the fale.

Applying for a permit:

Before you build a toilet you need to apply for a permit from the Ministry of Works, Transport and Infrastructure which mainly looks at the structure of the toilet facilities and septic tank. You will also need to obtain a development consent from the Ministry of Natural Resources and Environment through the PUMA Division. The first step in this procedure is to get drawings made for your toilet.

The MWTI can help you with this.

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

The MNRE-PUMA Division will then check the environmental risks of your proposed location.



MO MALO TOATELE

Afai e silia i le to'asefulu ni tagata e tatau ona fai lelei se potu pui'ipi e aai ai. Ia iai ni laulau ma ni nofoa. A tatala mo le nonofo o malo atoa ai ma le laulauina atu o meaai.

MO MALO TOAITITI

Ia faaaoaga se laulau laumiumi i totonu o se faleSamoa ina ia faigofie ai ona talanoa faatasi au malo.

O le fausaga

O le tele o malo e fiafia e aai ma maimoa i le sami ma o le mea lea e tatau ai ona lelei se nofoaga e faatu ai lou fale ai. Ia faatu i se nofoaga maupuepue ina ia manuia le vaai i le sami. Ia manatua foi ia aua nei mamao tele ma le umukuka.

O FALE'AI

Ia faamama i taimi uma ma ia fai ma vali pui'ipi. Afai e toatele ni au malo o iai, e tatau lava ona faamama so'o ma vaai pe o lava pepa mo fale ese. Ia suia teu i aso taitasi ma fa'aaoga fana lago e tape ai manu nini. Ia iai se tagata faapitoa e vaai ia fale i aso taitasi. Ia vaai i afiafi taitasi pe o mumu lelei moli. E tatau ona iai se faasologa ole aufaigaluega e vaai falesese i aso taitasi.

ma ia vaavaai i mea nei:

O le vaaiaga ma le tausia lelei
Ia faamama lelei le fale'ai pe a uma ona faaaoaga ina ia leai ni manu nini! ma ni siama e nonofo ai. Ia tau mamao ni tafiau ma tutu ni tulinamu e tuu i lalo o laulau. Ia iai ni nai teu i luga o laulau i taimi o 'aiga. Taumafai e sui 'ie o laulau i so'o se 'aiga.

E mafai foi ona sui le faiga o taumafa i aso, e pei o le faia o se papakiti i le matataga ma fai pesepesega ma ta se kitara. E manatia foi ae iai se lomiga o ata o ituaiga i'a i totonu o le potu 'ai e matamata ai malo a'o fai le latou taumafataga.

Design

The type of toilets and showers you decide to build will depend on your budget, and environmental considerations such as drainage and the availability of water. Your main choice is between a flushing toilet with septic tank, a pit latrine or a composting toilet. Currently the flushing toilet with septic tank is the most popular design but be aware that this uses large amounts of fresh water. Pit latrines pose a serious threat to your environment and are not recommended at attraction sites. Composting toilets are a new type of toilet which do not use water and protect the environment.

Whatever kind of toilet you are using, it is vital that you seek *expert* advice from the MWTI and MNRE-PUMA in its design and construction rather than relying on hearsay or trial and error.

The number of toilets and showers you need will depend on the maximum number of fales you expect to have. As a rough guide you should try to provide one toilet and shower for every three fales. There are many ways of making your toilet facilities more comfortable at quite a low cost. Here are some ideas for the design of the toilet and shower:

- Each toilet should have a small bin, a toilet paper holder, a small shelf for flowers and wooden pegs behind the door for clothes and towels.
- Make sure all the toilets and showers have lockable doors and indicate which are showers, toilets or changing rooms with neat sign on the door.
- The ideal shower should be large enough to have a wet area for showering and a dry area for drying and dressing. In the wet area you need a small shelf to hold soap or shampoo, this can be wooden but needs to have a small hole in the centre to allow the water to drain out.
- The shower head should be not less than 1.90m above the floor to allow for tall guests. The dry area needs a mat on the floor, a mirror on the wall, and two or three pegs to hang clothes on. It should be separated from the wet area with a shower curtain/door of some sort.
- Use ceramic tiles on the floor if you can afford them, they make the area more comfortable, attractive and easier to clean.
- Outside the shower you can provide a bucket of water so your guests can wash the sand off their feet before they go in.
- You need a place beside the washrooms where guests can wash their hands. This can be a very simple tap and bucket affair or a proper sink but there needs to be somewhere for the water to drain away and a place to hold the soap. It is also a good idea to have a mirror above the wash stand.



- E taua le numera o lau telefoni i malo, la alu ane se isi e iloa nanu e tali le telefoni.
- la iai se tusi e faamau mau iai faamataataga uma e tatau ona e iloa pe a faatonu atu ni malo e pei o le aofai o tagata ma moega e manaomia.
- la e mauitino o iai ni fale avanoa ma fesili i le taimi e tauunuu tonu atu ai malo. Faafetai i le o loo faatonu atu potu ma fai iai o le a e sauni e faataali mai i latou.
- la faamauitino lelei taimi sa'o e o atu ai malo. E mafai lava ona e fai iai pe mafai ona toe ta'u atu ia te oe faamataataga ua uma ona avatu ina ia faamauitu lelei ai le sa'o.

- Auala e faamaonia ai pepa malaga**
- E tatau ona iai sau telefoni poo se masini 'fax' e mafai ona faatonu atu ai ni fale 'ae le'i tauunuu atu. O le a faigofie ai ona e iloa fuafua au faatau e fai, o le tapenaga o fale atoa ai ma se polokalame o ni faafitafitaga mo malo. O nisi nei o mea taua e manatua pe a faatonu atu ni fale mo malo i le telefoni.
 - Afai e iai se televise ia logo i malo taimi e ola ai ma taimi e sau ai polokalame i le Gagana Peretania.
 - la mafai ona maua atu se nusipepa o aso ta'itasi e faitau ai au malo aua o nisi e fia iloa poo a mea o tutupu i totonu o Samoa ma isi atunuu.
 - Fesili iai pe manaomia ni tulii namu.
 - Pe mo'omia foi le ki o se musika
- O le vaaliga ma le tausila lelei**
- la teu mama ma vaai lelei ia nofoaga i taimi uma:

- O le fausaga**
- E tatau ona iai ni nofoa i luga o le matataga ma iai se faamailu ina ia maua ai se paologia. E tatau ona iai se fale e iai ni taaloga e pei o le piliati, o se televise poo se fata tusi e iai ni lomiga ma nusipepa mo malo. Ia lava fata ma aluga mo tagata ma ia lelei moli mo le faitau tusi i le po. E manatua foi ae iai ni taupega mo tamaiti ma se malae voliipolo mo au malo.
- Nofoaga e faatutu ai**
- E tatau ona tu'u i le ogatonu o lou fanua nei nofoaga ae e faalagolago lea i le tele ma le itu e alo iai.



- O ISI NOFOAGA FAITELE**
- E tatau lava ona iai nisi nofoaga faitele e mafai ona fa'aaogaina e malo e pei o se malae e ta'aalo ai tamaiti, o se malae taalo i luga o le matataga ma se nofoaga e mafai ona ta'oto'oto ai ma faitau tusi i lalo o le paolo o laau.

- If you have a lot of day visitors you might want to consider having a simple open beach shower so guests can wash off the sand or sea water after bathing, and you can then reserve your best showers for overnight guests. The beach shower can just be a simple pipe arrangement, but if it is right on the beach you should ask guests not to use soap or shampoos as this will affect your beach environment.

Maintenance & Housekeeping

Whether you have a pit latrine, a septic tank or composting toilets you need to carefully monitor its effect on the surrounding environment. Repairs should always be carried out by a trained person as soon as they are noted.

Cleanliness is absolutely vital in the toilet and shower area. It is important to pay attention to the following:

- ★ You should regularly scrub the walls and keep them freshly painted in light colours.
- ★ The number of times you have to clean your toilets and showers every day will depend on the number of guests you have.
- ★ If you have a lot of guests, you will need to sweep the sand out numerous times during the day, and check that everything is still clean.
- ★ Try to add fresh flowers every day and use sprays/mosquito coils to ensure the ants and mosquitoes stay away.
- ★ Check in the evening that the light is working properly and there is enough toilet paper.
- ★ You might find it best to have a roster showing which of your family or staff should be looking after the toilets on which days.

Be careful!

Inadequate maintenance of your toilet facilities will quickly destroy your business.

DINING FACILITIES

All beach fale operators need a clean and comfortable place where they can serve food to their guests.

Location

Guests may like to enjoy a view of the sea while they have their meals so choose a nice location on some high ground, or build your dining fale up a little to give a good view. The location of the kitchen will depend on the layout of your land but it should not be too far from the dining facilities.

Isi auunaga

Afai e lava sou taimi ona e vaasi lea i nisi auunaga faapopopo e maua mai ai se isi tupe, a le o lena e matai foi ona iai nisi aualea e faaleleia ai lau tautua ae leai se tupe e alu ai. O nei tulaga uma ole a faateleleina ai le avanoa e mautua fa'amalieleina ai au malo i au auunaga.

★ la aafia i au auunaga le matai ona e tataina tagamea mo malo.

★ la maua ni vai 'aiga ina ia matai ai ona faatonu atu se mea'ai māmā i so'o se taimi.

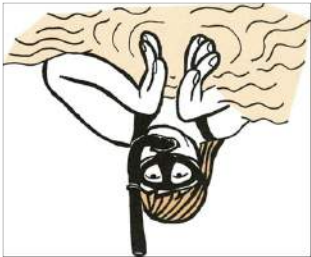
★ Ta'u atu iai e matai ona fai ni papakiti i le aoauli poo afa'i pe a mana'omia.

★ Faasalalau le matai ona fai o ni pati poo nisi sauniga i ou fale.

★ la iai nisi mea e matai ona fai e au malo e pei o le alo paopao, poo le ti'eti'e uila i ta'ea po. Ia fuafua lelei tau o ia auunaga.

★ la iai se pusa aisa e matai ona fa'aaogaina faatasi e au malo e tu'u ai a latou lava taumata.

★ Poo a lava nisi auunaga e te ofoina atu ia tusia manino uma ia tulaga i luga o laupapa o faasalalau ina ia iloa e malo tau o auunaga eseese.



la iai se tusi e faamau uma ai ni matala ua faatonu atu ina ia faigofie ona e iloa ma sauni'ia.

Igoa	Aofai o Malo	Aso e faunuu ai	galuega	Aso e o ese ai	Numera o fale e maaomia
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Design

The design of your dining facilities will depend on your average number of guests.

LOTS OF GUESTS (per night) it will be worth building a proper enclosed dining area with a number of tables a buffet area and individual chairs. Alternatively you could have a large 'C-shaped' table open in the middle and at one side to help with food serving.

SMALL NUMBER OF GUESTS A long rectangular table under a thatched roof may be more practical and can provide a good opportunity for social contact.

Sometimes you might like to give guests a different experience by holding a BBQ on the beach and making a camp fire where they can sit around in the evening, sing songs and play the guitar. It is a good idea to have a poster of different fish on the wall in the dining area so you can point out the type of fish your guests are eating.

Maintenance & Housekeeping

You need to ensure that the dining area is always cleaned after each meal so that it remains free from insects and germs. During the meal ensure that all cats and dogs are well away from the area and light a mosquito coil under the tables.

It is good to put fresh flowers on your tables for each meal and even nicer if you use a clean tablecloth on the table every time.

COMMON FACILITIES

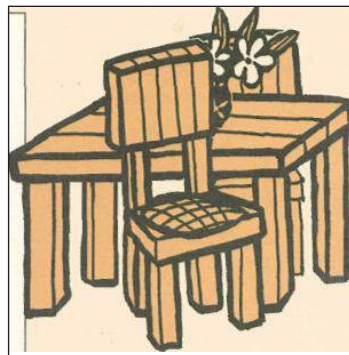
In addition to the foles, washrooms and dining area it is a good idea to have some common areas for your guests. These include areas for children to play, areas for beach sports and places where guests can relax on comfortable beach chairs in the shade and read books or talk to other guests.



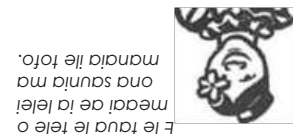
Maintenance & Housekeeping

As with all your other facilities, your common facilities need to be kept clean and tidy at all times.

- ☐ If you have a television remember to inform your guests about what time they can watch the news in English.
- ☐ Ask them if they need a mosquito coil.
- ☐ Turn on the TV only when it is requested and



The tables should be between 70-80cm from the floor and the chairs or benches should be 45-55cm from the floor to allow room to sit comfortably. If you are using wooden chairs or benches you should try to cover them with matting or cushions to make them more comfortable, and also provide some back support.



E le tava le tele o
meaai ae ia lelei
ona saunia ma
manuia ile tofo.

E tolu ni itu taua e tatau ona va'avaai lai:

* o le tuatua lelei o se pepa poo le menu e faasino atu ai taumafa e maua i lea aso ma lea aso mo 'aiga o le taeao, aoauli ma le afiafi.

- * o le saunia o taumafa atoa ai ma le,
- * laulauina atu i tagata.

Fuatnaga o taumata o le aso

E esese lava taumata e tiatia iai tagata esese. O nisi e tiatia i taumata Samoa a o nisi e faigata ona faamasani iai. Ia fesuisuia'i taumata i malo o loo nonofo ai.

E tatau ona e iloa pe o a ituaiga faumata e fiafia tele iai malo. Ia manatua:

✿ A tasi se vaega na o atu taatasi o nonoto i ou fale ona ave lea iai o se

hihihi o taumata. E tatau ona e alu i tale ta'itasi ma fesili pe manana o ini taumata Samoa mo le taeeo pe ose aiga faapapalagi ma ia faapena

✧ Afai e leai se filliiliga ona faapipii lea pe tusia foi taumafa o aiga i lau

laupapa o taasilasilaga.
E tatau ona e iloa pe fai se isi e man'aomia ni taumafa taapitua.

Alai e lai ni tairaii, lesii i mairua i mea ai e ilaila lai tairaii. E laiaa lava ona lai ni taumafatua tuu apa e pei o le supokeli poo apa pi. A lai se pepe,

la ta'aoga ni taumafa fou i taimi uma.

fiatlia se isi i se tasi o taumata.

la laulaina mea! in i pu tetele ina ia asu lava na o mea e mafai ona faamafatia ma faaititia ai le maimai o faamafatia.

O nisi nei o taumata e matai ona saunia mo malo ma o le faata'ita'iga:

'Aiga ole taeao
Fesili! i au malo! le po pe mananao ini taumafa papalagi poo ni taumafa
Samoa mo 'aiga ole taeao.

TAUMAFAPA SAMOA
Paniikeke, koko araisa, supo esi,
koko Samoa ma fuilaau taumafapa
mata.



- ☐ make sure the volume is low after 9pm.
- ☐ Try to pick up a newspaper whenever you are in town as guests will often appreciate this.

Location

Common areas are normally located near the centre of your beach fale area, but this will depend on the layout of your other facilities.

Design

On the beach you can have wooden sun chairs with thatched umbrellas for use during the day, and in the central area you could have a small fale where books and magazines, games, a guitar and other things can be found. Make sure there are cushions and mats available and the lights are good enough for reading in the evening. If your beach fale is popular with day visitors you should also try to make some swings and a volleyball court for the guests.

BOOKING FACILITIES

Keep a booking diary beside the phone so that you can quickly and accurately get the important details.

Name	No of guests	Date of arrival	Date of departure	No of fale & position
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If possible you should try to have a telephone and even a fax machine so that guests can make bookings in advance. This makes it easier for you to plan your activities, shopping and fale preparation. Here are some useful tips about taking a booking on the telephone:

- Your telephone manner is very important to guests. Try to ensure someone who speaks English always has the job of answering the telephone.
- Keep a booking diary beside the phone so you can write down when the guests would like to come, how many fale they require, and how many people will sleep in each fale.
- Check that there are fale available on that date and ask the guests what time they plan to arrive.
- Thank the guests and tell them they are confirmed and you look forward

If you don't have a phone connection try to encourage the Post Office to install a line or you might also consider getting a mobile phone if this works in your area

'Aiga o le aoauli
Fesili poo ai e mana'omia se 'aiga ole aoauli e fuafua iai falea e te faatau mai. Fesili iai pe manaomia ni niu, falea poo ni sanuisti. A oo i Aso Sa valaaulia i le tonai a le tou aiga.

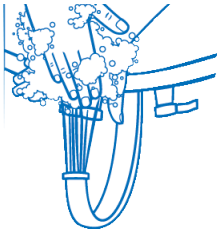
'Aiga o le afiafi
la suisu i au 'aiga o le afiafi i moa, i'a ma'ano o manu. E le fiafia tagata mai fafo i taumafa ga'oa tu'u apa e pei o pispupo, o mamoe poo si'usu'ni pipi. E le fiafia tele fafo i taumafa e falea ae manana'o i taumafa e tunu vilivili pe saka i le vai. la ina'i se taumafa povi i le araisa poo se pateta, falea, poo saiminii. la iai foi ma ni fuatau aina, ti po o se kofe.

Fuatau taumafa mata
E fiafia malo mai fafo i fuatau taumafa mata e maua i Samoa ma e taua ai le totoina i lou fanua. la maua ni ituaiga fuatau taumafa mata eseese e pei o esi, fala, mago ma fa'i pula ae maise pe a o'o i taimi o fuata. E maua mai laa toto i le Ofisa o Faatoaga i Nu'u poo Natania.

Vaiinu ma vai'aiga
la lava le vai aisa i soo se taimi ma ia mua'i faapuna le vai ona faamalu ai lea. la lava taguvai ina ia mafai ona ave vai ole fale ia e fa'aaoga. la fa'amama ise vai vevela tagu pe a uma ona fa'aaoga. O nisi tagata e manana'o i se niu poo se ipu ti poo le kofe e o faatasi ma se pepa keke. Afai ete le faatauina ia taumafa ona faasino lea iai o se faleoloa e maua ai. E manafa foi le taua ose au fa'i pula e fai ma vai 'aiga a au malo.

la tumama i le saunaiina o mea taumafa
la le na'o le saunaiina o ni kuka mananaia a ia mama ma lelei ona faatinoina ina ia le ma'i se isi. la manatua mea nei:

- * la mama uma uio ma ipu e fai ai kuka.
- * la tufulu mama ou lima a'o le'i faia kuka. la
- * mama kapoti ma sefe e tuu ai taumafa.
- * la fai ni solo lima mama.
- * Aua le toe faa'aisaina ni mea 'ai ua uma ona fa'avaivai.
- * la tu'u eseese aano o manu mai fuatau aina i totou o le pusa aisa.
- * la faavele lelei moa se'ia te'a le mumu o ponavi.
- * la eseese laupapa e fa'aaoga e tipi ai povi ma fuatau aina.
- * la faamama fuatau aina i se vai vevela.
- * E le fiafia malo e aai i soo se 'a au e maua. la faateete ile fa'aaoga ina o nisi 'a laiti ona e o'ona ai tino o nisi tagata.
- * la faaoga vai faapuna e fai ai ni aisa.
- * la aua ne'i latalata atu ni meaola ile umukuka e iai fa'atau ma pusi. la aua nei papai nei meaola i tino o ipu aua e tele ni faamati e tauaveina e



FAASILASILAGA TAU
la fufulu mama ou lima i taimi uma ae le i tagofia meafai

- to seeing them.
- Always make sure you fully understand what the person has said even if you have to ask them to repeat it several times — it is essential that you get the booking correct.

Additional services

In addition to the above, if you have the time and the opportunity, you might like to earn some extra revenue by adding to the services you provide, there are also services that you can provide at no extra cost simply to enhance guest satisfaction. Here are some examples of both types of service:

- Provide a laundry service for your guests.
- Offer a snack menu for guests so they can order food anytime.
- Offer to make picnic lunches or BBQs at midday or in the evening.
- Advertise your facilities for office parties and other village functions.
- Arrange a variety of different activities and tours.
- Have canoes, kayaks, snorkeling gear or bikes available for hire at an hourly or daily rate

KEY POINTS

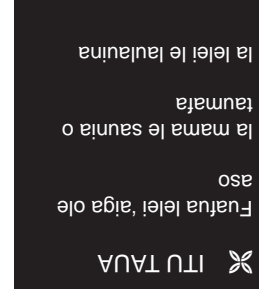
Plan before you build

Keep all your facilities clean and tidy

Do a little extra to make your guests comfortable



- Provide a common refrigerator for guests to store their own food and drinks.
- What ever additional services you offer, make sure that you have these written on your price list so guests know how much to pay.



E mafai ona saunia lava e malo a latou taumafa
A fai e mafai ona fai lea itu i ou fale tali aptiaga, e tatau la ona iai se oganumu ma le pusa aisa e faaoga e malo. Ta'u iai e tatau ona iai ni faailoga i luga o mea e faaogaina ina ia le feileiloga'i. Ia iai se isi na te faamamaina le umukuka pe a uma ona fa'aoga e malo.

O MAIMOAGA MA NISI MEA E FAI
A tannuu ni tagata tafafao ise notoga fou e manao latou te iloa pe o a ni maimoaga poo nisi mea e mafai ona fai i le taimi o le a nonofo ai i ou fale aptiaga. E tatau le mafai ona e tuuina atu ia faamatataga i au malo.

O le laulaina o taumafa i malo
Ia iloa e au malo taimi e laulau ai 'aiga ole aso. Afai e le to'atele ona fesili lea iai pe o a taimi e manano'o e 'aai ai. E masani ona laulau 'aiga o le taeao i le va ole 7 ma le 10, aiga o le aoauli i le va o le 12 ma le 2 ma aiga o le afiafi i le va o le 6 male 8. O le tele o tagata e manano'o e o atu lava latou e filifili mai mea e fia aai ai ae le o le tufaina atu o ipu meaa. O le auata foi lena e faasao ai le tele o meaa i mau mau ona ole so'ona asu.

- o latou tino.
- Ia au nei faaogaina ni taumafa na totoe mo au malo. Ia vela lelei taumafa pe afai ua toe faavevelaina.
- Ia malu pui'ia au oganumu ma le pusa aisa ina ia le afaina ini mu A umi o motusia le eletise ona 'aua lea le toe faaogaina o ni taumafa tuu aisa o iai.

PREPARING FOOD

The quality of the food you serve your guests will affect their satisfaction with your beach fale as well as the price you can charge. There are three main areas to consider:

- menu planning,
- food preparation, and
- food serving.

Menu planning

Different guests like different types of food. For some guests eating traditional food will be part of the cultural experience, but others will find it hard to eat. You need to try to adapt your menu towards the kind of guests you have staying. Here are some general things to remember and some useful tips:

- ☐ If you have just one group of guests give them a choice of food.
- ☐ If you are not able to give a choice of food, make sure to pin up a menu every morning in the dining area for guests to see. You could also use a black or white board to write up your menu.
- ☐ Ask if your guests are vegetarian, diabetic or have any other special food requirements.
- ☐ If your guests have young children be sure to consult them about what the children like to eat. Always have a few tins on hand like spaghetti or baked beans for the children. If your guests have a young baby offer to assist them heating bottles or making up food.
- ☐ Always use fresh foods from your village plantations when possible.
- ☐ Always prepare more than one dish so guests that don't like one can have the other. You might like for example to have one traditional dish such as breadfruit and another international dish like noodles.
- ☐ Try to vary the evening menu so you have something different every day of the week.
- ☐ Put the food out in dishes so your guests can serve themselves as this helps to reduce waste.

You should note that quality & variety are usually more important than quantity, especially for overseas guests.



la faailoa poo a ni maimoaga
E latalata ane ma mafai ona asia e au malo.

MAIMOAGA FAANATURA

- toga togo,
- vaomatua faasaoina,
- faasao ile aloalo,
- ana,
- afu ma vaitaele,
- pupu,
- matafaga.

- nofoaga o aso ananua,
- fausaga o fale faasamoa.

MAIMOAGA FAALFAGANUU

la mautu se lisi o nei nofoaga ma faatonuga pe faapefa ona o lai. A lai ni taavale a au malo ona o ai lea ae momoe ane i ou fale apitaga.

- Fai se lisi o ni maimoaga e mafai na o lai i le ao ma tau lai e mafai ona e saunia se latou aiga o le aoauli e o ma ave atoa ai ma le tau.
- E mafai ona fai lava ni au malaga ma e saunia le auala.
- Ave ni faatonuga i au malo ia toe faamautu ua manino ma malamalama lai latou. A lai se faatanua ave lai e faaaga.
- Mo nisi faamatataga i galuega faatalata fesili mo lea lomiga ua saunia e le Pulega o le Ofisa o Tagata Maimoa Mai.

O le filiifiliga poo a mea e fiafia au malo e fai

E pei ona taua muamua, o nisi o tagata tafafao e fiafia e o i maimoaga eseese e latalata ane i faletalimalo ae peitai o isi e na o le fia malolo lava i le matafaga. O le mea taua o le faamatataga lai o mea uma e mafai ona latou fai ona taua lea lai o le faitalia poo fea e fia o lai.

E tatou foi ona faamatataga tonu lai maimoaga e totogi ai tupe ina ia latou iloa ma fuafua lai a latou tupe e faaalu.

O a nisi mea e mafai ona faia?

O nisi nei o mea e fiafia tagata tafafao e fai...

Fagotaga

E fiafia lava isi tagata e faamasani i le lalo ina o se upega fagotaga poo le fagotaga i le paopao ma fa'aga se mata tao. E mafai ona faia lava e oe poo le faaaga ai o se isi e iloa fai faiva ae totogi ai se tupe pe \$10 ile itula. la saogalemu vaa e fa'aga ma ia e mautinoa e iloa e au malo fe'ausi. E tatou foi ona ave ni ofu faaola pe a o ise paopao poo se vaa fagotaga. A leaga le tau aua le fa'atau'uina ia tulaga.

Faase'ega i le au poo le tu'u mau

Faasino lelei lai nofoaga e lelei mo nei tulaga. A le o lena e lai lava isi



Here are some ideas for different meals...

Breakfast

Tropical Breakfast

fruits, toast, pancakes, coco-rice, pawpaw, butter, jam and tea, coffee, lime juice or coconut juice.

Full Breakfast

A combination of toast with ham, egg and cheese or bacon, fruits, corn flakes, pancakes and tea.

Lunch

Sometimes your guests may also like you to provide lunch or a picnic for them. Ask your guests the night before what they would like ie coconuts, bread, sandwiches or BBQ and fresh fruit. On Sundays you might like to ask guests if they would like to join your traditional family meal.

Evening meal

You should vary your evening meal between fish, chicken or red meat. Try to vary the way you cook this ie, roast, grill, fry, boil, poach. In general, overseas guests do not tend to like fatty or tinned meats such as corned beef, turkey tails or mutton flaps. Many people also prefer food that is not fried. Try grilling or poaching fish instead of frying it. Alongside the meat you should provide either rice or another starchy food such as potato, breadfruit or noodles and you can also have some green vegetables like cabbage. Try to always provide fresh fruit for dessert along with tea, coffee or Samoan cocoa or homemade herbal teas.

Fruit

Tropical fruits are very popular with guests. Make the most out of this free food by growing fruits yourself. Try to serve a variety of fruits, not just papaya and bananas, find mangos, pineapples, guava, passion fruits and other delicacies when they are in season. You might like to go to Nafanua Horticultural Centre at Vailima to learn about growing a greater variety of your own fruits.



You could also make lemon leaf or lemongrass tea which your guests may find refreshing

kamupani faapitoa mo nei mea ma e mafai ona faasino iai malo ina ia iai se isi latou te o faatasi. Afai e iai ni au mea e fa'aaoga mo le tu'u mau'u e mafai ona faaaogaina e malo ise totogi talafagai.

- *Savali e maimoa i le nuu*
E mafai ona ave au malo e faamamamata i le tou nuu ae totogi pe \$10 i le itula, la lelei ona faamatala iai mea taua e iai le falesā, o fale e fai ai fono a le nuu ma isi tulaga faapena.
- *Asasi e ma'umaga*
E iai foi nisi e fia asiasi i ni maumaga ina ia o latou iloa ai laau toto o Samoa, la faasino iai laau ma faamatala o latou aoga. E mafai ona faai'u se asiasiga i le faasino iai o le saunia o ni meaai Samoa e faaoga ai fua o lau faato'aga.
- *Gaosi o galuega tauilima*
E iai nisi o malo mai fafo e fia iloa lalaga ni fala poo ato e faaoga iai le launui, o le lautala ma isi mea. E le gata i lea o le faiga o le siapo poo le taina o tanoa. A iai se isi o le tou nuu e poto i lea itu, ona faafesootai lea iai o ni maimoaga atu i ana galuega ae totogi.



Po fiafia
A toatele ni malo e asiasi atu ona mafai foi lea ona e sauni se po e fai ai ni faafiataga faa-Samoa e mafai ona 'auai faatasi ma malo. A le o lena, e lava a i se tagata e faia ni pesepesega ae ta se kitara.

Mea e fai i Aso Sa
la iloa e au malo ni faamatalaga i sauniga lotu. E mafai foi ona e valaaulia e auai atu i lotu afiafi a lou aiga pe a mamanao ai. Aua le faamalosiā i lotu i le aso Sa ae afai e fia o, tuu iai le avanoa e lafo ai sa latou meaaloa.

Auala e faailoaina ai i malo o mea e fai

E taua le manino ma le moni o faamatalaga e te tuuina atu i au malo e uiga i mea e mafai ona latou faia.

O nisi nei o auala e faao'o atu ai ia faamatalaga i au malo:

- * **Fale faapitoa e maua iai faamatalaga.**
la iai se fale faapitoa e tuu ai lau telefoni, o lomiga e uiga i ou fale apitaga ma isi maimoaga, o nusipepa, ma ni faafanua. E mafai foi i ona fai lea ma fale e faafailoa'i ai au malo.
- * **la iai se laupapa mo faamatalaga.**
E tatou ona iai sau laupapa i le fale tele lea e faatasi uma iai malo e aai ai. O iina e mafai ona iai lau lisi o notoga e tusi ai igoa o lou aiga ma le mafai foi ona e fa'aaogaina le laupapa lena e tusi ai igoa o lou aiga ma le aufaigaluega, o itula o 'aiga, o taimi e sua ma pe ai le tai ma faamatalaga i taimi o vavao a le tou nuu, o taimi o lotu o le Aso Sa, o taimi o pasi ma tau o



O LE VAAIGA O LAU MATAFAGA

O Samoa o se atunuu e matagofie ona siosiomaga ma e taua le tausia lelei. E faapena foi lou taumatai ina ia e faamatalaga i soo se taimi. O nisi nei o auala e faamatalagofie ai ou siosiomaga.

Faamamaina o matafaga

Ia faamama ese uma otota, atigi tagu poo ni limilimu to'a mai le matafaga i taeeo uma pe a uma 'aiga o le taeeo. Ia leai foi ni meaola taaloa e ia i le matafaga. Fai se faasiasilaga ina ia aua nei faaotota i le matafaga ma ia ia ni kalone e faatutu solo e tuu ia lapisi.

Faatali sei maea 'aiga o le taeeo ona faatota tae lea o le otota ina ia le faalavelave i au malo. Toli i lalo ni popo e ono malili.

E mafai foi ona fa'aaoga ni fa'alailo e puipua ai malo mai ni fa'alavelave e ono tutupu.

O sau togalaau

Ia lava ni laau e toto i tafatata ole matafaga e faapaolo ma pupuni mai ai malo mai tagata teoa'i.

- * E lelei le talie mo lea tulaga. E tatau foi ona fai ni togalaau laiti i autafa o fale e faamatalagofie ai i le vaai.
- * E sili atu se pa aute nai lo le pa sima pe a manaomia le puipua ose vaega o le fanua, toto ai foi ma ni laau e ia i fuataau 'aina. Ia tele ni ituaiga laau esese e to'ina i lou fanua.
- * E mafai ona maua mai ni fautuaaga i ni laau e toto mai le Ofisa o Faatoaga i Nu'u.



ITU TAUA
Ia faailoa mataaga e latatata atu i ou fale
apitaga
Fuafua lelei isi mea e mafai ona fai
Ia laurofoga fiafia a o tufaina meaai i malo

* E le tatau foi ona soona faatele ni mea e fai i ou fale tali malo.

Ia faatatau ona e vaavaai poo a ni mea e mafai ona e faia faapitoa e pei o malaga i paopao ina ia faasalalauina i luga o lomiga mo ou fale apitaga ma iloa ai e tagata tafafao ina ia o atu tonu mo ia mea a ua latou iloa.

pe a manana'o au malo e aua.

* Api e tusia ai mea e fai i le aso.

pasese atoa ai ma taavale la'u pasese.

Drinks and snacks

You should provide your guests with as much cold water as they want — free of charge and with all meals. This drinking water must be boiled for at least ten minutes to remove bacteria, and then placed in a clean container, cooled and placed in the fridge. Some guests might also like to have a coconut, soft drink, coffee and homemade cookies at some other time of the day. You should try to either have these things available or let your guests know where they can be purchased. Guests will also appreciate free bananas and papaya. You can hang a branch of bananas in the tree or at the dining fale for your guests to snack on whenever they like.

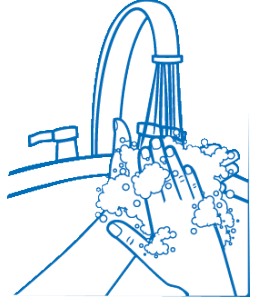
Food preparation

It is very important that you not only make tasty attractive food but also prepare the food safely so your guests do not become sick. Here are some simple things to remember:

- ✓ Make sure all your utensils are dean before you start cooking.
- ✓ Always wash your hands with soap before touching any food.
- ✓ Keep your cupboards clean and tidy.
- ✓ Always keep clean towels handy.
- ✓ Do not re-freeze foods which have already been frozen and defrosted.
- ✓ Keep meat separate from vegetables and other food items in the base of your freezer.
- ✓ Always check chicken is cooked right through to the bone and is not at all red.
- ✓ Prepare meat and vegetables on different boards and with different knives and wash utensils well afterwards.
- ✓ Always wash your hands properly after handling food especially raw meat.
- ✓ Wash all vegetables in clean/boiled water.
- ✓ Not all reef fish are palatable to overseas guests, be especially careful to avoid serving the smaller and more colourful fish which may cause a bad reaction in those who are not used to them.
- ✓ Use only boiled water for making ice.
- ✓ Keep your kitchen clean and do not allow children or animals like chickens, cats and dogs in the area. Be especially careful that the cats don't get on the sideboards or near the dishes as they can spread disease.
- ✓ Don't serve left-over food to your guests.
- ✓ Make sure your kitchen is well maintained especially by your chef
- ✓ Throw away food from your freezer if the power is off long enough for food to defrost.

IMPORTANT

Always wash your hands with soap before touching any food!



Food serving

Let guests know what time meals are served. If you only have a few guests ask them what time they prefer to eat and try to cater to their needs. Most guests will like to eat breakfast between 7 and 10am, lunch between 12 and 2pm and supper between 6 and 8pm.

Many people prefer self served instead of being given a large plate, and this way you can also avoid too much waste. If you arrange the different dishes in the middle of the table guests can take what they like. Although it may be difficult at first to get quantities right, in time you will find out how much is needed.

Remember that food can be part of the cultural experience. Be sure to explain to your guests what the different dishes are when you put them on the table. You might also like to show guests your food garden and encourage them to try local recipes and see how the food is prepared.

Self-served beach fales

Some beach fales allow guests to prepare their own food. In this case visitors need to have access to a common refrigerator and cooking facilities. Guests should be asked to label their food so it is not confused with your own. You should also make sure someone in your family is responsible for keeping the kitchen clean and tidy.

KEY POINTS

Plan your menu carefully

Ensure hygiene in food preparation

Serve food in an attractive manner

ATTRACTION SITES AND ACTIVITIES

Attractions Sites and activities available nearby your beach fales are of great importance to your business, principally because they encourage your guests to stay longer with you. Some activities also have the added benefit of providing a little extra income for your family.

Identify your attractions

An attraction can be any special feature of your area which guests are interested in visiting.

NATURAL ATTRACTIONS

- ✕ Mangroves,
- ✕ Rainforest reserves,
- ✕ Marine protected areas,
- ✕ Caves
- ✕ Waterfalls,
- ✕ Fresh water pools,
- ✕ Blowholes, and
- ✕ Beaches.

CULTURAL & MAN-MADE ATTRACTIONS

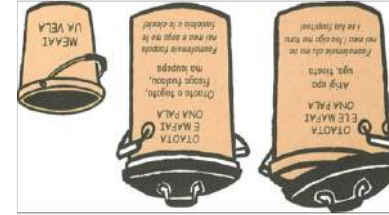
- Archeological sites, and
- Traditional architecture.

O le faiga o otaota ma lapisi
la tofi lelei se tagata e gafa ma le vaaita o otaota ma lapisi. Taumafai e toe faaaoaga ni mea e mafai ona toe fa'aoaga e pei o atigifi fagu pa'u.

E lua vaega o otaota e tatau ona titaia:
(i) o otaota e mafai ona pala e pei o otaota o tagata, fualaau, aina mata ma toega mea'ai ma
(ii) otaota e le mafai ona pala e pei o pepa illa, tioata ma pa'u. Taumafai e talanoa ia au malo ina ia toe foi ma ave a latou otaota e le pala gofie.

* A faaaoaga fale'ese e le manaomia ai le suavai, o le a puipuia ai ou matataga
ma'i otaota e tafe atu lai.
* E mafai ona faaaoaga toega o meaai e faapala e faaleleia ai le elelele mo au togalau. A le o lena e mafai ona fafaga ai au mea fafaga e pei o puua ma moa. Aua le faapalaina solo meaai aua e faigofofona lalata atu lai isumu.
* E mafai ona faaaoaga fagu uga e tuu ai vai inu i le pusa aisa. A le mafai ona nunumi faalaiti lea ae tatano mamao ma matataga.
* E mafai ona tatano pepa pe susununia foi.
* E tatau ona ia uina i lolii lapisi e le mafai ona pala pe tatano foi ae aua le tanuina lalata i le matataga.
* Ia lai ni kalone lapisi e faatutu solo e tuu lai lapisi aemaise i tatataga o fale nonofo ma luga ole matataga. Ia faigofofona s'ina i luga o le lolii lau lapisi.

Kalone lapisi



Ia puipuia mai le faaleagaina o le gataifale

A mama ou matataga o le a faapea foi ona olelei a'au ma malu puipuia ai ou fale apitaga mai gatu. O le a faapea foi ona faaleleia i'a e maua ma maua ni nofoaga lelei e mau ai au malo e matamata i amu ma isi meaola o le aliti tai:
* Ia lelei le nofoaga o alu lai otaota o fale'ese.
* Ia taumafai ia uunai uma tagata o le tou nuu ina ia faaleleia fale'ese.
* Ia iloa e tagata o le tou nuu faiga e faatamata ai ituaiga lapisi.
* A'o'o lou aiga i le faiga o lapisi.
* Ia faasaina faaaoaga o auata sese e maua ai i'a e lai fana i'a poo isi valilau oona.
* Ia aua le faaaoaga amu mo le faiga o fale.
* Fautua i au malo e aua le aveesea atigifi figota, amuamu ma nisi meaola mai le a'au.
* E le lelei le faatuuina atu o ni atigifi figota i au malo aua e faateleina ai le aveesea o ia mea mai le gataifale.

Faamata'i i au malo e mu gofie fale Samoa ina ia iloa faateete i le ulaula ma le fa'aoga ina o mea tui namu. A fa'aoga moli karasini ia o latou iloa fai. Aua le fa'aoga moli ga'o i totonu o fale Samoa ona e aafia gofie ise mu. Ia vaai lelei foi le uaeaina o moli eletise. A tupu se mu faaoga suavai ma le oneone e tape vave ai.

O le aafi

- la lapa'i au malo i le teuina malu o ni mea taua o ia latou ato ma aua puipuia ai oe mai ia tulaga le manuia:
- la fa'atatala i le teuina pe soona fa'atatala solo a latou meatotino aoga i le matataga.
- la ia se mea e mafai ona loka ai nei mea.
- la aua nei uia fua e nisi tagata autafa o fale.
- la tuu 'ese'eseina malo e nonoto mo taimi uumi ma malo asiasi atu mo tafaoga puu.
- la fa'atatala ina o ni tagata e te fa'atatalaina ma e iloa.
- la ia se moli e mumu i po po'o se leoleo po.

E ono le toe oo atu ni malo i ou fale apitaga pe a ia ni gaoiga ma o le mea lena e tatata ai ia te oe ona malu puipuia au malo mai ia tulaga. O nisi fesoaasoa nei le mauina o latou saogalemu. E tatata ona malu mea e teu ai a latou tupa, o tui lea ua nonoto ai i ni fale taalea e leai ni loka ma e oo ia i latou le popole ona se ato o ia uma ni ana mea totino. O le toatele o nei tagata o se taimi muamua fa'atatala ua umi se taimi o taamilo i le lalolagi ma o le a fa'apopoleina pe afai e gaoia E tele ni gaoiga ua lipoia mai fale apitaga tu matataga. O le tele o ni tagata mai

O gaoiga

E tatou ia te oe ona e vaai i le malu puipuia o au malo aua a ia se isi e afaina ona ose fa'alavelave poo se gaoiga o ni ana mea totino o le a fai lena ma maka leaga o lau pisinisi. O le a fa'aleaga ina uma ai foi ma le malologa a le ua aafia.

O LE MALU PUIPIUA O AU MALO

- la aua le veleina fuesina poo nisi laau o tutupu i le matataga ona e maopo lelei ai le oneone i o latou a'a.
- la totouina foi nisi laau e peti o le talle, leva, pulu, fetau ma niu ina ia taofio ai le solo o le oneone.
- E tagata tele le fa'atatala silima ma e ono fa'aleaga ina ai le matagofie o le matataga. Ae ia saili pea se fautaga i le alaga tatou ona fai ose taligatu aua a le lelei ona fai e atili ai le aia e galu o le matataga ma ono afaina ai le fanua o lou tuaoi.

E vave ona aia matataga i galu aemaise i taimi o matagi malolos pe a leai se auata e puipuia ai. Ona e taua le matataga i lau pisinisi ose popolega lea e tatou ona e nofo uia ia.

With your family make a list of all the attractions in your area with directions of how to get to each one, you could also offer to take your guests to visit them. Guests who arrive in their own car may like to make a day trip from your beach fale and return again for the night.

- ❖ Make a list of possible day tours and prepare a picnic lunch for your guests at a small cost.
- ❖ Organise and take your own day tours and provide transfers to Apia or the airport if required.
- ❖ When giving guests directions always check carefully that you have been clear and they have understood. Try to draw or obtain a small map to help visitors find places of interest.

If you would like to learn more about how to guide tourists ask STA about their Tour Guiding Training Manual.

Overseas guests will often feel uncomfortable if they are not sure if they should be paying for an activity or not.

Arranging activities

All guests are different; some will like to have an active holiday visiting all the attractions of the area and others will prefer to have a quiet relaxing time on the beach. What is important is that your guests are informed about the different possibilities. Here are some ideas about possible activities.

Fishing trips

Overseas guests are often keen to learn how to throw a net, paddle an outrigger canoe or use a harpoon to fish with. You can show them how to do this for a small fee during an afternoon lesson. Remember to check that the boat is safe and that the guests can swim. If possible, always provide life jackets when taking guests out in a boat or canoe and don't risk going out if there is a storm coming or the wind is strong. Always tune in to radio AM/ FM for daily weather bulletins for more detailed information and always cancel trips if conditions may be unsafe for guests.

Snorkelling or surfing

If your guests would like to snorkel or surf either show them the best places to go and give them information about the currents and tides. You may also like to hire out snorkeling equipments for a small price but remember to rinse this properly in clean water after each use to extend its life-usage.

Walking tours

Guests may be interested to have a guided tour around your village with someone who can speak English. A guide could show them the church and the meeting house and other sites of interest and explain how the village is organised.

Plantation tours

Guests may be keen to be shown around a plantation as there will be many new plants they have not seen before. A guide could take them around the plantation and identify the different plants and their uses. You could also go up to the forest or show them any special natural features like caves or lava tubes. You might like to end the tour by showing guests how to prepare and cook local food and to brief them on the importance of medicinal plants and their uses.

Craft instruction

Overseas visitors may be interested to learn how to weave traditional mats and baskets made out of palm leaves, make tapa cloth, or see a career at work. If someone in your family or village is knowledgeable about any of these crafts you could take your guests to visit them. Maybe they will even buy some handicrafts.

Fiafia night

When you have enough guests staying you may like to organise a fiafia night at your beach fale and encourage their participation in singing and dancing. On other nights you may simply have one of your families playing the guitar.



Sunday activities

You will often have guests staying with you on a Sunday and you can provide them with information about church services, dress codes and protocols. Remember though that many may prefer to relax or learn about the umu preparation and attend your family to'onai.

Informing guests about activities

Good, clear and accurate information is very important when you are planning tourist activities. Be honest about what you can provide so you don't disappoint your guests. There are several ways you can provide information about activities:

- It is an advantage to have an information fale where you could have your telephone, brochures, information board, newspapers, magazines, books, and maps. This could also be your reception area or part of your common room.
- You could have a white/black board located in the common area or main fale where you could have a list of the different activities and their prices. You could also use the board to write up the names of your responsible family members, meal times, high and low tide and any information about sea currents, curfews, church services, bus timetables and rates, taxi rates, etc.

All information provided by you should be reviewed regularly to make sure it is accurate.

* **Amu**
Faamama le manua ile fufuluina lea ise sipili ona nini lea ise vai po'u. Ia ufiufi le manu'a ise fusi po se mea faapipi'i.

* **Alu'alu**
A u se isi e se alu'alu ona asu lea ose sua sami mama ile manu'a. Anau ese mai le manu'a, ave ole, alu'alu. Fa'aagaga se solo poo se le lavalava e ave ese ai, ave. A uma ese nei, ave, lulu lai se pautā poo se falaoa mata ona salusalu ese lea ile lau ose na'ifi. Toe faamama i le sami ona tuu lea isi ose sipili poo se valilau manu'a. Palu sina fefete falaoa mata ise vai e nini ai le manu'a.

E lai nisi meaola e ono afaina ai tagata e pei o 'alu'alu, amu, tuitui, valufau ma le fai. O mea nei e fai pe a afaina se isi:

O ni meaola oona ole sami

- * Ia liloa lelei e se isi o lou aiga le fa'aagaga ina o Fesoasoani Muamua.
- * Ia e liloa sauni mo se faalavelave e ono tupu mai pe a tafea se isi.
- * Ia lai se isi e fai ma vaaita tagata a o tae'eile ile sami.
- * ona oo lai.
- * Ia lai foi ni fa'ailo e pei oni fu'a e liloa gofie ai e tagata oga sami e le tatou ai.
- * Faasino i malo ogasami e le tatou ona o lai. Ia faatu ai se laupapa e lapata'i ia manatua mea nei:
- * E tele ogasami o Samoa e lai ni au malolos i ono lomatia ai le saogalemua o i latou e le masani ona 'au'au ai. Ina ia fa'aititia le ono afaina o se malo i nei tulaga

O au malolos ole sami

- * Mo ni totolia, tuu lai se aisa e affi ise fasi solo mama
- * Mo le nini'iva i le la, ave lai ni vai malulu ma tapili ise illi.
- * Mo ni mu, tuu i lalo ose paipa malulu. To'o se'ia mago ona ufiufi lea. manu'a ona ufiufi lea ise fusi poo se mea faapipi'i.
- * Mo ni lavea, faamama ona oom'i lea seia te'a le toto. Fufulu ise valilau fai ogaoga ae eite le liloa se mea e fai lai.
- * Taumatā e a'oa'o se isi o lou aiga i le Fesoasoani Muamua ina ia liloa fai ni manuaga e afua mai ini mu, o ni lavea ma ni mafu'efu'e. Ave i se foma'i pe afai e

FAALAVELAVE FAAFUASE'I

faatonu loa e o ese.
fai ni amio e ono lepeti ai le tulaga filimu o ou fale,
ulufale i le taimi e taunuu ai pe totogi se vaega. A
le talilaina ma faasa ona ulufale. Ia aoina tupe o le
Afai ete popole ise aumalaga e mafai lava ona e

- * o le onana ma fai amio le pulea.
 - * faaleagaina o ou fale ma le lotoa,
 - * o ese o malo ae le totogia pili,
- O nisi o faafitauli e ono fetatali ma oe e aofia ai le:

O isi faasoesa



* Tuitui

Fufulu ile suasami ona auau ese lea o fufuiga. A uma ese loa ona soka lea i sina vai vevela e pei ona faasino atu i lalo.

* Valufau

A e mauitinoa o se valufau ua afaina ai le tagata, e ono faamanavanaina. Ia faamataluiga le manu'a ona nonoa mau lea ose fusi i luga atu ole manu'a ina taofi ai le alu ole toto. Ia manatua le taimi na nonoa ai le manu'a. A atoa le faiga mo le 2 itula. A uma ona faaoga lea ole vai vevela e pei ona faamatala atu i lalo. E tatou ona vaai se foma'i. E ono tuga nei manu'a ma e taua le vave faia o ni togafitiga.

* Fai, Alamea ma le Nofu

Faamataluiga le manu'a ona fufulu lea ile suasami. A mama ona tuu lea ile vai vevela e pei ona faamatala atu i lalo.

O le ona i meaai

A ona se isi ona o meaai ia lava ni suavai e inu ina, ina ia le maua ile mago ole tino. Afai e manava tata ma faasuati ona faainu lea ise vai ua tuuina iai le suka ma le masima. Ia vaai loa se foma'i.

O isi faasoesa

E aofia ai ta'ifau, o namu poo tagata e soli vale mai tua le nofoaga o iai malo. E iai nisi faitioga ua oo mai ona o tagata o nuu e o atu e aisi tupo poo tap'a. Ua iai foi nisi tuiaga ua tau faamata'u ai i tamaitai. Ina ia puipulia mai ia tuiaga ia manatua mea nei:

- * A iai se fale e le o nofoia ona moe ai lea o seisi o lou aiga ina ia mafai ona fesosoani i malo pe a manaoomia.
- * E tatou ona talanoaina sea faafitauli ise fono a le tou nuu ina ia maua ai foi se puipuiga mai pulega a nuu.
- * Faafeso'otai le Pulega o le Ofisa o Tagata Tafataga Maimoa pe a iai ni faafitauli e manaoomia ai le fesosoani a le Ofisa.
- * Ta'u i au malo ia vave logo oe poo se isi o lou aiga pe a iai se mea ua faaletonu

E fai ma faasoesa tele le **namu** i nisi tagata ma o mea nei e faaititia ai lea tuiaga:

- ❖ Ave ese uma ni mea o iai ni vai lepa.
- ❖ Ave i malo ni tuii namu ae lapatai iai i le faaogaaina i totonu o fale.
- ❖ Ia faaogaaina foi ni tuii namu i totonu o faleese ma le tale ai.
- ❖ Lapatai e faaoga vailaau i o latou tino e puipuia ai mai namu ae maise pe afai o pesi le dengue fever.
- ❖ Ia aua nei iai ni ta'ifau e ta'aloa ile lotoa aua e ono fefefe nisi malo i ta'ifau.



- ✿ You may like to make a special book for your guests where you list all the activities, the prices, length of time and who can organise them. You could decorate your book with photos and drawings of your family so guests get to know your names.
- ✿ It is not a good idea to try to provide too many activities. Instead you might like to try to specialise in one or two things like canoeing or snorkeling. You can then advertise these on your brochure and guests will come especially for that particular activity.

KEY POINTS

- Identify your attractions
- Plan your activities
- Inform your guests

Whichever way you choose to provide your guests with information, make sure you draw their attention to it when they first arrive so that they can plan the length of their stay with you.

LOOKING AFTER YOUR BEACH

Samoa has a very special natural environment and it is important to take pride in its protection. Your beach environment is a valuable asset for your business. No one wants to stay next to a dirty beach, so it is up to you to look after it. Here are some ideas for maintaining and improving your beach environment.

Cleaning the beach

Clear and rake the beach every morning to remove any litter, glass or seaweed. Make a sign asking people not to litter and look out for offenders. Check the beach again during the day to remove any litter left by day visitors, and after high tide try to remove litter brought in by the sea. Make your job easier by installing bins all along the beach, but make sure they are regularly emptied.



Wait until after breakfast to do your beach clean up if your fales are near the water, this way you will avoid disturbing your guests. You should also try to ensure there are no stray dogs, chickens or pigs on the beach and remove brown coconuts from the coconut trees close to the fales before someone gets hurt.

Safety signs such as "BEWARE OF FALLING COCONUTS" can also be installed at certain points to prevent possible accidents.

Making a Garden

It is good to have as many trees as possible in the beach area to provide both shade and privacy.

- * Tallie trees are good for providing shade and also enhance the appearance of the beach. Think about the location of trees so that they are between fales or beside the road.
- * Flowers and other shrubs which will grow in the beach area can also help make your beach fales attractive and cool.
- * A hedge can be a more attractive form of security than a fence or a wall.
- * Try to grow a wide variety of tropical fruits for your guests. *(You can get help and advice from Ministry of Agriculture, Forestry and Fisheries)*

Waste management

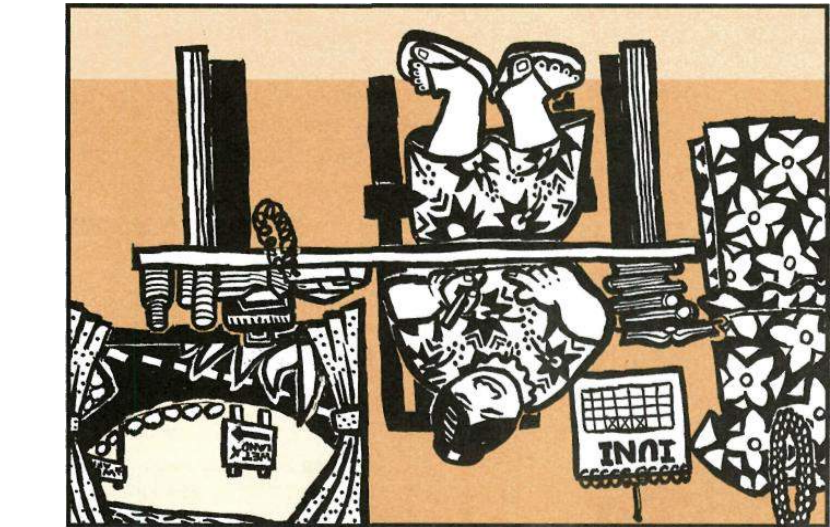
Inadequate waste management will quickly destroy your business. No one wants to swim at a smelly beach or see rubbish lying around, so it is important that you are careful with all your wastes.

Try to organise a good system for your wastes and work out who in your family is responsible for waste collection and disposal. There are two main types of solid rubbish you will have to dispose of non-biodegradable and biodegradable. Make yourself separate bins for each of these types of rubbish and try to encourage your guests to take their non-biodegradable rubbish home with them.

- * Raw vegetable matter can either be disposed off in the garden and used for compost or be fed directly to your pigs and chickens (be careful not to put cooked foods in this compost as it will attract rats).
- * Cooked food can be given to your animals.
- * Be sure to provide a special bin for waste food when you have day visitors making a BBQ and ask them not to leave bones on the beach as this will attract animals.
- * Paper can be composted when buried away from the beach area.
- * Human waste is biodegradable and a composting toilet can successfully protect your marine life or lagoon.
- * Plastic bottles can be used to store clean water in the fridge. If this is not possible it should be compressed as small as possible and taken to a collection site or buried in a pit far from the beach.
- * It will be much easier to keep your beach fale area clean if you provide waste bins in the toilet and shower area as well as near the beach fales and on the beach itself. Ensure these are not too big to be lifted and emptied by one person.



Separate your rubbish to make it easier to deal with.



VAEGA LONA TOLU O LE FAATINOINA O LAU PISINISI

O le vaega lona tolu ole a avatu ai se fesosoani i auala e faatino ai lau pisinisi ma le faiga o fuafuaga faapisinisi aemaise o tulaga tau tupe.

O fuafuaga faapisinisi

E tele nisi fale apitaga tu matafaga ua le o toe faia ma ua ma'imau ai tupe ona o le leai ose fuafuaga faapisinisi na faia. Afai ua e mana'o e faatu sau pisinisi fai fale apitaga tu matafaga, e tatou ona fuafua lelei uma au tupe e alu ai, o taimi e alu ile faiga o fale, o tupe e ono maua mai, ma auala eseesee e faatosina mai ai tagata tafafao e nonofo i ou fale apitaga.

O nei faamatalaga ole a fesosoani ia te oe pe a faapisinisi na faia. Afai ua e mana'o e faatu sau pisinisi fai fale apitaga tu matafaga, e tatou ona fuafua lelei uma au tupe e alu ai, o taimi e alu ile faiga o fale, o tupe e ono maua mai, ma auala eseesee e faatosina mai ai tagata tafafao e nonofo i ou fale apitaga.



O nei faamatalaga ole a fesosoani ia te oe pe a faapisinisi na faia. Afai ua e mana'o e faatu sau pisinisi fai fale apitaga tu matafaga, e tatou ona fuafua lelei uma au tupe e alu ai, o taimi e alu ile faiga o fale, o tupe e ono maua mai, ma auala eseesee e faatosina mai ai tagata tafafao e nonofo i ou fale apitaga.

Tupe o le pisinisi
A maua sau tupe mama e tatau lava ona fai muamua totogi o oe ma lau aufaigaluega a o lei teuina se isi vaega ile faletupe aua le pisinisi. Afai e foai ni tupe i nisi ole tou aiga, faaaoaga lai tupe mai lou totogi ae le o tupe ua faaagaga mo le pisinisi.

Afai o ou fale apitaga ose pisinisi faitele ole a atili ai ona faigata ona tuueseese tupe ole pisinisi ma tupe a i latou e ona fale apitaga. Ia mautu uma faamaunanga ma ia iloa lelei itute a tagata o loo aaf ia ile faiga ole pisinisi.

O AU LAVA TEUGATUPE
Ia fai ai nonogatupe e fuafua ile mea e mafai ona e totogia.
Aua le faaaoagaina tupe o lau pisinisi aua e uma ane ua le lava se vaega tupe e faatino ai lau pisinisi.

O se auala lelei e fai ai lea tulaga ole fai oni au tusi tupe se lua mo oe lava ia ma le tasi mo lau pisinisi.



O pisinisi ma le aganuu
E ono lai se fetē'ena'iga ile va o lau pisinisi ma le aganuu faasamoa. E ono lai se tūlei mai ou aiga e manao e ola lau pisinisi e tatau lava ona tuueseese faia lea tulaga, ole a le sologa lelei lau pisinisi.

E mafai ona fesosoani atu le Ofisa Faututua mo Pisinisi laiti ia te oe ile faia o sea fuafuaga faataatia.

O se auala lelei e fai ai lea tulaga ole fai oni au tusi tupe se lua mo oe lava ia ma le tasi mo lau pisinisi.

O pisinisi ma le aganuu
E ono lai se fetē'ena'iga ile va o lau pisinisi ma le aganuu faasamoa. E ono lai se tūlei mai ou aiga e avatu sou sao tēle i ni faalavelave faaleaiga. Afai e te manao e ola lau pisinisi e tatau lava ona tuueseese tupe ole pisinisi ma tupe a lou aiga. A le mafai ona faia lea tulaga, ole a le sologa lelei lau pisinisi.

E mafai ona fesosoani atu le Ofisa Faututua mo Pisinisi laiti ia te oe ile faia o sea fuafuaga faataatia.

O se auala lelei e fai ai lea tulaga ole fai oni au tusi tupe se lua mo oe lava ia ma le tasi mo lau pisinisi.

Protect against marine pollution

The health of your beach environment is closely connected to the health of the coral reef. A healthy coral reef will help protect your beach fales from storms, provide a nursery for small fish, and is an important attraction for guests who like snorkelling and swimming. Here are some ways you can help protect your reef.

- ✦ Seek advice from Ministry of Natural Resources and Environment, PUMA Division on the design of septic tanks and maintenance of toilets and encourage others in your village to do the same.
- ✦ Encourage your village not to dump any rubbish in the sea.
- ✦ Teach your children about careful rubbish disposal.
- ✦ Encourage your village to rule against littering and destructive fishing methods such as dynamiting or using poisons.
- ✦ Use rocks from the land rather than crushed coral for any new building.
- ✦ Advise tourists and villagers not to remove shells, coral, sea cucumber and other animals or plants from the reef or beach. You can do this by placing a notice in a common area.
- ✦ Use notice boards to ask people to protect the environment by not littering or collecting corals or shells.
- ✦ It is not a good idea for you or other villagers to sell sea shells to your visitors as this encourages the over-harvesting of marine life species.

KEY POINTS

Plan your waste disposal system

Look after your coral reef

Plant trees and vegetation

Beach protection

Your beach may often be subject to erosion especially during very high tides and storm surges. As your beach is such a vital part of your product this is of considerable concern. There are several ways of protecting your beach against the sea:

- ♦ Protect existing vegetation as plant roots are very good at keeping sand together. Protect fue sina (ipomea) as it helps to stabilise dry sand reserves. When removed the sand will be vulnerable to rapid erosion.
- ♦ Tree planting can be a very effective way of holding the sand together. Suggested species include leva, talie, pulu, fetau, fau, ifilele and coconut palms.
- ♦ Seawalls and other types of construction can be an expensive and difficult undertaking and it might spoil the beach view and natural atmosphere of your beach fales. Even if you think sea protection is necessary, you

You can find and get advice on tree varieties from the Ministry of Natural Resources & Environment. You should always consult an expert from the Ministry of Natural Resources and Environment before starting to build a seawall or any other type of sea protection for approval as well as a permit is needed for this undertaking.

- ◆ should not attempt to mine the sand or create a seawall on your own as when done without expert advice it may lead to greater beach erosion and could also affect your neighbours' property.

SITE SECURITY

It is in your interests to try your best to keep your site secure from all manner of threats such as theft, fire and tropical cyclones and other annoy-ances. Each of these is discussed briefly below:

Theft

There have been many cases of theft from beach fale so you need to give serious consideration to security measures. Some overseas guests may have their passports, money, credit cards and tickets with them and other things which they need to keep safe whilst they swim, sleep or go on tours. They will be used to staying in hotels or guest houses with doors they can lock, so the idea of an open fale may present them with serious security anxieties. Assist your guests by taking some of the following steps to keep them safe:

- Inform your guests about security risks when they arrive and advise them to keep their valuables out of sight and never leave them unattended on the beach.
- Provide either a locked room in your house or construct a safety box in the base of your beach fale where guests can leave their bags and valuables.
- Try to establish a hedge or some way of restricting access to your beach fale (note that wire fences can spoil the look of your site).
- Try to separate day visitors from overnight visitors.
- If possible only employ people from your family or village who you can really trust to work at your beach fale.
- Buy a security light and give one of your family or village the job of patrolling the area when you have guests staying.

Theft has the potential to destroy your business as well as those of other beach fale operators, so you must make every effort to prevent it from happening whether you have private; or community-run beach fale.

Fire

Remind your guests that fale are prone to fire and they should be very careful when smoking or using mosquito coils. If you provide kerosene lamps or BBQ facilities for your guests show them how these can be safely used. Do not allow the use of candles in beach fale as these pose a big fire hazard. Also be sure that all electrical wiring is properly installed and maintained.

If a fire does breaks out evacuate your guests to a safe area and use buckets of water and sand to try to put the fire out as quickly as possible.

TULAGA TAU LAFOGA

E lua ituaiga lafoga o lai nei e tatau ona e malamalama lai:
1. o lafoga i luga o totogi ma
2. lafoga i luga o olua ma auunaga.

LAFOGA I LUGA O TOTOGI

MA AUUNAGA.
Afa'i e silia au tupa mama ile SAT\$52,000 ile tausaga ua tatau loa ona e restitara mo lenei lafoga ma faapopoolea i tau o au auunaga.

E le totogi lafoga uma pisinisi i totogi o tagata ae e tatau ona lai se laisene ma restitara mo le lafoga ole VAGST ae maisa o lafoga i luga o totogi. E tatau ona faatutumu uma ia pepa i tausaga tatasi ina ia iloa ai tupa alu ma tupa maua a le pisinisi. Ole a vaavai le Ofisa o Lafoga ile aofaiga ose tupa maua a le pisinisi. Ole taimi nei o loo faatutumu le lafoga i luga o tupa mama pe afai e silia ile SAT\$12,000 ile tausaga. Afai e lei faia ia tulaga o lona uiga ua solitulafono lau pisinisi.

Ina ia e iloa fuafua au lafoga e totogi, e tatau ona mauu uma faamaunaga o tupa alu ma tupa maua ma soo se fefa'ataua'iga na faia. E aofia ai i nei faamaunaga:
◆ Iisiti, pili,
◆ faamatalaga o au tuga tupa ile faletupe, ma
◆ faamaunaga o siaki ua sainia.

E tatau foi ona e iloa poo fea fefaataua'iga na faia mo le pisinisi, a'o a na faia mo oe lava. Ia tofu le fale ma le mita e fua ai le eletise. Afai e leai sou tomai ile faia o tusi o lau pisinisi ona su'e lea o se isi e mafai ona saunia au tala faletupe. E te maua foi mai lena tagata se fautuga ile faia lelei o lau pisinisi. E te iloa nisi faamatalaga i matapuu tau lafoga mai le Ofisa o Lafoga poo le Ofisa Faututua mo le Atia'e o Pisinisi Laiti.

Inisua

E tatau ona totogi se inisua o lau pisinisi ina ia puipuia ai mai ni faalavelave e aafia ai lau pisinisi poo oe. Aumai se fautuga mai kamupani inisua ao lei totogia.

Faiga faavae e fai ai tau poo totogi.

O le faiga o tau ose itu taua tele lea ile faatinoina o lau pisinisi ma ose vaega foi lea o le faiga o sau Fautuga Faapisinisi. A mautinoa loa le tau atoa na faailu i lau pisinisi ona mafai loa ona fuafua pe o le a le tau e faatau atu ai au auunaga. E pule lava oe i le tau e faaoga ai ou fale apitaga ae e lai ni itu taua e faavae ai le fuafuaina o au tau;

- ◆ O le tau na faatinoina ai au auunaga?
- ◆ O tau o fa'aaoga e isi fale apitaga ma ia lai se alafua e faatusa ai au auunaga ma isi fale apitaga?
- ◆ O ai ituaiga malo o loo fa'atinofo i ou fale?
- ◆ O le a se toatele o ni malo e asia ou fale?

Natural Disasters

In case of cyclones, it is very important to have a small radio to get updates of the weather

For recovery plans, it is important to establish depots at designated locations for stock piling of medicines and equipments for temporary shelters. For instance, a box of candles, matches, batteries, lamps, paraffin, tarpaulins, blankets and tinned food as emergency rations in case this happens (NB Check from time to time that the tinned food has not passed its expiry date if you have a special cyclone box).

Tropical cyclones

If there is a cyclone warning while you have guests staying with you, inform them immediately of the risks involved and encourage them to go back to Apia if there is time.

If there is no available transport at the time, you should escort your guests and family to the nearest concrete structure where they can get shelter until the cyclone has passed.

Earthquakes & Tsunamis

It is important to brief your guests of the evacuation plans in place and escape routes upon arrival at the events of earthquakes and tsunamis. It is very important to keep your guests updated of the weather forecasts when such event occurs. Always ensure they are escorted to higher grounds to ensure safety is prioritized.

GUEST SAFETY

It is in your interest to try your best to keep your guests happy and safe whilst they are staying with you. The main risks to your guests safety are from:

- minor cuts and burns,
- dangerous sea currents,
- poisonous marine life,
- food poisoning, and
- other annoyances

Minor cuts and burns

Minor cuts and burns are a common occurrence at beach fale, particularly if you have BBQ facilities. Be prepared to deal with any minor injuries your guests might suffer. Here are a few tips for treating small injuries but remember if you are unsure of what to do, always seek medical advice promptly.

- ❑ For small cuts *remove* any particles from the wound and then apply pressure with a clean cloth until the bleeding stops. Clean the wound with antiseptic solution and then apply a clean bandage or plaster. Instruct the guests to keep the *injured area clean* and dry until it is fully healed.
- ❑ For burns, immerse the injured area in cold water and soak, keeping the water cool. Pat dry and apply a clean dressing to the area.

KEY POINTS

Take site security seriously

Be careful to avoid fires

Be cyclone-prepared

ITU TAU

la lelei faaumauga o
tulaga tau tupa
faatunumu pepa o au
latoga
Fuatua lelei le faiga o
au tupa

la sa'o le faiga o au tau aua ole tele o tagata e
nonono i fale apitaga tu matataga, e le o ni tagata
maumea ma ua uma ona fuafua lelei a latou tupa
e faaalu. E saillili fo'i poo fea le fale apitaga aupito
maulalo le tau e nonono ai. Soo se suiga e faia i au
tau la faaamalalama lelei i au malo. Afai ua lai se
silitaga faamatatila lai matuaga ua alaga tata ai lea
faiga. Afai ae lai ni suiga i tau, ia toe lolomi se lisi fou
ma faapipi'i i se nofoaga e iloa e tagata uma ae le o
le toe osiosi ese o tau tuai ae tuu lai tau fou.

Aua le faia au tau i tupa e isi atunuu aua e ono
sua le malos e faailili ai i tala Samoa ona tele
ai lea o le fenumia'i ma ono lai ni faitioga. Ia
faailoa fo'i poo aofia ai le latoga i au tau pe leai.

la faasino i malo pe a taunuu se lisi o tau
o le nonono i ou fale apitaga tu matataga
na ia latou iloa ai e tumau ia tau ae le
fesuisuia'i. E tatau ona faaeseese tau mo
tagata e momoe ma tau mo e asiasi atu
mo se taimi pu'upu'u. O tau mo tagata
e momoe ia fuafua i le tau o le moega
ma taumatara mo le tagata e toatasi i le
po e tasi. O tau mo tagata e le momoe
ia fuafua i tau mo le tutu o taavale ma se
fale e faaaga ma se taumatataga ole aoaui
pe a mana'omia.

le lelei ole auunaga.

E taua le sa'o o nei tau i taimi uma aua o
malo e masani ona nonono i fale apitaga tu
matataga e le tetele nana ni tupa. E mafai
foi ona o i isi fale apitaga pe latou iloa ua
manuiluga tele au tau. Ia tutusa le tau ma
le lelei ole auunaga.

manuiluga?

- ♦ O se faatataiga, afai o e tau manatu poo le
a se tau e faatau atu ai se alga o le taao e
tatau ona e mafautau pe ole a le:
- ♦ Tau atoa o le saunia o taumafa?
- ♦ O le a le tau e faaaga e isi fale apitaga?
- ♦ E te manaomia le toatele o tagata e aai
ise tau mauilo pe ole toaititi ise tau

LI SI O TAU O AUUNAGA

Tagata e toatasi \$X
Tala
Aiga ole afaifi \$X
Tala

MO MALO E MOMOE

Tau ole tu ole taavale \$X
Tala
Faaogaina o se fale \$X
Tala

MO MALO ASIASI I LE ASO

Tau ole tu ole taavale \$X
Tala
Faaogaina o se fale \$X
Tala
Aiga ole afaifi \$X
Tala
(O loo aofia ai ma le VAGST)



Ole fuafua tutusa o tau ma le
lelei o au auunaga o lou iloa
lea o loo faamallaina au malo i
au auunaga. A fai e tutusa au
tau ma isi fale apitaga e latou
foi ona tutusa le lelei o
auunaga

- ❑ For sunstroke and dehydration. Cool the patient down and give plenty of fluids.
- ❑ For any type of bruising apply ice to the area with a cloth pad.

Dangerous sea currents

Many beach areas in Samoa have dangerous currents and openings in the reef where guests who are unaware can get swept out to sea in a short time. There are several things you can do to reduce the risk of this happening:

- * Provide your guests with information about where they should and should not swim by using a signboard placed in a prominent position on the beach or in the common area.
- * If there is a dangerous area off your beach try to position brightly coloured flags or buoys to mark this and tell your guests to maintain a safe distance from these areas.
- * Keep a lookout when you know your guests are swimming or surfing.
- * Make sure you know what to do in an emergency and where you can find the nearest boat with a motor or canoe.
- * Have some swimming flippers on hand or at least a paopao ready for use in case rescue is needed.
- * Try to make sure one of your family is trained in first aid resuscitation procedures.

Poisonous marine life

Not only are currents and waves are sometimes danger to swimmers but there are also a number of sea creatures such as jellyfish, corals, sea urchins, crown of thorns, starfish, stonefish, cone shells and sting rays which pose a threat to your guests. Stings from all these sea creatures can cause severe pain.

What to do if your guests are wounded.-

- * **Jellyfish (Alu Alu)**
If someone is stung by a jellyfish, first pour clean sea water over the injured parts. Next remove the tentacles carefully and gently. To avoid further injection of the victim or yourself use a towel, lava lava, thick leaf or glove to grasp the tentacle. To remove any remaining tentacles apply a dry powder such as flour or talcum and scrape gently with a knife. Then rinse the area again with sea water and then with alcohol, antiseptic or urine. Finally neutralise the venom with a solution made from water and baking soda (use just enough water to dissolve the powder)
- * **Crown of thorns**
The best way to reduce pain is to put the affected area into water as hot as the person can tolerate without scalding. Make sure you test the temperature of the water before you immerse the area to avoid burns. If there are any spines left in the skin, these should be removed carefully with tweezers. If the hot water does not relieve the persons pain or if they develop any other symptoms they should get medical help immediately as the poison from the crown of thorns can sometimes cause serious illness or death.

O se tasi o auala lelei e faailoa atu ai au fale tali malo ole lolomia lea o ni mititafu e lai le igoa o ou fale apitaga i tua, ole nuu e lai ma se ata ole matataga. E mafai ona fa'aoga ina faatoniga ia mititafu e lau aufaigaluega pe faatauina atu foi i au malo pe a toe foi ina ia fai ma faamanatu ile taimi na nonofo ai ia te oe.

Isi auala

Ia sao faamatataga o loo faailuiloa ai ou fale apitaga atoa ai ma auunaga o loo mafai ona e ofo atu. O loo tuuina atu i le itulau o loo sososo se faatitaga o se faasalalaga.

- ♦ Iou igoa ma le numera o lau telefoni,
- ♦ se ata o ou fale,
- ♦ faamatataga pe faapefa ona oo atu i ou fale,
- ♦ ia manino tulaga uma o au auunaga.

E mafai foi ona saunia se lomiga e maua uma ai faamatataga e uiga i ou fale apitaga ma e mafai ona e tuuina i le Pulega o le Ofisa o Tagata Maimoa e faasalalau ai. Ia lai i totonu o nei lomiga:

O lomiga faapitoa

E tatau ona lai se faasalalaga ua lelei ona tusia ma teuteuina i tala ane ole auala, ma latalata i ou fale apitaga ina ia faigofie ona iloa e tagata feoa'i. A lai se tagata tusi ata e te iloa, ave lai na te tusia ia manaita ma iloa gofie lau faasalalaga.

O se faasalalaga tustusia

O le auala faigofie e faailuiloa atu ai ou faletimalo ole faamallieina lea o au malo i taimi e nonofo ai ia te oe. A lelei ona fai, o le a faapena ona toe foi ma talai atu ia latou uo ou fale apitaga.

Tala'i atu e isi tagata

O nisi nei o auala e faailuiloa atu ai ou fale apitaga...

- ♦ O le a se tele ose vaega tupe e mafai ona ou faaaluina mo le saili o au maketi?
 - ♦ O ai nisi o loo fai ni fale apitaga ae pe faapefa foi ona faatulia a latou ono faaalu i ou fale apitaga?
 - ♦ O a latou manaoa; e lai ni mea e le fiafia lai ae pe o le a ni tupe latou te
 - ♦ O ai tagata e faaoga ina ou fale apitaga?
- mafaufau i fesili nei:

O le sailia o maketi mo lau pisinisi o au taumafataga ia e faailoa atu ai lau pisinisi ina ia o mai ai tagata tafao e nonofo i ou fale apitaga. Ao lei faailoa atu lau pisinisi ma ana auunaga e tatau ona e toe foi i lau Fuafuaga Faapisinisi ma

MAKETIINA O LAU PISINISI



O lomiga faapitōa o ni auāla tangofe lala e faamautu ai maketi mo lau pisinisi.

A le o lena ona tuu lea o sau faasalalauaga i le lomiga o le vaaalele ole atunuu poo lou fesili i le Pulega o le Ofisa mo Tagata Maimoa i taimi e o mai ai tagata tusitala mai fafo ina ia oo atu i ou fale apitaga.

E mafai foi ona e fai i au malo aemaise i latou e matura fiafia i ou fale apitaga e tusi ni a latou fautuaaga lelei i ta'iala lauiloa o loo faasalalauina i le Pasefika ua taua o le 'Lonely Planet Guide Book' ma le 'South Pacific Handbook' e faatatau i ou fale apitaga.

Fesootaiga ma nisi i Apia

Faaaoga au masaniga ma nisi falelali malo tetele i Apia poo i latou e faia malaga a tagata tafafao e faafesootai ai ni malo e o atu e nonofo i ou fale apitaga ise tau pa'u.

Galulue ma isi falelimalo

E mafai ona outou galulue faataasi ma isi e fai o latou fale

MANATU TAUA
O loo tai se
polokalame a le
malo o Niu Sila
e fesoasoani atu
ai ile atilinaaina
o maketi mo lau
pisinisi.

E mafai ona outou galulue faataasi ma isi e fai o latou fale apitaga tu matafaga e faia sa outou lomiga tuufaataasi e faalailoa uma ai o outou fale. O se avanoa lelei lena e tafafao ona maua mai ai faamatalaga e fai a latou filiifiliga poo fea e fia nonofo ai. E mafai foi ona faasalalauina ia lomiga i ofisa ole malo o loo i atunuu mamao pe aveina atu foi pe a o nisi o kamupani i faaaliga tetele tau fefaatauaiga e faia i atunuu mamao.

* Corals (Amu)

In case of coral injury, clean the wound immediately by rubbing gently with hydrogen peroxide (a germicidal agent), alcohol, antiseptic, iodine or mercurochrome. Once it is clean, continue to apply antiseptic treatment and frequently change the dressing. A coral wound is highly susceptible to infection so be sure to clean the wound carefully and ensure all coral fragments are removed.

* Sea Urchin (Tui Tui)

Apply vinegar, sea water or urine to the area and then quickly remove the spines with tweezers. Pull them out straight so they don't break off. If they break off seek medical attention. If they are all removed use the 'hot water treatment' described below.

'Hot Water Treatment'

Heat water to hotter than hand hot but not burning hot, immerse as much of the limb as possible for 15 to 90 minutes depending on the seriousness of the injury and state of the victim. If the injury is very serious cease treatment and get the victim to hospital. Note that cone shells, spined fish and sting rays can be extremely serious and the victim should be transferred to hospital as soon as possible.

Food poisoning

If food poisoning does occur give the patient fluids to prevent dehydration. If the patient suffers severe diarrhea and vomiting make up a 're-hydration solution' of sugar, salt and water and give the victim as much as possible and then seek medical attention.

Other annoyances

These might include, interference and harassment from outsiders, mosquitoes and stray dogs.

There have been cases where guests have complained about people arriving at odd times of the night to beg for cigarettes or ask for money. In some cases this has involved sexual harassment. This is an alarming situation and compromises the safety of your guests as well as harming the reputation of your business. To safeguard against such problems you are advised to do the following:

- ❖ If a fale is vacant have one of your family sleep there so they can quickly come to the rescue if a problem develops.
- ❖ Bring the issue of security at the village council meeting to be discussed by the Alii and Faipule and encourage village to reduce number of stray dogs.
- ❖ Inform the guests where they can find help if needed.

Formal complaints can be reported to STA to ensure both parties are satisfied and logically understood with actions taken.

Mosquitoes can also be a real problem for guests who are not used to them. Here are a few tips for reducing the number of mosquitoes.

- ◆ Try to clear away potential breeding areas such as puddles of water nearby.
- ◆ Issue guests with mosquito coils (but make sure they do not use them in their bedrooms at night as this could create a fire hazard).
- ◆ Use mosquito coils or other systems for repelling the mosquitoes in the dining area at meal times and in the bathrooms.
- ◆ Always warn guests if there is an outbreak of Dengue Fever in your village and advise them to use repellent at all times.
- ◆ Try also to keep all dogs away from your beach fale as they can frighten the guests and are also a risk for spreading disease.



IMPORTANT NOTE

Security is vitally important for your business. It is important that you hold regular training sessions with your family/ staff so that they know what to do in different emergency situations such as fire, drowning, tropical cyclone, sick guest, drunk guest, injured guest, theft etc. Make yourself an emergency plan of action so you know what to do "just in case the worst happens".

A le o lena ona tuu lea o sau faasalalauga ile lomiga o le vaalele ole atunuu poo lou fesili ile Ofisa mo Tagata Maimoa i taimi e o mai ai tagata tusitala mai fafo ina ia oo atu i ou fale aptaga.

E mafai foi ona e fai i au malo aemaise i latou e matua fiafia i ou fale aptaga e tusi ni a latou fautuaga lelei i ta'iala lauliloa o loo faasalalauna ile Pasefika ua taua o le 'Lonely Planet Guide Book' ma le 'South Pacific Handbook' e faatatau i ou fale aptaga.

Fesootaiga ma nisi i Apia
Faasaga au masaniga ma nisi faletafi malo tetele i Apia poo i latou e faia malaga a tagata tafafao e faafesootai ai ni malo e o atu e nonofo i ou fale aptaga ise tau pa'u.

Galulue ma isi fale tali malo

E mafai ona outou galulue faatasi ma isi e fai o latou fale aptaga tu matataga e faia sa outou lomiga tuufaatasii e faalauiloa uma ai o outou fale. O se avanoa lelei lena e mafai ai e tagata tafafao ona maua mai ai faamatataga e fai a latou filifiliga poo fea e fia nonofo ai. E mafai foi ona faasalalauna ia lomiga i ofisa ole malo o loo i atunuu marmao pe aveina atu foi pe a o nisi o kamupani i faaaliga tetele tau fefaatauaiga e faia i atunuu marmao.

O nisi nei o faamatataga e tatou ona fai i ia lomiga:

- ☐ o auunaga e maua i fale aptaga,
- ☐ o numera o telefoni mo fesootaiga,
- ☐ o tau o auunaga,
- ☐ o tagata e faafesootai,
- ☐ o auale e tauunuu ai i ou fale aptaga.

A'OA'OA O LAU AUFAGALUEGA

E tatou ona a'oa'oina lau aufaigaluega e aofia ai ma lou aiga ina ia silisili ona lelei le tulaga o lau auunaga. Ia o latou iloa f oi le taua ole pisinisi ma ia taumafai e faamalieina le nonofo ai a malo i ou fale aptaga. E fai foi ni tomali faapitoa e tatou lava ona aaoaina ai se isi o lau aufaigaluega e pei ole gaosia o taumafa, ole gafata ma malaga e faatonu atu ma isi tulaga. O isi nei o auale e faaleleia ai au auunaga.

Fa'aga leni Taitala

Ia outou faitau lelei i leni Taitala ma lau aufaigaluega ina ia outou malamalama lelei ai i tulaga uma e tatou ona atoatoa ile faiga o fale aptaga ma le taliga o malo. Ia faamamafa le lelei ona faafetiloa malo ma ia taumafai e faafino nisi o fautuaga o loo tuuina atu ai.

PART THREE RUNNING YOUR BUSINESS



The third part of this Manual aims to give you some helpful information about running your business; from the business plan to financial matters.

✘ *A business plan helps you to think carefully about your products, your service, your markets and financial matters and can help you avoid making expensive mistakes.*

Business Planning

A good business plan is like a road map, it shows you where you are now, where you want to go and how to get there. Having a business plan can help you in all aspects of your business. It will assist you in your applications for loans and a business license as well as your marketing and development of facilities. The key parts of the plan include:

- ♦ your business profile (a description of the type of business you are running),
- ♦ your key strengths and weaknesses,
- ♦ opportunities and threats from outside your business,
- ♦ your vision for the future and an action plan of how to achieve it,

Or a description of the key people in your business (their experience and skills),

- ♦ your marketing and sales ideas, and
- ♦ your financial plan including start-up costs, sources of finances, cash flow and financial performance.

Fesoasoani e ala i fautuaga
E mafa atu ni fautuaga tau le faia o pisinisi mai le Ofisa Mo le Atiaa o Pisinisi Latiti. E mafai foi ona tuuina atu ni fautuaga i mataupu tau lafoga mai le Ofisa o Lafoga.
Sosiaite a le au fai fale apitaga tu matafaga.
Aisea ua le mafai ai ona faatuina se sosiaite mo i latou uma e faia fale apitaga tu matafaga? Ose auala lelei lena manaomia ai ni fesoasoani. E le gata i lea o se avanoa lelei foi lea e faatalanoa ai ni faafitauli o ia ma fetufaa'i manatu i le faaleleia.



FESOASOANI TAV TUPE
O lou mauaina lea o se fesoasoani tau tupe e faatino ai se galuega sa e talosaga ia. **TAGATA E IAI POTO FAAPITOA**
E mafai ona oulua galulue ma se tagata faufautua e ia sona poto faapitoa i soo se vaega ole faatinoina o lau pisinisi.

Ia fai ni fonotaga a lau aufaigaluega
Tauinafa'i e fai ni fonotaga tai vaiaaso a lau aufaigaluega e talanoa ai i le tulaga o ia i le pisinisi atoa ai ma ni faafitauli ma auala e toia ai. Ose avanoa lelei foi lea e talanoa ai nisi auala e saga faaleleia ai auunaga.

O POLOKALAME FAALAE'OA'OGA
E tele polokalame aoaoga eseese o loo faatinoina nei e le Ofisa mo Tagata Maimoa, o le Ofisa mo le Atiaa o Pisinisi Latiti, ma le Aoga o Matata Eseese. O le a iloa nisi faamatalaga i nei polokalame mai le Ofisa Mo Tagata Maimoa.



Faafesootai
le Pulega o le
Ofisa mo Tagata
Maimoa mo
faamatalaga i
polokalame
faaleaogaga.

If you want to make a success of your business, these are all things you need to start thinking about right from the beginning. The Small Business Enterprise Centre (SBEC) can help you make such a plan. Once you have made your plan you will also need to apply for a business license so that your beach fale can be legally recognised. SBEC can help you with this.

Business vs culture

You may sometimes find that there is a conflict between your business obligations and the Samoan way of life. There may be pressures on you from your family and village to lend money and provide for faalavelave. But if your business is to survive you must separate your family finances from your business finances. If you fail to do this, your business may also fail.

It is very important not to mix cultural and business matters for the sake of your business.

The best way to do this is to have two passbook accounts at your bank, a personal and a business account.

PERSONAL ACCOUNT <i>lend only what you can afford.</i>	BUSINESS ACCOUNT <i>do not take money from your business or you will find you don't have enough left over to pay your business expenses</i>
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If yours are community run beach fale, the problem of separating finances is even more difficult. Make sure that there is a definite line of responsibility for different aspects of the beach fale including the finances, and also you should have a clear records of all income and expenses.

BUSINESS FINANCES

When you make a profit you should pay yourself and your family members or staff first (into your personal passbook accounts), and put the rest in the bank to be used for business expenses (into your business passbook account).

Sosaiete a Tagata Maimoa mai feto
O lenei sosaiete ua leva ona faatu ma e tatata i soo se isi e aafia i le atilinae o tagata maimoa. E faia a latou fonotaga i aso To'i mulimuli o masina taitasi ile Pasefika lnn. E tele lava foi ni fesosoani e mafai ona maua mai ile ia i lea faalapotopotoga pe afai e mea oe ma sui e pei o:
* avanoa e faalogologo ai ini tautalaga ini mataupu
* taua tau lau pisinisi,
* auala e mafai ona sailia toatele ai makefi,
* maua o fesootaiga ma isi tagata o loo galilue mo le atilinae o tagata maimoa mai feto.

Fesosoani tau tupe
I le taimi nei e le o ia i ni fesosoani tau tupe faapitua mo Fale Apitaga Tu Matataga ae o lo o ia i le polokalame a Niusila mo atina'e lat i e mafai ona fesosoani i le itu tau faalauiloa ma le makefiina o le pisinisi. O polokalame a Niu Sila, e fesosoani ai i le faia o aaoaga faapisinisi, faalauiloaina o le pisinisi, amataina o ni atina'e lat i ma nisi fesosoani.

Polokalame mo atinae lat i a Niu Sila
E fesosoani lenei polokalame e ala i:
* tagata faufautua ma aaoaga mo le faia o pisinisi lat i,
* o le faatinoina o ni atinae lat i.
* faalauiloaina ma le makefiina o le pisinisi
O pepa e faatunu e mafai ona maua mai le Ofisa o Ala Manuia ma Leipa Telefoni 20441, Fax 20443

Fa'afeso'otai mai le Ofisa mo Tagata Tafataga Maimoa mo se fesosoani i le faia o le talosaga ao lei faatunuina pepa.

E mauitua lau maua o fesosoani tau tupe pe a lelei ona faatua lau talosaga. Ia e iloa lelei le polokalame e ave lau lau talosaga ona faafetau lea i ai ole talosaga. Fesili i le Pulega o le Ofisa o Tagata Maimoa mo se fesosoani

Tax responsibilities

At the moment there are two types of taxes which you should know about; income tax and VAGST:

MORE THAN SAT \$2,000 INCOME TAX	MORE THAN SAT \$52,000 VAGST
<p><i>Not all business have to pay income tax, but all businesses do have to be registered and file income tax returns. Income tax returns is a form that needs to be completed every year where you need to write down what you have spent on your business and what you have earned from your business. The tax office will look at this and calculate how much profit you have made (your income minus your expenses). At the current time, you are required to pay income tax if your net profit (all the earnings that you make from your business) is more than SAT\$12,000.</i></p>	<p><i>If your net profit is more than SAT\$52,000 you have to be VAGST registered and add this to your prices.</i></p>

In order to help you calculate your tax obligations it is important that you keep a careful record of income and expenses for every transaction. This will include;

- receipts,
- invoices,
- bank statements, and
- cheque stubs.

Keep a book for noting down all these things and clearly mark which transactions are for your business, and which are personal. It will also be useful to have a separate electricity meter installed for your beach fale.

If you have no experience of accounting it is a good idea to engage a trained person to prepare financial statements for you and tax returns. They can also give you important business advice. You can find out more about your tax responsibilities and where you can find independent advisers from the Ministry for Revenue or the Small Business Enterprise Centre (SBEC) which are both pleased to offer advice and assistance to beach fale operators.

Insurance

It is important that you also consider insuring yourself and your business against any possible mishap such as cyclone damage or any personal liability. Get advice from several brokers before you decide how much cover you need.

UPU FA'AU

E le faigofie lou faia ose pisinisi fale apitaga tu matafaga ae a lelei ona fai au fuatuga e le pine ae oo i se taunuuga lelei.

Mai le tuu'ataasiga o outou manatu ua mafai ai ona faia lenei Taitala e fesoasoani atu ai ia te outou i auala e faatino ai galuega. A tausisia lenei Taitala o le a sologa lelei lau pisinisi.

E taua tele le fale apitaga tu matafaga i le atinae o tagata mainoa mai fafo ona o le avanoa lea e mafai ai e tagata mainoa ona latou iloa se vaega o le aganuu faasamoa. A lelei ona fai ole a avea foi lea ma ala manuia i le maua ai o ni galuega mo tagata Samoa.

Afai e iai ni mataupu ua le iai i totonu o lenei Taitala ae fia maua ai se fesoasoani ona tusi lea i le Ofisa mo Tagata Mainoa mai Fafoma aumai se fautuaga i vaega e ono suia.

Costing and pricing

Costing is the process of working out how much it costs to run your business. Working out your costs is part of your financial planning.

Once you have worked out all your costs you can then start thinking about how much you will sell each product or service for. There are no 'set rates' for beach fale, nor should there be. Your prices are up to you, and depend on the facilities and services you offer as well as other factors. When you are working out your pricing scheme you have to think about:

- ☐ What does each product or service actually cost?
- ☐ What your competition is charging and how does the quality of your product or service compare to others?
- ☐ What kind of customers are you aiming at?
- ☐ What volume of sales are you hoping for?

For example, if you are trying to decide how much to charge for breakfast you need to first think about:

- ☐ How much does it cost to furnish a fale?
- ☐ How much does it cost to provide breakfast for five guests?
- ☐ How much does it cost to have electricity in your beach fale?
- ☐ What is the total cost of making and serving the breakfast?
- ☐ How much do other beach fale charge for breakfast?
- ☐ How does your breakfast compare with theirs? (You should charge less than your neighbour if your breakfast is not as good as theirs.)

Do you want a lot of people to have breakfast paying a low price or a few people paying a high price? (if you choose the latter you will need to be sure you provide a really high quality breakfast.)

Getting the price right is especially important for beach fale because you mostly cater to budget travellers who are very price sensitive. They can always go to your neighbour if they think your price is too high. But to provide 'value for money' is more important than exactly what price you charge.



Value for money is the idea that guests are getting what they pay for, and preferably a little bit extra. If you want to charge the same prices as other beach fale do, you will need to make sure your service is as good as theirs.

Price list

Once you have decided about your pricing policy you need to make a price list. The price list can be either on a printed piece of paper or written up on a board.

You can separate prices for overnight and day visitors. Overnight visitors should be given a price per person per night and a price per person per meal. Day visitors should be given the price for parking, day use of a fale and the option of lunch.

ISI FESOOTAIGA AOGA

Mo le faiga o fuafuaga mo ma fesoaosani! tau tupe	Mo matapu tau maketi mo lau pisinisi	Mo faamatalaga i matapu faaleaoga	Mo fesootaiga ma isi pisinisi tau tagata maimoa	Mo matapu tau lafoga ma laisene pisinisi	Mo fautuaga i matapu tau le siosiomaga	Mo fautuaga i le saunia o taumafa	Mo le saunia o faasino ala ma isi aualea mo le sailia o au maketi	Mo fautuaga i matapu tau moa	tagata tafafao maimoa Telefoni 63530
Pule, Vaega o Fuafuaga ma Atiinae Ofisa pisinisi Tagata Maimoa mai Fato Telefoni 63505	Pule Vaega Maketi ma Faalailoa Ofisa Tagata Maimoa mai fato Telefoni 63540	Ofisa Sinia Vaega o Aoauga Telefoni 63508	Pule Asosi o Faleatalimalo Samoa (SHA) Telefoni 23914	Matagaluega o Lafoga Telefoni 20411	Ofisa o Punaoa Faalenatura ma le Siosiomaga Telefoni 23800	Polokalame a le Pasefika i le Siosiomaga Telefoni 21929	Faiaoga sinia o Matapu tau le Talilleleia o Tagata Aoga Matata Eeseese Telefoni 22670	Pule Vaega Maketi ma Faalailoa Ofisa Tagata Maimoa Mai fato Telefoni 63540	Pule Sili Pulega o le Ofisa Tagata Tafafao Mai- Telefoni 63530
Faufautua o le Ofisa mole Atiae o Pisinisi Laiti Telefoni 22770									

Return to Paradise



Return to Paradise (Upolu)



BEACH FALE PRICE LIST

OVERNIGHT VISITORS

Bed & breakfast

Per person \$X Tala

Evening meal \$X Tala

DAY VISITORS

Parking \$X Tala

Use of fale \$X Tala

Lunch \$X Tala

Always write your prices in Samoan Tala because using US Dollars can lead to confusion over the exchange rates. If you are VAGST registered you also need to decide whether VAGST is extra or inclusive in your prices and make this clear on your price list.

Once you have made your price list, you need to display it in a prominent position. When new guests arrive you can show it to them so they know what to expect.

From time to time you will need to increase your prices in line with, for example, rising electricity costs. When you do this do not cross out the old price, this is very unprofessional, instead make a completely new list or re-paint your whole board.

MARKETING

Marketing is about letting people know that you exist! You can't expect visitors to come and stay with you if you don't let them know why they should come and how to get to you. Before you start advertising your beach fale, go back to your business plan and think about these questions:

- Who are my customers?
- What do they want (what are their likes and dislikes, what prices are they prepared to pay)?
- Who are my competitors and how are they doing their marketing?
- How much money can I afford to spend on marketing?

Remember that you can't afford not to spend money on marketing. You need people to come to your beach fale. If no tourists are coming to stay, you have either not got your facilities and services right, or your marketing is not good enough.

There are several different ways of marketing your fale, some of which will not cost you much, here are some ideas...

Word of mouth

The cheapest and most effective way of marketing your fale is to satisfy your guests. Give your guests a good time and they will do your advertising for you. They will recommend your fale to their friends and people they meet during their travels.

Sign

It is extremely important that you have a clear and attractive sign near the road in order to entice in passing visitors.

Brochures and business cards

You might like to try to produce a simple brochure which you could photocopy and leave at the STA Information Fale in Apia. If you can, you should include:

- ✦ your name and telephone number,
- ✦ an attractive sketch,
- ✦ directions about how to get to your fales, and
- ✦ a list of your facilities and activities.

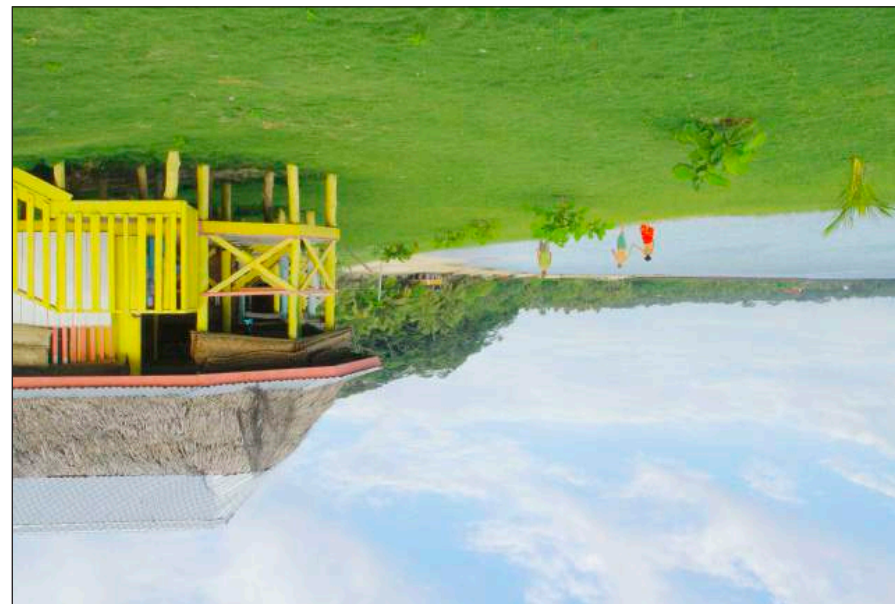


Your sign needs to be visible from a distance and easy to read.

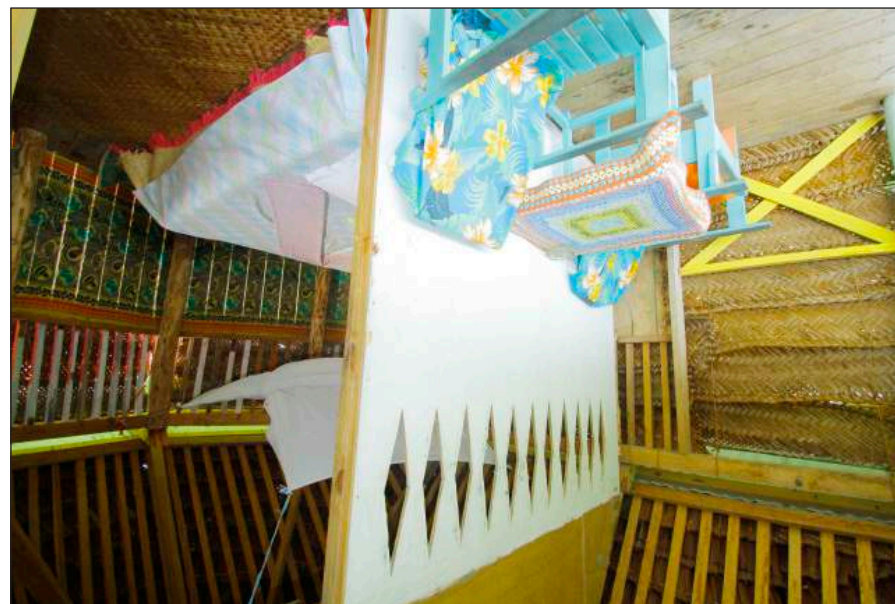
It is very important that you only advertise services you can actually provide, be honest about your business or guests will be disappointed (see over page for a sample brochure). If you can't afford a colour brochure, use coloured paper to print on and make your brochure stand out from the rest.

Business cards can also provide a cheap means of marketing. You can give two to each departing guest and ask them to keep one and give one to a friend or someone they meet along the way.

Jane's Beach Fales



Jane's Beach Fales(Savaii)



Satutua Beach Fales



Satutua Beach Fales(Savali)



Other mediums

One very good way to spread your name is to get some T-shirts printed with the name of you and your beach fale, the location, and a picture of the beach. Your family/staff could wear these as a uniform and you could give them as a leaving present for your best guests or sell them cheaply so that guests buy them and in this way provide an international advertisement for your fale.



Another idea is to place an advertisement in in-flight magazines. You could also ask STA to let you know when journalists or film crews from overseas are visiting so you can invite them to stay at your fale free of charge. You will often be rewarded with a good write-up in an international publication. You might also offer the same kind of familiarisation visits to the tour operators so they understand better what you have to offer.

Finally, you could ask guests who have enjoyed staying at your fale to write to the 'Lonely Planet Guide Book', 'Trip Advisor' or the 'South Pacific Handbook' and tell them about your fale. These Guide Books are the best places to be mentioned as the majority of budget travellers use one or other of the books

SIULI'S BEACH FALES MATAFAGA

*Imagine sand sea and the natural beauty of Samoa on your own doorstep!
You have never experienced hospitality like this before.*



This is the budget accommodation at its best. We will provide fantastic food, bedding including mosquito nets and traditional entertainment. You can choose from a wide range of sporting, nature and cultural activities. You can go on mangrove canoe tours, wildlife walks, mountain treks or visit archeological sites. Otherwise you can do absolutely nothing and sit back and enjoy the view-Take the Matafaga bus from the fish market, arrive unannounced and stay as long as you want. Bring only suitable beach clothing, and a few books, a hammock, a musical instrument and don't forget your snorkeling equipment.

Overnight visitors (per person including 3 meals) \$45.00

Day visitors (per fale) \$10.00

Free car parking

We look forward to meeting you!

Siuli Faamapea SIULI'S
BEACH FALES Matafaga

Traditional Budget
accommodation

Along the south-west coast
road 40 minutes from Apia
Phone 25425 Fax 25425

**Brochures and business cards
offer a cheap means of
marketing**

Contacts in Apia

Use any business contacts you have in Apia to help you promote your beach fale. Talk with tour operators and tour guides and encourage them to bring day trips to your fale. Offer them special rates and special services. Visit budget hotels in Apia and talk to the receptionists to find out about their customers' needs. Leave a supply of brochures or business cards with them. You might like to offer special rates for these operators to visit your fale.

Collective marketing and cooperation

In order to market your business more effectively you could form a marketing group with other beach fale operators and produce a joint brochure. This is a good idea if there are many other beach fale businesses located nearby.

NB: There is currently funding available from Private Sector Support Facility to assist with marketing costs.

Together you could make a brochure to give tourists with information about individual fale as well as more general information about staying in beach fale:

- what to expect,
- telephone numbers,
- prices,
- contact people, and
- what buses to take to get there.

A coloured pamphlet could be produced and displayed at overseas trade fairs in order to capture the overseas market.

STAFF TRAINING

You need to train your staff in order to provide a high quality service for your guests even if they are just your family members. Everyone in your family who comes into contact with guests needs some basic communication and public relations skills.

They also all need to make serious commitments to guests satisfaction and professionalism if your business is to be a success. In addition, some of your family or staff could benefit from special training like the cook or the person taking bookings.

✧ KEY POINTS

Make a marketing plan

Ensure you have a good sign

Develop and distribute your own brochure

Laulila Beach Fales (Savaii)



Tailua Beach Fales (Savaii)





Anita Beach Fales



Anita Beach Fales (Upolu)

Use this manual

Go through this Manual slowly with your family so that they have greater awareness about the many different aspects of your business.

Put particular stress on the section about how to welcome guests. You should discuss the section on preparing food with your cook and try to implement some of the recommendations.



Training schemes

Investigate the different tourism and hospitality training courses run by STA, SBEC, NUS and APTC and consider sending one or more of your family to improve their skills. You *can* also do your own training by practicing your English from the radio and television and making sure your staff and helpers understand all the essentials.

You can find out more about tourism and hospitality training courses are that are available by contacting STA.

Hold regular staff meetings

Try to hold a regular weekly meeting when all your staff have the chance to talk about how things are going, raise any problems and talk about how they can be solved. This is also a good opportunity to discuss how to make improvements to your facilities and services and how to implement the advice from this manual.

KEY POINTS

Your staff need to be trained

Use the manual together

Learn from your competitors

Visit your competitors

It is useful to visit other beach fale operators on a regular basis in order to see how they are doing things and get ideas about how you might improve your services. You might like to invite fellow operators to visit your business and discuss ways of improving services, facilities and profits. You can also get new ideas by visiting some of the better hotels when you are in Apia and watch how guests are *greeted* and served.

WHERE TO GO FOR FURTHER SUPPORT

When you start up a beach fale business there are many things you need to learn about. In this Manual there is only room for the basics, many specific things you will need to seek further advice about, like:

- learning cooking skills,
- building fale and toilet blocks, and
- preparing your business and marketing plan.

There are two types of support you can receive.

TECHNICAL ASSISTANCE is when you are provided with an *expert* free of charge or with minimal costs, to help you plan some aspect of your business or train you and your staff/helpers

FINANCIAL ASSISTANCE is when you are provided with funds in cash or other means to undertake a particular project (building materials)

Technical assistance

SBEC and STA provide some free business and financial advice. The Ministry for Revenue can also assist you in working out your tax responsibilities.

Beach Fale Association

Why not get together with beach fale operators in your areas and start an association? You could have regular meetings to discuss issues of concern such as pricing policies or safety measures and would be able to sort out problems on a group basis. In an association you would also have more strength to lobby for infrastructure and other assistance.

Samoa Hotels Association

The Samoa Hotels Association (SHA), is open to all those involved in the tourism industry in Samoa, and hold meetings regularly.

There are numerous benefits of membership including:

- ❖ regular speakers on topics of relevance to your business,
- ❖ joint marketing, and
- ❖ networking with important contacts within the industry.



Tailua Beach Fales



Namua Beach Fales (Upolu)



Taufua Beach Fales (Upolu)



Moegamanaia Beach Fales (Upolu)



Financial assistance

There are 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 is on standby should you need assistance in completing your application form.

You are most likely to get financial assistance if you target your application carefully, STA will also be able to help you decide which donor agency you should apply for your particular project.



CLOSING NOTE

It is not always easy to make a success for your beach fale business. It is only through hard work and good business planning that you can make your beach fale succeed.

With your help we have developed this manual to suit your needs. We have outlined some of the most important points to consider in running your beach fale business. If you follow the advice given here you will be on the right track to satisfying your guests.

We have tried to make this manual as up to date and accurate as possible but no doubt things will change and you will find things we have overlooked. Write to the Samoa Tourism Authority and tell us which parts of the Manual we need to change and improve for next time. This way it will remain a useful resource for beach fale operators for some time to come.

OTHER USEFUL CONTACTS

Financial, tax, & other business advice	SBEC Business Advisor Phone 22770
Planning & Government Incentives advice	STA Manager Planning & Development Phone 63505
Marketing & Promotional advice	STA Manager Marketing & Promotions Phone 63540
Information about Education & training Courses	STA Principal Education & Training Officer Phone 63508
Contact & networking with other tourism operators	Samoa Hotels Association CEO Phone 23914
Information about tax responsibilities	Ministry for Revenue Tax Advisor Phone 20411
Waste disposal & beach protection advice	Ministry of Natural Resources and Environment, PUMA Division Phone 23800
Advice about caring for your marine environment	Secretariat of the Pacific Regional Environment Programme (SPREP) Phone 21929
Advice about food Preparation & menu Planning	Australia Pacific Technical College Phone 21428
Business cards, brochures signs, & other creative ideas to promote your Beach Fale	STA Manager Marketing & Promotions Phone 63540
Tourism Advise	STA Chief Executive Officer Phone 63530

Vacation Beach Fales (Savali)



Mogamamala Beach Fales (Upolu)

