TOUR GUIDE MANUAL

SAMOA
The Treasured Islands of the South Pacific

FA'AVAE I LE ATUA SAMOA

NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Aid Programme

This Manual has been produced
for Tour Guides in Samoa

Reproduced & Republished by
The Samoa Tourism Authority
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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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ACKNOWLEDGEMENTS

This is a revised version of the first Samoa Tour Guide Manual which combined the efforts of many contributors. Ross Corbett of Tourism
Resource Consultants coordinated the work while Louise Twining-Ward wrote and edited the main body of the text.

The basic facts about Samoa were originally collated by Bismark Tamati of the then Samoa Visitors Bureau. The culture section was drafted by Viiga Fuimoana, also of the Samoa Visitors Bureau. Easter Galuvao of the Ministry of Natural Resources and Environment was responsible for the section on the vegetation of Samoa while Toni Tipamaa, of the same office, prepared the material for the section on Samoan wildlife.

INTRODUCTION

Professional tour guiding can be fun and fulfilling but it is not always easy. You need to be an entertainer, a teacher, a friend and a guide, all at the same time. Not all these skills can be taught on a training course or written in a manual. Some of them only come through experience, making mistakes and learning from them; but if you combine your own experience with the information presented in the manual, we think you will have many of the tools that you need to be confident and professional in your job.

About the Manual

This manual has been prepared especially for Samoan tour guides. It is designed as a 'teach-yourself text to assist guides who already have practical experience in tour guiding: to upgrade their skills, enhance their knowledge and revise some basic facts and figures about Samoa. For those who are new to tour guiding, it is hoped that the manual will provide a basic understanding of the key elements of planning and managing a tour, and that this will later be re-enforced through practical experience.

How to use this Manual

The manual is designed to cover each of the key areas you'll need to think about in your work as a tour guide in Samoa. It is divided into three parts. Each part has a different purpose and should be used in different ways.

- ***The first part*** of the manual is a review of basic **tour guiding skills**. These are the skills with which all tour guides need to be familiar in their day-to-day work. Read through this section carefully several times and add your own notes in the margin. Once you are familiar with the text, you may want to use it as a regular point of *reference* when you are preparing your tours.
- ***The second part*** of the manual *refers* to the main sites of Samoa. It provides general background information on the most important sites of interest for tourists. Use this section to revise and supplement your knowledge of the sites on your itinerary and gather new ideas about sites to visit in the future.
- ***The third part*** of the manual is a **reference section**. It is divided into four parts which provide basic facts and figures about Samoa as well as more detailed information on Samoan culture, vegetation and wildlife. Although you will already be familiar with some of the information presented here, other areas may be new to you. Take your time in learning these new facts, marking them as you go and referring back to them when in doubt. You may also want to keep the manual close at hand whilst you are taking a tour just in case you need to quickly look up an unfamiliar bird or plant.
- At the end of the manual you will find a list of texts to which you can refer if you want to extend your knowledge in a particular area. Most of these can be found in the Pacific Collection of the Nelson Memorial Library in Apia.

PART ONE: TOUR GUIDING SKILLS

The first part of the manual is about basic tour guiding skills. It includes information about the roles and responsibilities of a tour guide, and provides practical tips on planning and running a professional tour.

Tour guides are a very important part of the tourism industry. The better guide you are, the more satisfied and informed visitors become.

Remember: *visitors who have had a great time with you will help to market your tour by word-of-mouth*

A professional guide is:

- neat but practically dressed,
- always on time,
- well-prepared with all the necessary equipment,
- friendly, polite and confident in dealing with people, and
- open-minded and patient (but also able to deal with complaints).

Your role and responsibilities

As a tour guide you provide a link between the tourists' world and, for them, the unknown. You guide their way, and provide a sense of security in a strange environment. You also help tourists interpret what they see, not by reeling off facts and figures but by 'translating' information into understanding. In order to bring the tour alive, you

need to convey information in a humorous, enthusiastic and fun way. This will ensure you develop a good relationship with your group, and help everyone have a great day out.

As a tour guide you have three main responsibilities:

- caring for the health and safety of clients, especially those with special needs;
- managing the tour and making sure nothing goes wrong (or if it does, fixing it); and
- providing high quality, informative and entertaining stories.

LEARNING MORE ABOUT YOUR CLIENTS

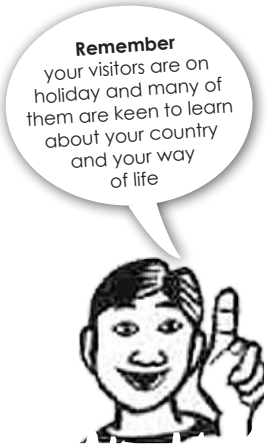
In order to carry out your responsibilities you have to know about your group and their needs.

Who are they?

Your groups may vary greatly from one day to the next. Here are some questions you might like to think about when preparing a tour.

- ***Have they been on your tours before?***
  Repeat clients should receive a special welcome.
- ***Where do they come from?***
  Find out, don't guess. If English is unlikely to be their first language, you may need to use body language to direct people onto and off the bus, or your own form of sign language when talking to them about an attraction. Be aware that their eye contact with you may differ depending on where they come from.
- ***What are their interests?***
  Try to discover the interests and background of your clients either when they make their booking or early on in the tour. Use this knowledge to relate aspects of the tour to their own interests. If you are arranging a special tour, be sure to find out whether the clients can snorkel, how far they are prepared to walk, their level of English and so on. These facts will help you to customize your tour. For example, what would you show someone who was a keen gardener? An engineer? A doctor?
- ***What kind of group is it?***
  Check the names to see if you have a big family group or many individual travellers. Also check the balance of males and females and determine if there are any children included (you may want to think of some childrens' activities in advance). If it's a cruise ship group, the timing of the arrival and departure of the boat are crucial details for your tour. Similarly, a school or research group will require different preparation from a family group.
- ***Have they mentioned any special needs?***
  When you are booking a tour always ask whether any of the clients have any special needs such as walking assistance, special diet or specific interests such as bird watching or cultural activities. Check for any medical conditions

by asking the visitors to come and see you by themselves (if they have a condition) rather than telling the whole group



Why are they going on a tour?
There can be many different reasons for going on a general sightseeing tour. They may want:

- To meet Samoan people and hear about their country.
- To visit sites of interest without having to worry about how to get there, or
- to enjoy the company of the tour guide and other visitors.

Other kinds of tours will have more specialised purposes such as adventure, nature walking, souvenir hunting, or simply a means of transport to a beach. Your role will vary depending on the needs of the group and the type of tour you are organizing.

What are their expectations?
Before visitors go on your tour they will have certain ideas, or expectations, of the things they might see, hear about and do. They may have obtained these ideas from your brochures, their friends or previous experience from other Pacific islands.

After the tour, clients will compare their expectations with their experience. If the experience was *better than* they expected they will feel happy and satisfied. If, on the other hand it was *not* as good as they expected, they will feel disappointed or even cheated. To avoid disappointing visitors, make sure you know how your company markets its tours. What package is being offered and what's included in it? What's the correct price? You can easily end up with angry visitors if you don't know what has been offered and it may not be your fault.

Designing a tour programme
One of the differences between a casual guide and a professional guide is a good plan. A good plan is one that is well thought-out, properly tried and tested and achievable in the time available without rushing or boring the visitors.

There are several important aspects to consider when designing your tour programme.

◊ The type of visitors taking the tour.
Different visitors have different needs. Are they young or old, adventurous or cautious, professionals or family groups? Check the previous section on learning about your clients before you start to plan your tour.

- ◊ The length of time available for each tour. Think about the total time available for the tour and how it can best be used to avoid rushing or late arrivals home.
- ◊ Keeping to time.
  Keeping to time is very important. Your clients may have only a few days in Samoa, and will be annoyed if they have to wait half-an-hour for a late tour bus. Similarly they may have a business meeting scheduled for when they return, so coming back on time is very important.
- ◊ The type of tour you are organising. We can think of tours as being either a general sightseeing tour or a specialised tour. General sightseeing tours normally stop at various sites around the island. Specialised tours can include nature walks, bird watching, canoe rides or simply picnic trips to the beach. They tend to concentrate on one or two areas, rather than the whole island.

Once you have decided who your clients *are*, and the length and type of tour it is, you *are ready* to start preparing the tour itinerary.

PREPARING THE TOUR ITINERARY

The first thing to decide is where you will take your clients. Let's look at a general sightseeing tour by drafting a list of sites and thinking about the following questions'.

How accessible are the sites?
You don't want to waste too much time going to a remote site if it's not very interesting.

What kinds of activities are possible at the site?
This tells you how long you need to budget for each site stop. If swimming is involved you will need at least an hour, a viewpoint may require just 10 minutes, while you will need to trial a guided walk to see how long it is and the level of difficulty.

Do the communities want to have visitors in or near their villages?

Remember *having a good tour plan helps you to solve problems before they occur.*

Visit the proposed sites in advance and consult with the owners about whether they would like your groups to visit. This is a good opportunity to find out about the local legends as well as dangers such as cliffs, slippery rocks or sea currents. At community-run attractions be sure to meet with the committee members and find out their *concerns*, what they can provide and how much they will charge you.

What facilities are available?
Check the facilities in advance so you can warn

tourists that it's the 'last chance for a toilet stop' before lunch and so on.

Remember a longer tour is not always a better tour; return on time.

Do all the other tour companies visit this site?
You don't *always* have to make a beach BBQ at Lalomanu on Wednesday. Maybe your guests would rather climb the crater and see the flying foxes. Be wary of visiting the same sites as everybody else, every week. Work together to avoid crowding. Try to be different by creating tours that are better but different from any of the others. This way you have a chance of not only capturing the existing market but also establishing new and potential markets.

What time will you be visiting the different sites?
Timing is important. Some sites and tour activities are better in the early morning when it is cool (walking, cycling), others fit well with the hottest time of the day (resting, swimming, visiting indoor sites) while others are only possible in the afternoon or evening (viewing flying foxes or sunsets).

IDEAS FOR TOUR ITINERARIES

1. **Landscapes:** be on the look-out for good viewpoints and unusual scenery.

2. **Nature:** try to find places of special interest in terms of native trees, mangroves, wildlife or marine species.

3. **Culture:** think about visiting places with fine traditional architecture, customs or performances;

4. **History:** look for old buildings and monuments and find out about their history.

5. **Everyday activities:** don't forget the everyday things such as a garden, plantation or bathing pool as these may be of great interest to your clients, and

6. **Tours with a special focus:** think about some original tour itineraries such as a specialised handicraft tour or a cultural tour.

How does the whole tour fit together?

When you have a draft tour plan, go through it and check the balance of sites and activities as well as the timings. Where are the toilet stops, viewpoints, lunch breaks, swimming places? Imagine the tourists only have one day in Samoa (this will be the case if it is a cruise ship group). Does your tour give them a balanced view of both traditional and modern ways of life in Samoa? Does it show them enough to make them want to return to Samoa?

Take a practice tour

Before you take a new tour route you need to test it to ensure all the arrangements and timings are both possible and practical. Try to take a friend so you can practice your story telling along the way.

In the example plan on the next page you will notice that the timings and order of the various activities have been carefully planned. In the morning you walk uphill to the eraser through the shady forest. When it becomes hotter, you walk down hill then relax at the beach and have a refreshing coconut drink and a swim. Your village visit is in the afternoon when the men have returned from the plantation. At the end of your tour you finish off with a real highlight: the farewell legend at a beautiful lookout point. Your guests will take a special memory home from their tour and may even tell their friends in the hotel what a great time they had.

Writing the itinerary

Once you have decided what will be included in your tour, you will need to write it down in a way that is accurate, carefully prepared and well-presented. Ensure all essential information is included such as pick-up and drop-off points and times, sites of interest, food and any extras provided, the tour price, what to wear and bring. If you have a special cultural activity such as a village tour, ava ceremony or a visit to the local church, it is important to tell clients about dress codes before they leave. Make sure you always have an extra T-shirt or lavalava in the bus for a tourist who may have forgotten their own. Don't forget to allow for things such as the time taken to get on and off the bus, traffic congestion and toilet stops. What will you do if it rains?

Information you provide on the itinerary will form the basis of your clients' expectations, so don't exaggerate the number of flying foxes you are likely to see or you may end up with a disappointed group.

EXAMPLE TIME PLAN FOR FLYING FOX DAY TOUR

Time	Activity	Notes on commentary storytelling
07:30	Pick-up minibus equipment and lunch	
08:15	Collect tourists from Tauese Hotel	Introduction
08:30	Collect tourists from Trade Winds Inn	Introductions & tour briefing
08:45	Leave for Talofa village	Island life cyclone damage
09:30	Arrive Talofa village	Story of flower lei
09:45	Begin walk to flving fox crater through forest	Forest as a house
10:45	Arrive bat crater	Life as a bat
11:00	Leave bat crater, walk to Coconut Beach	Village gardens
12:00	Arrive Coconut Beach, swim, snorkel, relax	Boys demonstrate palm tree climbing
12:45	Picnic lunch at Coconut Beach	Coconut story
13:30	Return by bus to Talofa village	Afternoon activities
13:45	Arrive Talofa village	Women tell dance story
14:00	Dance performance by women committee	
14:00	Begin village tour	Village layout chiefly system
15:15	Join canoes & canoe through Mangrove Lagoon	Life in the mangroves
16:00	Depart Talofa village	Guitar song by young men
11:30	Farewell story at Island View Lookout	Legend of the Sea
17:00	Return to Trade Winds Inn	Farewell
17:15	Return to Tauese Hotel	Farewell

PLANNING YOUR COMMENTARY

Planning your commentary, or storytelling, is one of the most important parts of your tour preparation. Your family, school friends and other villagers will have taught you many stories. As you travel around, keep a notebook for new stories and legends; there is always something new to learn, even at the most familiar site. You may need to write detailed notes for some stories, while you may remember others with just a list of key points. Try to find stories of the areas you plan to visit from local people or books on Samoa legends (see Reference List). Ask yourself:

- What is special about the sites we are visiting?
- What sights and sounds may be new to visitors?
- What types of vegetation and wildlife will we see along the way?
- What smells, sounds and tastes will visitors be exposed to during the day?

***Remember** a good story is one that is simple, interesting & entertaining*

Simple

Remember your visitors are on holiday. They stand a better chance of remembering a story that has a simple storyline (such as 'Sina and the Eel').

Interesting

Stories and facts need to be interesting to your visitors. You can help create interest by comparing something from Samoan daily life with the daily life of your visitors. For instance, visitors who are keen gardeners back in New Zealand may be fascinated by your village gardens but less interested in observing birds.

Entertaining

You don't need to sing and dance to be entertaining. Having fun with your guests, sharing a joke (be careful though) or raising some interesting questions or even mysteries may be enough. For instance, using coconuts at the Taga Blowholes can be fun. Consider this though: ask your group if they can work out why whales can sometimes be seen close to the blowholes during migration. Maybe the whales think the sound of the blowholes is just like their own?

Story lines

Having a clear story line makes it easier for visitors to understand and remember what you've said. The story line is the central idea or message that you want to portray. Here are some examples about how you might plan your commentary based on a story line.

Village stories

Interesting stories can develop from the smallest aspects of village life. A guided walk through a village can be a good introduction to life in Samoa. You can explain how the different buildings are used, how they are made and where

family members sleep. When you pass the church you can tell visitors about the importance of religion in Samoa, and if you pass a grave you may like to explain about funeral customs.

On a village walk you could stop and show visitors how coconut cream is made, or visit somebody making fine mats or handicrafts. Visitors often like to buy things directly from the producer and this could also be an opportunity to generate some extra income for the village.

Plantation stories

Keep your eyes open when you pass village gardens and plantations. Visitors are often interested in how different fruits and vegetables grow and are harvested. If you pass a cocoa tree, pick a fruit, break it open and pass around the beans. Explain the process involved in turning these beans into a chocolate bar. Point out different plants and explain any special medicinal uses they might have. In some situations it can be interesting to ask villagers to explain to the group what they are doing, although you may have to translate.

Managing a tour successfully requires numerous skills. You need to be an entertainer, a teacher, a friend and a guide all at the same time.

STARTING YOUR TOUR

Now that you have planned your tour, including the stories you will tell, and written a detailed itinerary, you are ready to look at the finer details of conducting the tour.

Your first job is to pick up your clients at their hotels or your designated pick-up point. Ensure you have a confirmed list of clients and become familiar with their names before you leave. Welcome each passenger with a smile as they come on board, tick their names off on your list and find out their nationality. Try to make everyone feel comfortable right from the start.

Ensure they are seated comfortably and before you leave make sure you tell everyone in a briefing:

- Where they are going (provide a small photocopied map for everyone).
- What activities they will do during the tour and at each site.
- Where and when facilities and refreshments will be provided along the way
- The time schedule, including the time they will return to their hotels.
- Any special cultural protocol that will need to be respected during the day.
- How to operate safety equipment such as seat-belts or life jackets.
- How to operate windows and doors.

Finally, after introductions have been completed, your main role during the tour is to interpret the natural and cultural features that your visitors have come to see. One of the most important skills you need to develop is what we call ‘storytelling’.

STORYTELLING SKILLS

Storytelling is the very heart of successful tour guiding. It is the process of helping your visitors understand the sites they are visiting. You can do this by pointing things out, explaining things and telling stories. Although good storytelling certainly involves a bit of research, it is not just a process of giving information. Such as...

Remember
if you forget the enjoyment, your customers won't come back.

"The Great Barrier Reef is the largest reef system in the world. It stretches 2,300 kilometers up the East Coast of Australia and consists of 2,900 reefs. There are 618 continental islands and about 400 coral cays. We have over 4,000 species of molluscs, about 400 different species of corals and..."

At the same time as improving the visitor experience, your interpretation should influence the way your clients feel towards an area and how they behave in it. For example, if your visitors understand about coral and its importance, they may refrain from standing on it when they go snorkelling.

"The Great Barrier Reef is a complex underwater world, an intricate social network, where different races and cultures compete for space, food, homes. Some like the great white shark hunters, others like the parrot fish are gentle grazers, still others like the remora are cleaners, waiting in their cleaning stations for other fish to come past and have their scales sucked clean of algae."

Responsible storytelling aims to:

- Increase visitor understanding and appreciation of a place;
- inform visitors about things they see;
- create an enjoyable and enriching experience and
- influence the behaviour of visitors.

Involve the visitors

Try to make your stories come alive by making good use of props from the local environment. Pass things around for visitors to hold, smell and touch. This creates a richer and more interesting experience for them.

For example, rather than just demonstrating how to open a coconut, allow your guests to have a go themselves, being careful of course that they aren't hurt in the process. Providing for a range of visitors is a major challenge, your ideal is to involve everyone, helping them personally connect with or experience your special site.

Be yourself

People like a guide with a personality, so be yourself and relax! Always gather your visitors before you start to tell a story. Think of the visitors as a group of your friends; you want to make them laugh, to entertain them and give them a good time without exaggerating or giving false information. Above all, speak clearly and talk slowly so people can understand what you are saying. If you have a group with limited English skills you will need to use simple words and rely on body language.

Check what you say and how you say it

Avoid too many errs, aahs, OKs and coughing, as these are both distracting and irritating for the listener. Try to avoid taking a tour if you are unwell. Find a replacement, as your mood will rub off on your group and tourists don't want to be guided by someone who is sneezing or continually blowing their nose!

Use body language

Maintain eye contact with your group as this helps to build trust and sustain interest. Smile, especially if you are feeling nervous. Use your arms and body to give interest to your talk. Be dynamic. If you have a big group find something to stand on so everyone can see you.

The right balance

Try to target your story at the right level. You don't want visitors to be overloaded with information, but at the same time you also want to ensure they are satisfied with the story you provide. Take the lead from your group. If you know they have a special interest in handicrafts, be sure to refer to this in your talk. If you can see the group is bored or tired of listening, suggest a short walk, refreshment or a moment's free time rather than dragging out the story. Try to make the best of any chance happening. If you are stuck in heavy rain, humour your guests with exciting tales of cyclones. If you happen to see a flying fox, tell your guests about their role in the rainforest. If you are drinking a refreshing coconut drink, tell you guests about the usefulness of the coconut.

Remember
you don't have to talk all the time

Answering questions
Make sure you are always available to answer questions. Stay close to the group and appear interested and approachable. Try to have a few reference books in the bus so that if you are unsure of a plant or animal you can look it up. Always admit when you don't know the answer to a question rather than making up something.

Being a good listener
Communication is a two-way process, which means that as well as talking to your group you also have to be a good listener. Give your visitors time to talk amongst themselves too.

Encourage your guests to swim where you know there are no dangerous currents. Warn your guests about any openings in the reef and if you see them swimming too close be sure to shout and attract their attention.

Being a role model
You are the role model. Always show respect for the local community and demonstrate appropriate behaviour to your guests. Your guests take the lead from you. Be careful to pick up any litter the group may leave, and take a bag for clearing other people's litter. Your actions will be respected by the group and you will be helping to improve the environment for your next visit.

SAFETY PLANS

Every tour company needs to have a safety plan. What happens if something goes wrong, you get delayed, your restaurant is closed or the bus won't start? A safety plan is easy to prepare and may save lives. Sit down with your managers or staff and decide on the answers to the following questions:

- *What are the risks on this tour?*
- *What safety equipment do we need?*
- *What procedures do we need to minimise or remove the risks?*

Write the answers down and place them in a 'Safety Plan' folder. Ensure all staff are trained in this area.

Obviously you can't plan for the unexpected, but you can think about some of the nasty surprises that could await you, how to best avoid them and how you would deal with them if they did occur. For example...

Engine trouble
Make sure your tour bus is regularly serviced and the driver checks the oil, water and tyre pressure before every tour. Make sure either you or your driver has a good knowledge of car mechanics.

What if: the bus won't start, what are *your* alternatives? Is there a spare bus? Do you have the clients' contact numbers? Do you know all the service stations along your intended route? Do you have a mobile phone to take on tour?

Client sickness or injury
Ensure the bus is well ventilated and check that everyone is comfortable. Take extra care to check on clients with special needs. Ensure you have taken all possible safety and health precautions and are aware of any dangers at the sites that you will be visiting.

What if: someone is sick, do you have basic First Aid? If someone has an accident, do you know how to reach the nearest hospital or medical centre? Do you have a mobile phone?
(See the following section on basic First Aid).

Road accidents
Your driver should be warned if he is driving too fast or in a dangerous way. Take special care to drive slowly in bad weather.

What if: there is an accident? First make sure all your clients are safe, then try to get help. Signal a passing car to give you assistance. Make sure you have a record of the drivers and cars involved in the accident for your insurance claim (always keep a pen and notebook in the bus).

Conflicts amongst the group
Keep up a friendly atmosphere, introduce all the clients to each other before you start.

What if: there seems to be tension? Don't get involved in any arguments and don't take sides. Try to sort it out at the time or ask that you have time to sort it

out once you return to the hotel/ resort. Music or an extra stop may help to ease the tension.

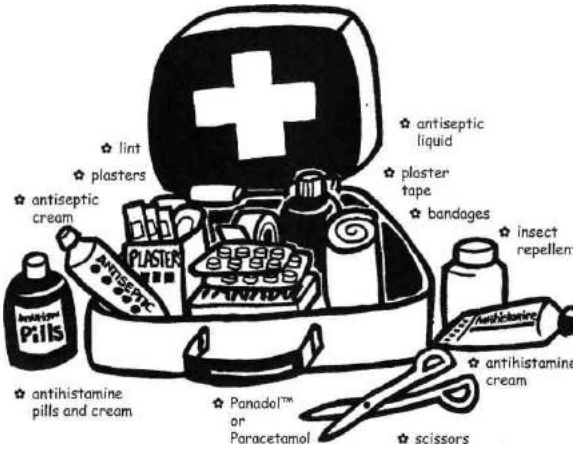
Dealing with complaints
Provide a high quality professional tour and fulfil any promises made at the start about site visits, rest spots and timings. This way you may be able to avoid complaints.

What if: someone is angry or upset about your tour? It is your job to listen, be calm and try to resolve the situation. Always talk to the person who has the complaint in private. Avoid any other members of the group being affected.

BASIC FIRST AID

All tour guides need to have a First Aid Certificate. If someone has an accident or suddenly becomes sick during your tour, it is your responsibility to look after them and ensure they receive adequate first aid. You will need to make a decision about how serious the illness or injury is and whether the person needs to receive professional medical attention or not, even if this means canceling your tour half way through. The sick person is your top priority; of secondary importance is how to cope with the rest of the group in this situation. Remember there could be a doctor, nurse or other medical people in your group don't be afraid to ask for help.

First aid equipment
You should ensure there is a well equipped first aid box in the bus and that you are familiar with ' how to use it. Make sure it includes the following.



CHECKLIST FOR THINGS YOU NEED ON TOUR

Remember, a professional guide is well prepared. You may need the following:

- ❒ Copies of your tour itinerary and a map for all clients.
- ❒ Your business card and any sales items such as company t-shirts.
- ❒ Your notes for your stories.
- ❒ Pen and notepad.
- ❒ Plant and wildlife books.
- ❒ Binoculars.
- ❒ First aid kit.
- ❒ Extra t-shirt and lava lava.
- ❒ Towel.
- ❒ Clean, cool drinking water and refreshments for all your guests.
- ❒ Hat and several umbrellas.
- ❒ Knife to peel fruits and open coconuts

PART TWO: SITES OF SAMOA

The second part of the manual is about the attraction sites of Samoa. It highlights points of interest and suggests some of the story lines you may want to use. You *can* use this information to help prepare your tour.

Further information about the sites can be found from local people as well as the reference section in part three of this manual.

There are many important and attractive sites of interest in Upolu and Savaii. Some of these will already be included in your tour but there could be others you may not know about. Read through the section and mark the sites you regularly visit, adding any extra information you may know about them in the margin.

There is not enough room here to give the full history and legends of all the sites in Samoa, but we have included some facts and reminders to help you plan your tour. As many tour guides will only be working on one of the islands, we have divided this part of the manual into two sections: Upolu and Savaii.

UPOLU

Upolu has a good selection of sites that are of interest to visitors. As well as those listed below try to include some of the more unusual sites in your tour programme.

Apia town area

There are many interesting buildings around the town area including those along beach road, the markets and Mulinuu. Include the different memorials in town, the town clock, the reclaimed area where the government building is on, Nelson Memorial Library, sea wall, Fisheries Department and Palolo Deep.

Mulinuu

This is your chance to explain to your group about the modern history and current affairs of Samoa. All the sites are packed into a small area here so you will need to be well-prepared and try to visit them in chronological order.

Beside the grave of **Malietoa Tanumafili I** and **Malietoa Laupepa**, you can explain the role of the Head of State and the origins of this chiefly family. Remember to check your history notes before this tour, so you can explain about the 1860-1900 chiefly power struggle.

Next to the **German and British/Memorials,** outline the story of the colonial squabbles and 1889 cyclone that led to the division between *American* and Western Samoa. Then tell about the period under German and then New Zealand rule.

At the **Independence Memorial**, you can explain the involvement of the United Nations in the lead up to the independence of Samoa, 1 January 1962. Independence is celebrated every year in June. Don't forget to mention that Samoa was the very first Pacific island to gain independence.

Beside the **parliament** building you can explain about Samoa's parliamentary systems. On the opposite side of the road you have the chance to talk about the land tenure system in Samoa and the role of the **Lands and Titles Court** set up in 1903 by the German Governor, Dr Wilhelm Solf. Remember to include something about the new house for the Head of State.

Robert Louis Stevenson (RLS) Museum
A guided tour of the house is provided for all visitors so you only need to know some basic pre arrival information. The building was first constructed in 1890 by the Scottish author, Robert Louis Stevenson and his wife Fanny. They retired here due to his poor health as the humidity in Samoa helped his tuberculosis. He lived in the house for only four years until his death in 1894. He is buried along with his wife on the top of Mt Vaea.

You should include information about the ashes of Fanny his wife, the poems and how he advised the Samoans at the time. After their deaths the house was used by successive colonial administrators and Heads of State until its restoration by the RLS Preservation Foundation in 1994 as a museum. Take visitors around the garden as this is an excellent place to talk about the various trees, plants and birds of Samoa as you see them. You could mention the Division of Environment and Conservation – Parks and Reserves botanical garden nearby.

North coast
The important stopping sites along this stretch are Piula College and Falefa Falls. Other sites such as Sauniatu Waterfall you can just point out along the way.

Royal Samoan Country Club
This is an 18 hole, 72 par Golf course. Currently one of only four in the country (the other ones are at Sinalei, Aggies Resort and Faleata). Visitors are welcome. Green fees are low. You could mention the annual golf tournament and public holiday that are used to celebrate the Head of State's birthday

Check the Basic Facts section in Part Three for more information on the geology of Samoa.

Lava coastline and reef
This section of the North coast is made up of some of the oldest volcanic rock on the islands. The steep eroded cliff sides make it hard for coral to grow, resulting in few black sand beaches and a lack of protective reef in many places. Indicate the location of the reef and explain its function in the protection of the shoreline.

Solosolo and Lufilufi
Note the unusual names of these villages and explain their meaning to your group (handkerchief and sharing).

Piula College and *Cave* pool
At Piula, take the opportunity to explain about religious life in Samoa and the role of the *faifeau.*

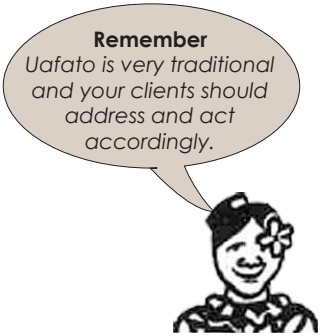
Visit the church and flower gardens *before* you swim. When you *are* at the pool you can point out the underwater passageway but don't encourage your guests to try it unless they are good swimmers. It's nice to use a snorkel here so put this on your itinerary list of things to bring. Remember to take an underwater flashlight if you have one.

Falefa
If you stop here you might like to take your visitors across the bridge to Uafato by foot to view both sides of the falls, as well as the mouth of the river. This is also a good place to explain about the geology and soils of Samoa. Mention also Falefa (this was the trading port that linked Apia to the Fagaloa area) and that the mode of transportation was by sea.

Uafato Conservation Area
Uafato is seldom visited by tours due to the difficulties of access. However, the scenery is some of the most exciting in Samoa and the road has been improved although you still need a 4WD vehicle to access.

Check the culture section for information about myths and legends of Samoa.

During the journey you can explain the importance of the area for conservation of *ifilele trees* (used for *ava* bowls) and the rare tooth billed pigeon (*Manumea)*. Arrange to see some traditional carvers in action and visit some of the sites of the legendary giant Moso. Mention also that this is the best location for ava Samoa farms.

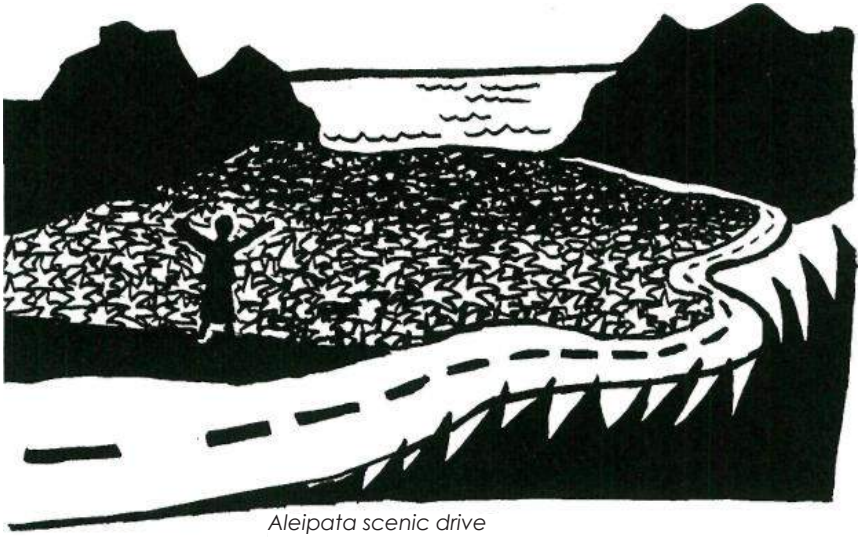


East coast

Le Mafa Pass drive and viewpoint

On the drive up the Falefa valley, indicate the surrounding mountains, show how the vegetation changes from garden to coconut plantation and then shrub. Explain the visible geology and volcanic history.

The height of the pass is 300 metres above sea level. Mention the geological and tectonic plates that form the valley-like scenery towards the sea. Also mention the village below as being the best spot for archaeological features.



Aleipata scenic drive

Point out the dam and explain about the importance of hydroelectricity in Samoa, especially the use of the artificial lake and the tunnel that connects the hydroelectric station to the village of Ta'elefaga.

Point out Fanuatapu, Namua, Nu'utele and Nu'ulua islands. Nu'utele served as a leper colony from 1916-1918 when the lepers were relocated to Fiji.

Explain that visitors can stay overnight on Namua but that other islands are just a refuge for sea birds with no permanent habitation. You can also tell visitors about the village-run marine conservation areas that have been recently established here to protect the reef and fish stocks.

Point out the stakes marking protected marine environment of Samoa fisheries areas and explain how giant clams have been reintroduced to these areas.

Check the midlife section for more information on the marine environment of Samoa.

Lalomanu & Saleapaga Beaches
Snorkeling is good here but warn your group about the currents and dangerous openings in the reef, as well as the risks posed by cone shells. The 2009 Tsunami caused major damage to the reefs in this area, however the corals are slowly growing back. If it's midday, suggest they wear t-shirts in the water or use good sunscreen.

Check vegetation and wildlife sections for more information

Fuipisia Falls
This 55-metre waterfall is on the Mulivaifagatoloa River. Warn any less active members of your group that the visit involves a rough 10-minute bush walk and a small stream crossing. Fuipisia provides a good chance for you to point out trees, plants, insects and birds to visitors. Take care to assist visitors in crossing the stream and warn them not to get too close to the edge of these falls as there are currently no railings.

Sopoaga Falls
A little lower down the same river is the 50-metre high Sopoaga Falls. You could use this site as a picnic area or refreshment stop and make an arrangement for the family to provide chilled coconuts for your group. There are also many local food plants and flowering plants labelled with their scientific names, in the garden you can point out to visitors. Facilities here are clean and cater for both males and females.

South coast

O Le Pupu Pu'e National Park

Togitogiga Falls
This is a good opportunity to explain the history and main purpose of the national park. It was the first national park in the South Pacific opened in 1978, with the purpose of protecting a sample of all the different types of island environment, from the mountain-top to the coast.

Point out Mt Fito (1100m) and Le Pu'e (800m), the furthest and highest extents of the park.

You can also take this opportunity to explain about other important areas of biodiversity such as the Saanapu, Sataoa mangroves which are the largest standing mangroves in Samoa and the Uafato conservation area.

There are several lava tube caves high in the forest and an attractive waterfall with large rock pool for swimming. However, at the time of writing this waterfall has been dry for some time, so check before visiting to avoid disappointment. It is possible to see whales at 'Pupu' during October.

Check the Basic Facts section for information on how lava tube caves are formed.

South coast scenic drive

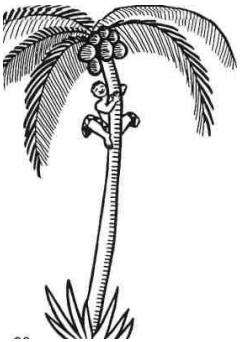
This route is particularly colourful on a Sunday. Drive slowly, point out the meeting houses and tell visitors about the work of the National Beautification Committee, the Village Beautification Competitions each year and the role of the various women's committees in keeping the villages tidy.

Saanapu, Sataoa conservation areas

Not many tour groups visit these areas, but this could be a good reason to include them in a special nature itinerary. You can tell visitors about the importance of the mangrove area and go on a nature walk or canoe ride. For larger groups you might like to arrange a mangrove tour using the boats based at Sinalei or Coconuts Resorts. These areas provide good opportunities for bird-watching, particularly in the early morning. The villages can also arrange special cultural programmes here including an ava ceremony, to'onai demonstration and handicraft sales but you will need to arrange this in advance. A good point of contact is Sataoa Beach Fales

Return to Paradise and Matareva Beaches at Lefaga

Either of these beaches make a good picnic spot. Matareva is generally quieter and better for snorkelling. Lefaga (Return to Paradise) has the added attraction of being the location of the famous Gary Cooper Film shot in 1951.



It can be *difficult* to swim here though, and warn your visitors to be careful of the surf; it is better at low tide. Here's your chance to get a Samoan boy to demonstrate climbing a coconut tree.

West Coast
There is not much of special interest on the airport road apart from a large number of churches and the village architecture. Use this opportunity to explain about religion in Samoa and village structure. The airport road is one of the best scenic drives in the whole of the South Pacific. This is your opportunity to see Samoa and its village settings where churches dominate the landscape.

***Papase'ea* Sliding Rocks**
This site has been a popular tourist attraction since the first Europeans arrived. Try to find out the names of the different pools and the legends that accompany the site. Take care that there is sufficient water before attempting the slide and show visitors the smaller slides too. You might like to recommend that visitors wrap a lavalava around their swimwear to protect them from bruises.

Be prepared to demonstrate the art of rock sliding for your tour group (or bring someone with you who will!). The women's committee will prepare leis and refreshments if you make an arrangement in advance. This can be a nice cultural addition to your half day tour. It will be interesting for visitors to know that some of the sliding rocks are earmarked for males, females, young boys and young girls. Remember to warn older people about the steps. The facilities here *are* good.

Manono Island
This is a day trip or at least half-day trip in itself. Make advance arrangements to charter a boat for the crossing. Visit the grave of 99 stones and the star mound on Mt Tulimanuiva (110 metres). You could arrange a local guide to accompany you and help tell the legends. Remind visitors that the island is very traditional and they should dress and act accordingly. Mention also about the taboo for dogs and cats. Bikes and cars are not permitted, however you can walk round the island in about one hour.

Take your rubbish home with you!

Cross Island Road

Bahai Temple

There's no real need to spend a lot of time here but if visitors *are* interested you might like to stop. The temple was completed in 1984, designed by an Iranian named Husain Amanat. It is one of only seven Bahai temples in the world. The Bahai faith originated in Persia in 1844. It has no professional clergy and although it does have its own scriptures it also uses readings and prayers from other religious. From here your *passengers* can enjoy the views back down to the North Coast and it is also a very nice spot for a picnic. Samoa is the Baha'i centre for the South Pacific.

Check the culture section for more information on myths and legends.

Lake Lanoto'o

This site used to be a popular weekend retreat in the time of the German administration. The lake is cool and deep and is said to contain many species of goldfish. The lake is also Samoa's first International Ramsar Wetland. The access road from cross island road is very rough and in poor condition. It's about a 2 hour return hike and recommended for intermediate to advanced levels of fitness. Follow the red tags on the trees and expect to get wet and muddy if it has been raining. Look out and listen for the endangered Samoan birds – Manumea and the Mao. The Ministry of Natural Resources and Environment have more information on the lake.

Tiavi (Papapapai-uta) Falls

Show visitors the steep valley sides and explain this is the water source for villages on the South coast. Explain to your group about the art of fresh water prawning.

South coast viewpoint

There is a good but undeveloped viewpoint on a left hand bend about 500 metres after Papapapatai falls. From here you can point out the waves on the reef as well as the area covered by the national park.

Point out Mt Fito (1100m) and Le Pu'e (800m), the furthest and highest extents of the park. This is also a good place to tell visitors about the national park or the impact of Cyclone Evan. As you drive down towards the coast you can also point out cattle ranching, a new farming activity for Samoa since the decline of taro and copra plantations.

SAVAI'I

Savaii has a large number of natural and manmade attractions. If you usually conduct tours only on Upolu, don't forget to tell your clients about what they can see and do in Savaii, it's a great place to see.

South coast

Tafua Rainforest Preserve

The highlight of Tafua is a trek to the *crater* to see flying foxes in the early morning or late afternoon. Once you know the path, it's a relatively easy 10minute hike, and provides a good opportunity for you to describe the trees and plants along the route. If you haven't visited the site for a while, make sure the track is not too overgrown before you bring your tour here. The forest is home to some of the last remaining tooth-billed pigeons, believed by some scientists to be the last living relative of the dodo. Explain to visitors about the conservation agreement covering this *area.*

Afu Aau

Visitors will love this pristine waterfall and freshwater swimming hole. The turnoff is just before the bridge across the Falealila river near Palauli. Drive down the access road and park at the Matai fale where you pay an access fee and walk about 10 minutes to the waterfall. Be careful when visiting other pools downstream for you can get in but you cannot get out unless there is a rope.

Mu Pagoa Waterfall

Located between the villages of Puleia and (Gautavai you will find Mu Pagoa. This is a spectacular site with a large waterfall cascading over black lava cliffs onto a black sand beach and into the ocean. You will need to pay the local family that live to the east of the site to access the waterfall through their land and park the car. You will need to lead visitors across the field to this site.

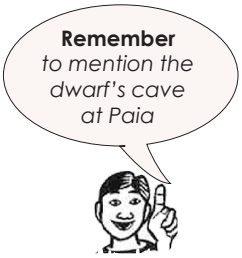
Alofaaga (Taga) Blowholes

This is a top priority stop for Savaii tours. Make sure you have some old coconuts with you for throwing in to the holes but be sure to warn visitors not to venture too close or they risk falling into the blowholes.

Finding information for any sites you want to visit is highly recommended.

Further north is an old jungle-covered Polynesian mound thought to be dated back 1000 years, possibly during Tongan domination. It's use is unknown but it is thought to have served a religious purpose.

Check the Basic Facts section for more information about history.



Lovers' Leap

This is a good 10minute leg-stretch on the South Coast road. Let visitors enjoy the view but be careful of the steep cliff, particularly if there are children in the group.

You can tell visitors the story of how a woman from Tutuila married a man from Fagafau and when he died, the woman and her daughter were so badly treated by the village that they jumped off the cliff and were turned into a turtle and a shark.

A member of the women's committee might tell you the full story and you can translate for your group.

Falealupo Peninsula

Cape Mulinuu

This point is quite spectacular and well worth a photo-stop, swim or refreshment break. It is the very last inhabited piece of land in the world to see the sunset and, as such, could be a romantic end of tour stop.

Moso's Footprint

Here you need to explain the story about the giant Moso. The footprint is said to have been left by the giant as he stepped across from the Fijian island of Viti Levu where there is another footprint.

A member of the women's committee might tell you the full story and you can translate it for your group. You can also give the scientific explanation that says it was produced by the cooling and contraction of the lava, which often breaks into blocks and can be moved by erosion and cyclones leaving footprint-like holes in the rock.

House of Rock (Inailau a Tamaitai)
Lead your group across the wetland to the caves in the shape of a house. They will be amused to sit in the stone armchairs and benches while you tell the legend of the competition between local men and women to see who could build a house most quickly. The women won as they didn't sleep all night. The men were so angry they didn't complete their house.

Falealupo Rainforest Canopy Walkway
Explain how an American conservationist struck a deal with the village to prevent loggers from removing some of the last remaining stands of coastal rainforest in the region. The cyclones have since knocked down many of the highest trees but the walkway, which has been constructed in a banyan tree, provides a good look out over the remaining rainforest. Here is another good opportunity to explain about plants and wildlife in Samoa. Remember to have a story planned for the top platform of the walkway. This is a romantic spot to end or start a tour; early morning or late evening is best for spotting birds from here.

North and East coast

Mata'olealelo Spring
Not many tour groups stop at these pools in Safune but it would provide a fine end to a long tour day, especially if you have hiked up Mt. Matavanu. Be sure to check with the village first if you have a large group.

Mt Matavanu
For active groups you could arrange a half day hike to the crater. Alternatively, you could take a sturdy 4WD vehicle up the plantation road, from which it is only a 15minute walk to the crater. Time your arrival for early morning or late afternoon if you want to see the flying foxes. The crater is 420 metres high and last erupted in 1911. This site has beautiful wild orchids and is the site of the most recent volcanic eruption.

Saleaula Lava Fields

Saleaula has the remains of a village destroyed by the 1905-1911 lava flows from the eruption of Mt. Matavanu. During the eruptions lava flowed out from two 100metre wide vents in the mountain. The largest flow was to the northeast down to the edge of the village of Samalaeulu and then along the coast to Saleaula, forming a peninsula half a kilometre long into the sea. The lava is 10-150 metres deep and destroyed almost everything in its path.

Check the geology section for more information about the lava flows.

Show visitors the remains of a Methodist church which miraculously survived (it was made of concrete) and the grave of a catholic nun (the virgin's grave) that was saved from the destruction as the lava parted around a steam vent. Past the village you may like to stop and let visitors walk on the lava. Explain to them the types of vegetation that are recolonising the area.

Mauga Crater

This near-perfect crater was formed during an eruption in 1902, three years before Matavanu erupted. The story goes that there was a shortage of freshwater after the eruptions and the local priest instructed visitors to dig in the centre of the crater. After two days, a well was found which still provides fresh water for the village. Invite your visitors to walk around the edge of the crater at Mauga and explain the organisation of the village

Check the Basic Facts section for more information on the geology of Savaii.

You might like to arrange some refreshments to be provided by the women's committee here to add a cultural element to your tour. The first lotu pope or catholic church was located here more than 150 years ago.

Read up on the ecology of a mangrove region in Part Three of this manual before you visit Satoalepai.

Satoalepai

The wetland and mangroves here can be toured by canoe. Don't forget to visit the only family that are saving turtles in Savaii.

PART THREE: REFERENCE SECTION

The third part of the manual provides you with information that you may need to answer questions and prepare your tour. Use this part of the manual to revise your knowledge of the basic facts of Samoa, its culture, vegetation and wildlife.

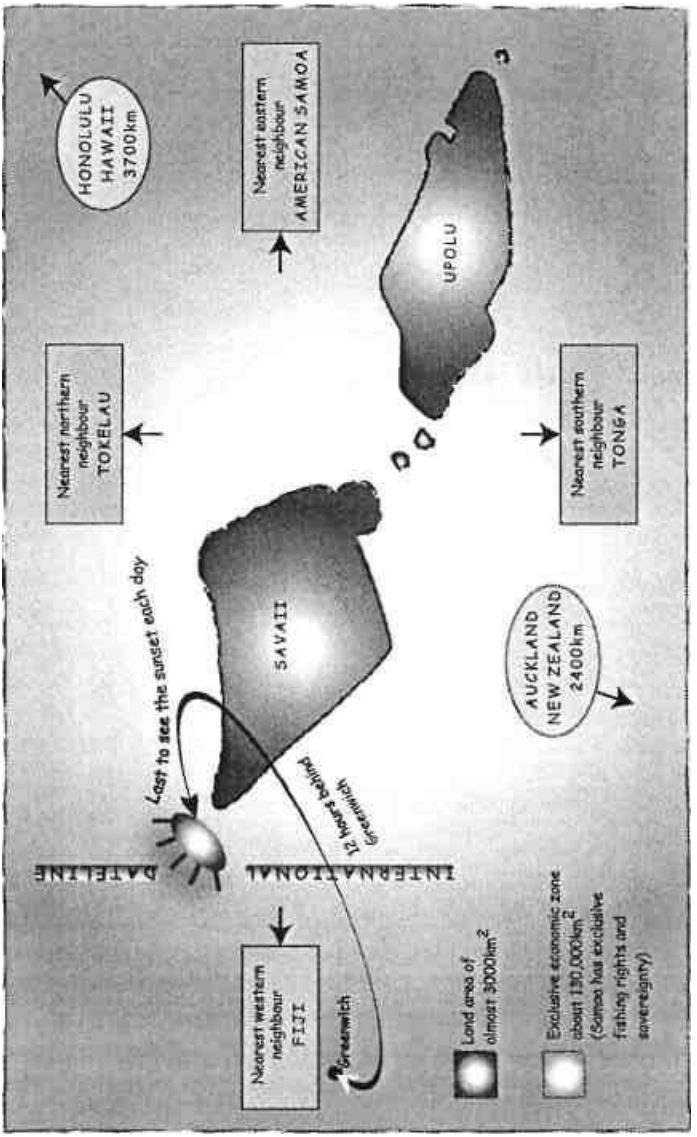
As a professional tour guide, your clients will expect you to have a certain amount of knowledge about your country, its history, culture and current affairs. The more questions you are able to answer, the more respect you may generate from your group.

Basic facts about Samoa
This section provides basic information about Samoan geography, history, government, law and order, economy, religion, health and education and environmental issues facing the country.

Geography
The islands of Samoa are divided into two separate countries: American Samoa in the east is a group of seven islands administered by the USA, while Samoa in the west (formerly Western Samoa) is an independent nation consisting of ten islands.

Five of the ten islands that make up Samoa are inhabited. Savaii is the largest followed by Upolu, where the capital of Apia is located, and the two small islands of Manono and Apolima. An 18km wide strait separates the islands of Upolu and Savaii. The highest point in Samoa is the peak of Mt. Silisili in Savaii at 1866m.

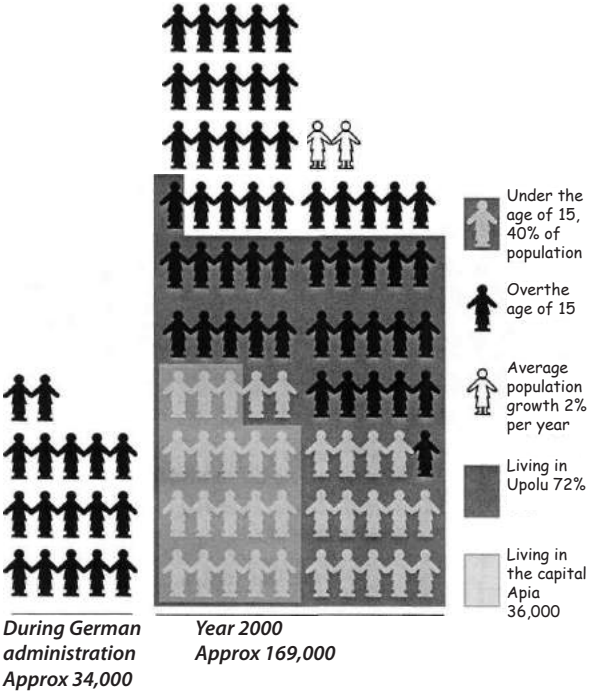
LOCATION OF SAMOA



Population

Samoans are Polynesian in origin and have arguably the best preserved traditional Polynesian culture. The population includes people of Samoa and other Pacific islands, Chinese and European origin, with most speaking both English and Samoan.

The population growth of Samoa



Climate
Samoa enjoys a tropical climate throughout the year, with temperatures ranging from 23-30°C. In Apia the heaviest rain falls from November to March. The temperature and humidity are reduced by the southeast trade winds from May to November.

During the day, the land warms up quickly and warm air rises uphill, condenses and forms hilltop clouds seen in Afiamalu and Le Mafa Pass. In the evening the opposite happens; the land cools quickly and the cool air rushes downhill providing a refreshing land breeze.

Tropical cyclones occur on average every 10-15 years. In the 1990s there were two strong cyclones. Cyclone Ofa struck in February 1990 with winds of 250km/hr, killing 16 people and levelling much of Savaii. Cyclone Val struck only one year later, also killing 16 with speeds of 260km/hr and 25m waves. Together these two cyclones caused a total of US$380 million damage to property and infrastructure. More recently, Cyclone Evan caused wide spread damage to the South and East Coast of Upolu.

Geology
Tour guides are not expected to be professional geologists, but it does help if you can point out some of the main features and formations of the landscape. Viewpoints are a good opportunity for explaining how the country was formed.

The islands of Samoa are all volcanic in origin. They are dominated by rugged mountain ranges with 4-5km of gently sloping fertile land near the coast to which a limestone fringing reef is attached. The islands were formed as a result of lava eruptions that produced high volcanic cones. These were then eroded and overlaid with younger lava and fertile soils.

Although all the volcanoes in Samoa are currently inactive, Samoa does experience frequent mild earth tremors. Severe earthquakes are, however, very uncommon.

Upolu volcanoes
The oldest rocks are the Fagaloa volcanics found in northeast Upolu, southwest Upolu and the bottom of some of the deepest gorges of Savaii. The cones from these eruptions have now been well eroded and they tend to form sharp crests and valleys such as those seen around the Le Mafa Pass area. They produce generally poor soils and little reef. Rivers are common.

Savaii volcanoes
The Savaii volcanics are much younger than those on Upolu. Local records show the Aopo volcanoes in Savaii erupted for the first time in 1760 from the Mauga Afi crater in Savaii's interior. These produced basalt lava that filled all the valleys and covered older Fagaloa age rocks. The crater at Mauga erupted again in 1902, but the most recent rocks in Savaii are from the period 1905 -1911 from the eruptions of Mt. Matavanu in the north. These formed two distinctive lava flows, one running northwest towards Paia and the other southeast to Samalaeulu and then heading along the coast to Saleaula and across the reef, filling the lagoon.

Lava tubes
Many lava tubes can be found around the islands including those at Mt Matavanu, Paia and Tafua. During eruptions these were rivers of lava that, once the lava stopped flowing, drained leaving a tunnel with flat bottom and circular roof. These caves were commonly used for shelter during cyclones Ofa and Val.

As a result of its volcanic origins, the soils of Samoa tend to be shallow with a clay-like texture.

HISTORY

The history of Samoa can be told in different ways. There is traditional history, which has been handed down from generation to generation, and textbook history, which has been interpreted by modern day historians. Which should we use? Each is open to debate, as no-one is certain about the origins of Polynesians and the stories of chiefly power struggles will be interpreted by different families in different ways. What follows is one interpretation of Samoan history to which you can add the stories and legends that have been handed down to you by your forefathers.

Pre-history (1500BC-1860AD)
According to archaeological, linguistic and climatic evidence Polynesians descended from Southeast Asia. Other theories suggest Polynesians may have come from South America or that they may have been descendants of the Lapita people, who originated from northern Papua New Guinea and spread though New Caledonia, Fiji, Tonga and Samoa around 1500BC. Traditional Samoan history tells another story; it says that Samoans originated from the earth, descendants of Tagaloa Lagi, the Supreme God of the 9th Heaven.

The oldest known site of human occupation in Samoa is a village partly submerged in the lagoon at Mulifanua on Upolu dating back to about 1000 BC. This site is associated with Lapita people who left pieces of Lapita pottery. There are also thought to be hundreds of ancient fortifications around the country that were built to defend the villages against attack by rival districts. One of the largest of these can be found in Luatuanu'u on the road to Solosolo.

Other ancient archaeological sites, called star mounds, are found around the islands (e.g. Faleu, Pule Melei, Tufutafoe). These are large stone mounds that may have been used by chiefs for snaring pigeons. The Pulemelei is the largest of these and may have been used as a temple of some kind.

Where does the name Malietoa come from?
Tongan people from the south invaded Samoa in about 950AD. Tui Tonga established rule in Savaii and the Tongans remained for one hundred years, but were eventually repelled. On leaving, they declared the words "Malie toa" meaning "satisfied with your bravery". Malietoa then became one of the paramount chiefly titles, held by the late Head of State.

Important arrivals in Samoa

1722
First European explorer to sight Samoa was Jacob Roggeveen Dutch

1768 & 1787
Next explorers Bougainville and La Perouse, French

Bougainville named Samoa the Navigator Isles because of the large numbers of Samoans he saw in canoes.

1830
First missionary to arrive in Samoa John Williams of the London Missionary Society
He arrived in his ship, the Messenger of Peace, at Sapapalii on the big island of Savaii

1835
Methodists landed at Faleu and Utuagiagi on Manono Island

1845
Catholic missionaries arrived at Le'auva'a (Malaeola and Safoaga)

Where does the name palagi come from?
In the early days, the Samoans believed the earth ended where the sky met the sea and they were shocked by the arrival of the strange white people in their ships. They called them the papalagi, believing they had either burst through the sky or had lifted up the sky and passed underneath.

Legend has it that the goddess of war, Nafanua, predicted that a new religion would come from the sky and be accepted by Samoans. It is thought that this is one of the reasons why the missionaries received such a warm welcome.

Troubled times (1860-1900)
From the 1860s to the turn of the century, there was significant unrest and outbreaks of fighting between opposing royal families, Malietoa, Tamasese and Mataafa. The source of unrest stems from the death of Malietoa Moli in 1860. At the time his son, Malietoa Laupepa was considered too young to take over as King and as a result his uncle, Malietoa Talavou, took control. Later, when Laupepa was proclaimed King, Talavou refused to step down and fighting between the three paramount titles continued on and off for the next two decades.

Colonial powers were also drawn into the struggles but, after the cyclone of 1889 that wrecked three German and three American ships, the Berlin Treaty was signed and Malietoa Laupepa was brought back into power.

Colonial period (1900-1962)
Samoans saw colonial powers as agents of change and, as they brought firepower, they were initially welcomed as a way of calming the civil unrest. An agreement was reached between US, British and German powers whereby Germany gained control of Western Samoa, Eastern Samoa was ceded to the USA and Britain received certain German concessions in the Solomon Islands, Niue and Tokelau.

Although German Governor Dr Wilhelm Solf was well-liked, the German Administration became unpopular due to its attempts to divide the land and remove traditional owners. As a result, the Oloa Mau resistance movement was founded in Savaii by Namulau'ulu Lauaki Mamoe. By 1909 the situation had become tense and Mamoe and his close followers were exiled to Saipan in the Northern/Mariana Islands.

At the outset of WWI New Zealand took control of Samoa from Germany. However, the New Zealand administration proved even more unpopular and the Mau independence movement grew again, culminating in a demonstration in 1929 when police opened fire on demonstrators and killed the Mau resistance leader.

Independence (1962-present day)
In 1947 Samoa became a United Nations Trust Territory under the administration of New Zealand, with a Council of State comprising the New Zealand High Commissioner and two Samoan chiefs. In 1957 the entire government was reorganized in preparation for independence and a Legislative Assembly or fono was set up. In 1959, a Prime Minister was appointed, and a year later the formal constitution was adopted.

A United Nations Referendum was organized in 1961, resulting in overwhelming support for independence. The two chiefs from the Council of State were then made joint Heads of State. Independence was finally declared on 1 June 1962 and Samoa became the first Pacific Island to become Independent.

GOVERNMENT LAW AND ORDER

The government now operates under a British based parliamentary system revised to accommodate local custom and Christian principles. There are 41 constituencies and 47 members of parliament, a Prime Minister, a speaker, and two seats to represent independent voters.

Prior to 1990, only matai were entitled to vote. However, in 1990 universal suffrage was achieved and all citizens over 21 years old were allowed the vote, although matai are eligible id for election

The Government has a five-year term of office and the main political parties are the Human Rights Protection Party (HRPP), and the Tautua Party. The HRPP has been in government since 1996 led by Tofilau Eti Alesana until his death in 1999.

Tuilaepa Sailele Malielegaoi was then elected as Prime Minister, a position he still holds to this day. There are four courts that work along the lines of the British judicial system:

1. the Supreme Court,
2. the Magistrates court,
3. the Lands and Titles Court and the
4. Court of Appeals.

Economy

Samoa's main resources are land and labour. It has no minerals. Following independence, Samoa concentrated on developing a modern economy based on traditional village agriculture and the primary products of cocoa, copra, taro and banana.

However, falls in the price of cocoa and the loss of guaranteed markets previously available in the colonial period made this difficult, leading to the emigration of a large proportion of the workforce and a reliance on remittances and foreign aid. Although the economy picked up in the 1980s, the 1990s were also hard for Samoa. Cyclone Ofa in 1990 and Cyclone Val in 1991 devastated many plantations. This was followed by taro leaf blight in 1993 that destroyed nearly all the taro on both islands.Cyclone Heta in 2004 and more recently Cyclone Evan in 2012 also caused wide spread damage to plantations as well as the Tsunami in 2009.

What are the most important sectors for the economy?

Since 1995 the economy has begun to pick up again. Although the majority of Samoa's population are still reliant to some degree on subsistence and emi-subsistence agriculture and fishing, commercial fishing and tourism have now taken over from agriculture as the major producers of foreign exchange, spearing, trapping or trawling from an outrigger canoe (paupau), most commercial fishing in Samoa is now done from twin-hulled aluminium boats with outboard motors called Alia. The Alia catch on average 100kg per fishing day.

The main species caught include skipjack tuna, yellow fin tuna and albacore. These catches are either sold locally or to outside markets such as the canneries of American Samoa.

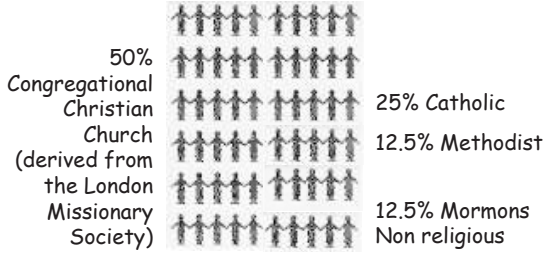
Tourism continues to grow and contribute significantly to the economy. Earnings from tourism increased from Samoan SAT203.5 million in 2005 to SAT288. 4million in 2008, putting tourism in a leading economic position.

Manufacturing also plays a small but increasing role in the economy with the established Vailima Breweries, Yazaki Samoa and clothing manufacturers who have recently set up in Apia due to attractive incentives.

RELIGION

Religion is an essential part of everyday life in Samoa and the church plays a central part in village affairs. Sunday is considered to be a special day of rest and prayer, and visitors are also asked to respect this.

The distribution of religious denominations



EDUCATION

Samoan language is one of the oldest forms of Polynesian speech and it is spoken throughout Samoa and American Samoa. Prior to the arrival of the missionaries, Samoan was not a written language. The missionaries introduced the English language and alphabet, the Western system of counting, and established formal education and schooling. During the years when Samoa was under the New Zealand colonial administration, Samoa adopted the New Zealand education system. In 1992 education was made compulsory until the age of 16.

Teach your clients a few words of Samoan during the day and test them to make sure they remember!

At present all levels of schooling are available, from pre-school to university. The University of the South Pacific was established in 1977 and has its agriculture campus in Samoa. The National University of Samoa was founded in 1988, and there are several technical training colleges such as the Australia Pacific Technical College.

A growing number of graduates also attend overseas tertiary institutions on grants from the Samoan Government and aid agencies. This new generation of educated young people is now entering the workforce, injecting new confidence and upgrading the local pool of human resources.

HEALTH

The consumption of sugar is one of the highest in the region, at an average of 1kg per person per week

Samoans were traditionally described as tall, healthy people who enjoyed a high standard of living with an abundant food supply. The most significant epidemic in Samoan history occurred when a ship carrying influenza was allowed to dock, resulting in the death of one quarter of the population in 1918. Although, in general terms, Samoan health has improved over the past two decades, increasing reliance on imported food has resulted in diseases such as heart disease, diabetes and obesity. The occurrence of HIV-AIDS is also on the rise.

ENVIRONMENTAL ISSUES

Your clients may be concerned about environmental issues so make sure you are *aware* of these and know how *they* are being addressed.

Deforestation

The most serious environmental challenge facing Samoa is deforestation. Although most of the forest clearance in Samoa is attributed to agricultural activities, about 20% is due to logging operations. Deforestation has adverse impacts on the biodiversity of the forest as well as the supply of fresh water and well-being of the coral reefs. Nevertheless, logging will soon cease to be economically viable, and conservation and forest regeneration projects will continue to play an important role in sustaining Samoa's biodiversity.

Population growth

Population growth tends to result in the increased and often unsustainable harvesting of resources such as trees, land and fish. As well as resource depletion, population growth also presents social issues in the provision of health care, waste disposal and employment. The Ministry of Health is now trying to promote family planning to address the adverse impacts of high population growth.

Destructive fishing practices

The Samoan marine environment is under pressure from over-fishing and the use of destructive practices such as poison usage and coral crushing. The problem is that there is often insufficient equipment to go outside the reef, leading to increased pressure on the smaller fish inside the lagoon. The mangrove areas, which provide a vital breeding ground for young fish, are also under pressure from development and firewood collection; however, there are now many types of conservation programmes to help address these issues and lagoon fish stocks are gradually improving.

VILLAGE MARINA RESERVES

Land use

In the past, a lack of planning legislation in Samoa has resulted in developments taking place without proper consideration for the environment. An example of this is the reclamation of mangrove areas resulting in the destruction of this important ecosystem. With growing concern over the impacts of development on the environment, procedures are now being put into place to regulate development.

Waste

Waste and its disposal is becoming a key environmental problem in Samoa due to increased use of imported goods that come in plastic, tins and bottles. Rubbish from all around Samoa goes to a landfill site at Tafaigata, vegetable matter is fed to pigs and chickens.

However, there is still a problem with rubbish disposal on the roadside, in the sea and rivers. Plastic bags present a serious risk for sea turtles. The Samoa Tourism Authority's National Beautification Committee runs an annual competition for the tidiest village and the Ministry of Natural Resources and Environment has several waste management programmes to address waste-related problems in Samoa.

If you see rubbish lying around at attraction sites, be sure to set a good example and pick it up. Keep a big rubbish bag in the bus for this purpose and make sure you take your rubbish back to Apia and dispose of it properly.

SAMOAN CULTURE

Like Samoan history, Samoan culture is interpreted in different ways by different people. You should explain that the traditional *fa'aSamoa* is still practised in remote villages. It has been adapted to meet modern lifestyles and this modern form of *fa'aSamoa* can be shown to your visitors. They may then, hopefully, return understanding why Samoans are so proud of their living culture.

Remember
the goal is to help visitors to understand the special Samoan way.

In this section we have outlined some of the main cultural topics in which visitors may be interested. Only very general information has been included; use it to revise and prepare for your tours, and gain some idea about different aspects of culture you can talk about when you do a village tour or are involving visitors in a cultural activity. The information can then be extended with your own knowledge of past and present ways of life.

To make it easier for you to prepare your tour, we have tried to demonstrate how to simplify cultural explanations. Don't forget that most of the cultural terms will be new and confusing to visitors. Try to explain the different aspects of culture using words and images that your group can relate to and understand.

The Samoan way (*Fa'aSamoa*)

The Samoan way (Fa'aSamoa) is the complex set of values and behaviour patterns that influence the way Samoans think, act and go about their daily lives. A core value of the fa'aSamoa is that of respect; respect for the chiefs, for old people, for parents, for sisters and brothers as well as visitors. Also central to the fa'aSamoa is the extended family, and their collective well-being is more important than the well-being of a particular individual.

Men are traditionally responsible for the well-being of their sisters and the relationship between the brother and sister in a family is especially well-respected and observed. There is a Samoan saying:

"O le i'oimata o le tuagane o le tuafafine", which means the sister is the apple of the brother's eye

Extended family (Aiga)
The family unit (aiga) in Samoa is different from the Western concept of a family (mother, father and children). The extended family includes mother, father and children as well as uncles, aunts, cousins, grandparents and so on. Traditionally, this may include 15-20 people who all live under one roof or in houses built on the same piece of land.

All Samoans belong to several different extended families; that of their mother, their father, their father's parents, their mother's parents and so on. One can also be adopted into an extended family. Each person acknowledges their main extended family through their place of work and residence. Each member of the family has a responsibility, and they are all obliged to follow the direction of the chief.

Samoan chiefs (Matai)
Each extended family is headed by a chief (matai) whose job it is to oversee the affairs and welfare of the family, control the use of family land, settle disputes and represent the family in village council meetings. Chiefly status is either inherited or earned through service. The chiefly title is bestowed based on the general consensus of the family.

There are two types of chiefs: the high chiefs (ali'i) and the talking chief (tulafale). These chiefs have different roles in the village. The role of the talking chief is to speak on behalf of the high chief. The high chief makes final decisions about matters in the village council, based on the general consensus.

Each chief has a special title that belongs to the family. Some families may have two or more chiefs depending on the consensus of the family, but there must always be one who is in charge, determined by seniority or the holder of the principal title. When the chief dies, the senior members or the principal titleholder of the extended family meet to decide who will succeed the title.

Samoan men
The untitled men (taulele'a) are responsible for providing food for the family. They go to the plantation, do the fishing and cooking for the family. They also have to make sure that the chief is well attended to and taken care of. They form a group called the aumaga, or the strength of the village, that is responsible for ensuring safety and protection of the village.

Samoan women and children
Women can be made chiefs through inheritance and, if their husband becomes a chief, they too take up a chiefly position in the women's committee. Women play a major role in decision-making in the village through the women's committee from where decisions are taken to the village council.

All other female members of the family (except those who have joined by marriage) belong to a group called the *aualuma*. The *aualuma* play the leading role in village beautification, hygiene and health projects and also attend to special village guests.

The children's main responsibilities are collecting firewood and picking up rubbish. Children also have a responsibility for their parents and the elderly are treated with great respect.

Ceremonial gift giving (*Faalavelave*)
Another integral part of the fa'aSamoa is the formal and ceremonial gift giving (faalavelave). It takes place on many different main occasions, such as matai title bestowment, at funerals and weddings. Faalavelave is used to show respect between people. The higher the status the more gifts you receive and will in turn be expected to give.

New titles
The bestowal of a chiefly title is one of the most important cultural occasions. The new chief is dressed in traditional clothes and seated in the village council house (fale fono) with garlands of tala around his neck. There is normally a blessing offered by the village pastor (faifeau), followed by the special ava ceremony prepared and mixed by a young girl from the village (taupou). After the ava, the family of the new chief brings in gifts of fine mats, cartons of fish and beef as well as money for the village. A large amount of food is then prepared by the new chiefs family and served to all the chiefs and guests. The gifts are carefully noted and at the end of the ceremony, if there is anything left, it is shared amongst the chief's family.

Funerals
When a family member dies the extended family gathers to make decisions about the funeral. These decisions will depend on the location and the status of the deceased. If a high chief dies, palms are used to decorate the road through the village. When the funeral is ready, the body is dressed in the finest Sunday attire and laid in the family house. That evening, most of the church choirs from the village come to pay their last respects by singing hymns and bringing gifts to the family. The family has to be well prepared with food and fine mats to reciprocate all those who come to show respect. After the church service the next day, the body is buried in the family garden.

Weddings
The traditional *fa'aSamoa* wedding involves a lot of preparation and discussion between the bride and groom's family. The bride's family is responsible for the fine mats and the feast whereas the groom's family provide the monetary contribution. After the church service, where the bride is dressed in traditional wear (*toga or siapo*), there then follows a feast and the ceremonial gift giving. Gifts are noted down and reciprocated. Today there is greater flexibility in wedding arrangements but the importance of gift giving and the role of the extended families remain the same.

Song and dance (*fiafia*)
Song and dance (*fiafia or poula*) has always been an important part of village life and is still taught in school and performed on special occasions and in hotels. Dancing groups use drums (*pate*) or a rolled-up mat (*fala*), as well as guitars. The dances enact traditional legends, the virtues of Samoans, daily activities such as fishing, ava ceremonies or love stories. They are either done by a group of men or women, or by a young girl who performs the *siva* dressed in a traditional fine mat (*toga*) or tapa cloth (*siapo*).

Village council
In every village there is a village council (*fono*) that makes the laws and rules to govern their affairs. The village council also has the power to decide on punishment for offenders. The village mayor (*pulenu'u*) acts as the mediator between national and village administrations and is elected every three years.

Some rules are common to most villages such as an evening and night curfew. When the evening curfew is on everyone must be in their houses for evening prayer, and this lasts for 15 minutes to an hour depending on the village. The night-time curfew between 10 and 11pm requires everyone to return to his or her house, with some exceptions. The curfew is policed by the village men, and anyone caught offending will be punished by the council.

Other common village rules include a ban on eating and drinking while walking through the village and a rule against men having long hair or women wearing shorts or jeans.

HANDICRAFTS

Tapa cloth (siapo)
Tapa cloth (*siapo*) is the traditional clothing that was used before modern fabrics came to Samoa. It is now mainly used in gift exchanges and souvenirs and only worn at traditional gatherings. It is made from the inner bark of the paper mulberry tree, which is grown locally.

To make the cloth, the mulberry trunk is placed in seawater for about 2 to 3 weeks to bleach. During that time the outer bark becomes soft and afterwards is easily peeled back from the wood. As much water as possible is removed from the pulp using a shell and the strips of pulp are then beaten with an anvil and stretched out until they are smooth and dried in the sun. Any holes are fixed with glue made from ripe breadfruit or arrowroot (*masoa*), and the pieces are glued together to form a large piece of complete siapo.

If you are going to talk about siapo-making during your tour, be sure to take some of it along with you.

The siapo can be dyed in several different ways: by complete immersion in dye, by hand painting or by pressing the cloth on top of a carved wooden tablet (*upeti*) and putting the dye on top. The dye is traditionally made from the red sap of the o'a tree, and soot from the candelnut is used for black.

Coconuts leaves
Coconut leaves are used for weaving floor mats, baskets, blinds, hats, as well as roofing thatches. Coconut leaf floor mats are the first layers of mats that are laid over the stone floors to protect the finer sleeping mats.

Coconut leaf blinds (*pola*) are used to protect the fale against wind and rain and also to provide some privacy. Coconut leaf baskets are used for carrying food or for rubbish. They *are* discarded when they become dry. Coconut leaves are also woven into eye shades for fishermen to protect them from the sun's glare.

Pandanus mats (fala papa)
Pandanus is used for making mats and baskets. There are three different types. *Laupaogo* is the coarsest and used for the toughest mats and roofing thatches. *Laufala* is used for finer sleeping mats and baskets. *Lauie* is the finest pandanus and makes the softest and best fine mats.

To prepare the leaves, they *are* first trimmed and any sharp spines are removed. They are left in the sun for four or five days to dry and then flattened by rolling around the hand and then rolled into a big bundle for plaiting. For sleeping mats, the leaves are then steamed to make them more flexible.

For fine mats the leaves are bleached in the sea. When the mat is completed, red feathers *are* added as decoration.

The lime kiln

Burnt lime (*namu*) has many uses in Samoa, for example in the building of churches and (*loa*) chiefs' graves. It is useful, too, for whitewashing walls. The burnt lime mixed with water can be used for hair bleaching and dye can be added to give different colouring. The mixture is rubbed on the hair with the palm of the hand in the morning and then combed and left to dry. In the evening the lime is washed off and the hair is oiled with perfumed coconut oil.

Namu is made from soft reef coral (*amu*) removed manually from the reef using rafts. A wooded fire is then lit in a pit in the ground and the firewood is covered with corals. The kiln is allowed to burn for two or three days until all the wood is consumed and the coral turns into lime. A good shower of rain, after the kiln has been burning for some time, helps to soften the coral and prepare it for use. To prevent the colour from turning yellow with time, candlenut oil is added.

TATTOOING

Tattooing *(tatau*) is said to have been brought to Samoa by twin girls who swam from Fiji and arrived in Falealupo with a box of tools. During their swim they became confused about the Fijian tattooing song, and instead of saying it was the women who were tattooed, they told them it was the men.

Traditionally, the chiefs and their sons were tattooed (*soga'imiti)* and this also applied to women (*malu*). The *malu* is less elaborate than the soga'imiti and often used as an opportunity for an apprentice to practice. Women are tattooed from the thigh to the knee, using only a few designs whereas men are tattooed from the lower back to the knee.

The tattoo operation

The tattoo is made using combs (*au*) that were traditionally made of human bone and are now made from boar's tusk or sharks teeth lashed to a turtle shell plate and fastened to a handle. The pigment is made from the candlenut soot. This is ground up and mixed with water, then placed in half a coconut shell covered with a taro leaf.

For the *soga'imiti*, the back is first measured and six thin lines are tattooed. These lines are gradually filled in and form the main pattern. A semi-circle is made around the thigh, and the whole buttock and thigh area is then tattooed. Special designs are made on the lower back, inner thigh and around the knee and the tattooing is finished with a mark made over the naval (*pute)*.

The tattoo artist (*tufuga tatau*) is honoured with high status in the village and is assisted by five or six apprentices. Traditionally, one mixes the pigment, another wipes off the blood with strips of undyed tapa, and another stretches the skin. It often takes two or three weeks to complete the tattooing. When it is finished, the high chief distributes fine mats to the tattoo artist.

COOKING

Traditionally, Samoans used to light fires by rubbing two sticks together.

The earth oven *(umu)*

Many families still cook using a traditional earth oven *(umu)* especially for the Sunday feast *(toonai)*. The umu is prepared on the cook house floor, kept together by four logs made to form a square. Inside the square, wood is lit and burnt and large black river stones are placed on top. By the time the wood burns down, the stones are properly heated *(afu)* and they are then rearranged to make an even surface. Leaves are placed directly on the stones and food is arranged on top, covered by three layers of leaves including banana and breadfruit. The last layer of leaves are sewn together to form the outer cover.

Pigs are always cooked whole. Vegetables are wrapped in the leaves. Fish are placed in plaited coconut leaves. When cooked, the food is carried to the house in a basket lined with the leaves from the first covering of the oven.

Serving food

Food is traditionally served on woven platters (*laulau*), covered with cooked leaves from the oven. One or two whole taro and a breadfruit are laid on each platter together with any chicken, pork and fish and taro leaves with coconut cream (*palusami*). The young men place a platter before each guest, beginning with those of highest rank.

Girls and young men fan the food but never eat until the guests are finished. The young girls wait on guests of honour. When a guest has had enough, he or she pushes away the platter and a bowl of water is then brought for washing hands.

AVA

Ava is made from the root of the ava plant, which is dug up after a year's growth. The fine, long rootlets are used to make the ava while the rest, including the stem, is used as gifts for visitors of high rank.

Preparation

The ava is first pounded and then given to a young girl (*taupou*) or man who prepares it. The attendants pour water into the ava bowl and the juice from the root is extracted by squeezing the pounded ava. The attendants repeat the squeezing process until the chiefs are happy with the colour of the liquid.

Serving

The head of the ava ceremony (*tufa ava*) claps his hands and others join in to start the ava ceremony. The tufa then calls out who is to be served first. One of the young male attendants, stripped to the waist, serves the ava holding the coconut cup high in the air, awaiting directions, and then taking the longest route around to the recipient. The method of presentation depends on the status of the recipient. After the ava is presented, the attendant takes three steps back and waits.

The recipient pours several drops on the floor and then says a few words of blessing including “manuia” before drinking.

Be sure to visit a traditional fale at some point during the day and explain out how it is made.

HOUSE BUILDING

Samoan houses are uniquely designed for the climate of Samoa. The curved roof is cyclone resistant, the thatch keeps it cool against the sun, the open sides mean there is lots of fresh air. The roof rests on many posts and the gaps are closed against the wind and rain by blinds (*pola*) made of woven coconut leaves. The floor is made of round pebbles from the beach or river, covered first with rough coconut matting and then with finer mats to sit or sleep on. A house builder, just like a tattoo artist, is much respected in the village.

The roof is made first on the ground and then lifted onto the main posts. Thatches out of coconut or pandanus leaves are tied individually on the roof structure. The top of the roof is sealed with several layers of thatch.

More than 75 plant species in Samoa are used in traditional medicine

VEGETATION OF SAMOA

You may be familiar with many of the trees and flowers of Samoa, but do you know their English names? Most of the time plant identification is the important thing; when you are *asked* for the name of a plant or tree you should, in most cases, be able to provide the answer. The professional guide will also tell the client something interesting about that tree, such as that the leaves of the tree are used as a *cure* for stomach ulcers.

The following section includes some of the plants, trees and flowers you are most likely to come across. We have used the common English name for each plant where known, and have included in brackets the Samoan and Latin names (in italics). You don’t need to learn the Latin name, but you may want to refer to it from time to time when you are asked.

Important food crops
Most of the food crops you will know on sight, but *remember*, visitors to Samoa may not have heard of breadfruit or taro *before*. Some won't even have seen *bananas* growing wild, so be sure to point them out. To make your talk really come alive, bring along a few samples. For example, when you talk about the breadfruit tree, produce a cooked one and hand it around for your visitors to try. When you visit or drive past a plantation, you can also say a little about farming in Samoa.

In general, Samoans tend to only grow enough for their own needs, with a small surplus to take care of visiting guests and special occasions. The land is not intensively farmed but tends to be rotated so that one year it is cultivated and the next it is allowed to return to bush. Most gardens are some distance inland from the villages along plantation tracks (you can point these out as you drive along).

Breadfruit tree (*ulu, artocarpus altilis*)
Breadfruit is one of the most important food crops in Samoa and provides a cheap form of carbohydrate to supplement taro and banana. It is indigenous to Malaysia, probably an aboriginal introduction into most of Melanesia, Polynesia and Micronesia. There are a number of different varieties cultivated in Samoa including *maopo, ulu uea* or the *puou*. The breadfruit tree has large distinctive pointed green leaves and can grow up to 15m or more *in* height. The light green oval fruits the size of small rugby balls are harvested on a seasonal basis using a long pole with a hook on the end.

Breadfruit can be cooked in coconut cream or baked in a Samoan *umu*. One of the traditional foods made from breadfruit is known as the taufolo or breadfruit dumplings with sauce. The fruits are roasted on top of hot rocks and when ready, the skin is peeled off and the pith is pounded until soft. Salt water is then added, followed by coconut juice.

The breadfruit tree is also used in traditional healing to cure eye injuries, and an infusion from scraped bark or root is sometimes taken for treating urinary tract infections.

Taro (taro, *colocasia esculenta*)
Taro is another of the stable food crops in Samoa and other Pacific island countries. It is a root crop rather like a sweet potato, only producing one crop and then being re-planted. Taro tops *are* planted in cleared fields at any time of year although some varieties *are better* in wet and some in dry soil.

Taro used to be one of the main exports for Samoa until its commercial potential was largely destroyed by the taro leaf blight disease in 1993-4. Following *an* intensive period of crop development, more resistant varieties have been developed and taro plantations are now slowly recovering. Be sure to point out the difference between the taamu and the taro when you drive past plantations. Taamu can be distinguished by the large light green upward pointing leaves and

bulbous root that grows high out of the ground when it is ready to be harvested. Like breadfruit, taro can be cooked in coconut cream or baked in the *umu*. The young leaves of the taro plant are also used for *palusami,* a popular traditional food baked in the umu or cooked in a pot with coconut cream. Slices of taro are also deep-fried and sold in shops as 'taro chips'.

Banana *(fai. musa paradisia L..)*

Banana is another stable food crop available all year around. The banana has many uses and comes in many varieties such as the soaa (smallest and longest), salasula (medium size), fai paka (large and short). Some varieties are native to Samoa, and others such as misiluki (named after the missionary Mister Luke) were introduced.

When still hard, bananas are baked or boiled and eaten either hot or cold as a vegetable sometimes with coconut cream. When ripe and soft they are eaten raw. Some common dishes using bananas include the suafai, poi and banana chips. Banana leaves are used to wrap food for baking in the umu.

Fruit trees

On your tour around the island you might like to stop at a roadside fruit stall for a few 'tasters' for your guests during the journey. This will also give you the chance to explain the different fruits to your group.

Mango tree (mago, mangifera indica)

Mango is one of the common fruit trees found in Samoa. It is probably indigenous to India and Burma, but was an early European introduction to the Pacific islands and is now prevalent all over the region. It is a large attractive tree with a thick trunk that can grow up to 30m in height. It has thin pointed leaves that grow in rounded bundles.

The mangoes are harvested using a long pole, the art being to catch them *before* they hit the ground and bruise. *There* are many varieties: green, yellow and red. They are usually sold by the roadside or at the market and eaten when soft and ripe. The bark of the mango tree is sometimes used by traditional healers to cure mouth infections

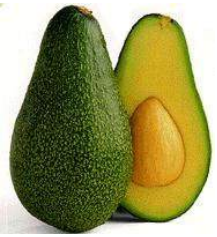
Papaya, pawpaw *(esi. carica papaya)*

The papaya is a common fruit tree in Samoa introduced to the country through early European contact. It grows very easily and can fruit within six months of planting. The fruits are available all year and there are several varieties including the sweet red Hawaiian type. The fruit can be eaten raw with lime juice or cooked as a vegetable. Supoesi pudding is made from ripe papaya cooked with coconut cream and sago. *Faausi* is another sweet dish made from papaya baked in the *umu* with toasted sugar and coconut cream. Like the mango tree, the papaya is used to cure mouth infection.

Papaya Lime

Avocado *(avoka, persea americana)*

The avocado is another common garden tree introduced by European traders. *There* are many different varieties available, some producing purple fruit and others producing different shapes and shades of green fruit. Avocados are eaten with bread as a substitute for butter. The plant is fast growing but like the mango, it takes several years before it fruits. It has oval-shaped leaves and can grow up to 12m or more in height.



Avocado

Lime *(tipolo, citrus lima)*

The lime tree is believed to be indigenous to southern Asia and was introduced into the Pacific by early European contacts. It is now common in house yards and gardens. It has small dark green leaves and grows up to 3 or 4m high. Limes *are* available all year and the juice is used to marinate raw fish (*oka*), *make* drinks and to flavour food and desserts. The fruit is sold in the local market and is an excellent *source* of vitamin C.

tipolo, citrus

Cocoa *(koko. theobroma cacao)*

The cocoa tree is a native of South America and was introduced into Samoa in 1887. Cocoa grows best at higher elevations where it is cooler. It is a shrub or small tree of up to 8m in height and begins to produce fruits after three years of growth. The leaves are simple and the flowers are white. The cocoa fruit is a large oval ridged pod, red to yellow when ripe, containing large seeds embedded in a wet white pith.

Samoan cocoa is a very high grade and is used mixed with other cocoas as flavouring for chocolate. The cocoa paste is dissolved in hot water to make koko Samoa, the sweet chocolate breakfast drink, or used to make a chocolate rice pudding called koko araisa.

Coconut tree *(niu, cocos nucifera)*

The coconut tree is perhaps the most common and most important tree in the Pacific. Coconuts grow best near the sea and are found in abundance in coastal areas. In Samoa, the coconut is sometimes referred to as the 'tree of life' due to its many uses, not only as a source of food but also for handicrafts, building materials, traditional healing and many other household items. All parts of the tree are utilised including the fruit, leaves and trunk.

coconut tree

The many uses of the coconut tree

Husk	Kernel	Leaf	Middle of the leaf	Sap
◈ fuel in the copra dryer ◈ cork ◈ shoes used for walking over lava fields ◈ sennit twine for houses ◈ chair seats ◈ shark, fishing, and ◈ toilet paper.	◈ coconut cream ◈ oil ◈ chicken and pig feed ◈ copra for soap,and ◈ cake and candy **Cream** ◈ traditional cooking such as *palusami, faalifu fai*, ufi, taro, fish and so on.	◈ mats ◈ blinds ◈ baskets ◈ hats ◈ fans, and ◈ decorations **Shell** ◈ cup for drinking ◈ carry water ◈ scraping yams and taro, and ◈ canoe bailer.	◈ tend the umu oven ◈ carrying sticks, and ◈ feed for horses **Stem** ◈ steps ◈ bowls, and ◈ fuel. **Roots** ◈ fish traps	◈ brandy making **Green Coconuts** ◈ refreshing drinking **Two coconuts tied together** ◈ life vest, and ◈ bowling

Samoan men *are* taught how to climb coconut trees at a very young age. This requires courage, concentration and good skill as a fall from a high tree could cause serious injury. Picking coconuts is done by placing a sling around both feet to make climbing easier. Women are not encouraged to climb because of old beliefs that this might cause the coconut to produce infertile fruits. Schools often hold coconut competitions during cultural days to see who can climb a coconut tree the fastest, who can husk the most coconuts in the minimum time, or weave the best plaits or baskets from coconut leaves. Remind your group not to sit under coconut trees, especially in windy weather.

Ornamental plants

If you normally wear a flower behind your ear, you can explain this custom and offer your guests one at the next stopping point.

Teuila *(hedychium spp.)*

The teuila flower has been adopted as the national flower and is celebrated during the annual tourism festival in September, now commonly known as the Teuila Festival. It is a long red rubbery flower with numerous petals along a strong stem. The plant grows in bushy stands up to 1.5m high. The leaf is long and pointed, growing alongside the flower. The flowers are used for decorations and for making leis. The teuila grows wild in Samoa and can be found around houses and in garden areas.

Teuila

Red hibiscus *(aute Samoa, hibiscus rosa sinesis)*

One of the most common flowering plants found in Samoa and other countries of the Pacific is the hibiscus. There are many varieties found in Samoa with different sizes and colours of flower including red, yellow, white and pink. It grows as a bush up to 2m high and commonly forms part of a garden hedge. The flowers grow on the top of the bush and close at night. The hibiscus is used for decorations and is often worn behind the ear by both men and women (right *ear for married*, left for available). It is also commonly used in traditional healing for the treatment of boils and infected wounds.

Red Hibiscus

Frangipani *(pua fiti, plumeria rubra L)*
This plant is indigenous to tropical America from Mexico to Panama and was introduced to Samoa from Fiji. It is a small tree up to 5m in height with thick branch tips that produce a white milky sap. It flowers in large clusters that can be white, red, pink and yellow. The white sweet-smelling flower is used to make leis and sometimes worn in the ear.


Frangipani

Endemic plants of Samoa
Almost a third of all plant species in Samoa are endemic to the islands, i.e. they are found nowhere else in the world. These plants will be especially interesting for your guests so make sure you know how to identify them. Examples of endemic plants of Samoa include:

Kostermans *(manapau, mammea glauca)*
This tree grows up to 10m high and is found on Savaii, Upolu and Tutuila. Its leaves grow as opposite pairs and are oblong, leathery and finely veined. The tree reproduces from seed in its native habitat and is rarely planted. The timber is sometimes used for carving artefacts, such as war clubs.

Gasu *(palaquium stehlinii)*
The gasu can grow up to 20m or more in height and is found in forests in areas of high altitude. It has large leaves 20-30 cm long that have prominent veins on the underside and grow alternately. This tree is commonly used for timber and building wooden boats because it does not split on nailing. It is very suitable for high quality furniture, cabinet making and interior finishing. Gasu *can* be found at the Vailima Nature Reserve and at the O Le Pupu Pue National Park.

Native plants of Samoa
Native plants are those that naturally occur in Samoa but are also found in other countries.

Mamalava *(planchonella torricellensis)*
This is a common species that reproduces naturally in the lowland forests of Samoa and can also be found in midland primary forest. It grows up to 20m high, and can be distinguished by its wide buttresses. It is one of the most popular local timbers used for interior construction such as furniture and others. It is found along the trail up to Robert Louis Stevenson's tomb on Mount *Vaea.*

Tava *(pometia pinnata)*
Tava is dominant on lowland rocky soil. It is a large, slightly buttressed tree, which grows up to 30m in height. The timber it produces is reddish brown and used locally in building, construction and furniture work. Tava is fast growing and cyclone resistant, and as a result is the most important species for timber and construction. It can be seen at O Le Pupu Pue National Park as *well* as Vailima Reserve.

Mangroves *(rhizophora mangle, bruguiera gymnorhiza)*
There are two types of mangroves found in Samoa that are distinguishable by their roots. The Rhizophora mangle has roots that grow like arches from high up in the tree. The *Bruguiera gymnorhiza* has thick buttress roots that grow around the base of the trunk and stick up in the mud.

Mangroves are very interesting plants and you may want to arrange a visit to mangrove areas as part of your tour. Mangroves have adapted their root systems both to fresh and salt water, sand and mud. The stilt-like roots help them cope with changing levels of sand and mud, and the buttress roots help the tree to stand up against strong tides.

Mangroves are very useful for the island ecosystem as they help prevent soil and coastal erosion and also provide a home for mangrove crabs and a nursery for lagoon fish. They have been threatened by overuse as firewood and for making outriggers for small canoes, poles for fishing traps and tool handles. The bark is used as a dye for tapa cloth and it also has medicinal uses to cure inflammation of the skin.

Although there are *several* mangrove areas around Apia, they are threatened by human activities. Currently, the best place to visit and *experience* healthy mangroves is at the mangrove conservation areas at Saanapu and Sataoa.

Plants of medicinal and cultural value
Traditional healing is still widely practised in Samoa, and despite improvements in conventional health care provision, most village people use a combination of western and traditional medicine. Healing often involves massage using Samoan oils made from flowers of the mosooi (as a guide you should explain the proper process of using mosooi) and coconut cream mixed with pounded leaves. Traditional healing plants may be of special interest to your guests so make sure you know where to find them and how to identify them.

Some of the most commonly used medicinal plants include the following:

- **Mile-a-minute** *(fue saina, mikania micrantha)*
  This is a common weed found from the coast to the mountain. The fue saina was introduced into Samoa during the time when the first Chinese arrived in Samoa, hence the name which means ‘Chinese weed’. The juice of the leaves can be used to cure wounds or cuts.

- **Ti plant** (*lau ti, cordyline fruticosa*)
  The ti plant is indigenous to tropical Asia and was probably introduced to Samoa, where it is now a common plant found around houses and in gardens. There are a number of varieties of ti and it is one of the most

easily accessible medicinal plants for massaging body aches and pains. The plant is also used for body decoration, tied around arms and ankles and sewn into skirts as dance costumes.

- **Indian mulberry** (*nonu, morinda citrifolia*)
  The Indian mulberry grows in open coastal areas, lowland forest areas and around houses. The plant is recognised internationally as having high pharmaceutical value and Samoa has recently begun to export it to the United States. The juice from the nonu fruits are taken to heal body aches, mouth infections and for treatment of urinary tract infections. You can buy this in some shops in Apia. It can also be used as a dye, the bark producing red dye while the roots produce yellow.

- **Talie** (*terminalia catappa L*)
  The talie tree is commonly found along coastal areas. Its wood is used for making houses, cooking utensils and for ava bowls and war clubs. It is also widely planted on the beaches to provide shade. In traditional medicine, the bark of the talie is scraped and taken as a potion for treating mouth infections.

WILDLIFE OF SAMOA

Although your clients will not expect you to know the migratory patterns and feeding habits of all the animals and birds of Samoa, they will expect you to tell them the names of the birds they can see flying overhead. Keep a wildlife identification book in the bus so you can check anything you are not sure about. Remember you are not trying to impress the visitors, but to interest them and educate them about wildlife.

You can spot wildlife all over Samoa so keep your eyes open and don't make too much noise. Early morning and late afternoon are best for bird watching.

There is not enough room here to include all the species in Samoa, but here are some of the more common species you *are* likely to come across on your tours. You *can* use the space in the margin to note down any other species or facts you know about the wildlife. We have used the common English name for each species, but have included in brackets the Samoan and Latin names (in italics) in case someone asks you.

The best sites for wildlife

Upolu	Savaii
Mt Vaea Reserve at Vailima Lake Lanotoo Forest Area at Afiamalu O le Pupu Pue National Park at Togitogiga Nuutele Island at Aleipata The Uafato coastal forest, and Palolo Deep Marine Reserve for the marine wildlife.	Tafua Rainforest Falealupo Rainforest,and Aopo Forest Trails

The wildlife section is divided into land species (including birds, insects, mammals and reptiles) and the marine species (including fish, corals and marine plant life).

Land species

Birds

There are 35 different land birds and 21 sea birds in Samoa. Eight of the land birds are endemic to Samoa (they exist nowhere else, such as the tooth-billed pigeon), and 4 were introduced to Samoa, including the common myna.

Samoan starling (*fuia.aplonis atrifusca*)

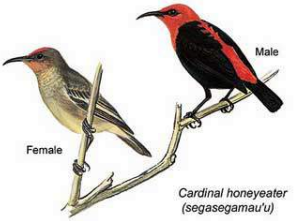
The entire bird is very dark brown with no real distinguishing features. The females are noticeably smaller than males. Starlings can be found anywhere on Upolu or Savaii, both in the forests and around the villages where they often scavenge for food.

Wattled honey-eater (*iao, foulehaio caruncalata*)

The honeyeater is another abundant and noisy bird that feeds on nectar and insects. It is light brown with a grey-brown breast, and *can* be distinguished by the orange-yellow markings on the base of its bill. It is strictly territorial, but lives in flocks between breeding seasons. The honeyeater is one of the most common birds in the forests and villages of Samoa.

Wattled honey-eater

- **Cardinal honey-eater** (*segasegamauu, myzomeia cardinalis*)
  The cardinal honeyeaters are much smaller than their wattled cousins, with a curved, pointed black bill. The adult males are easily identified by their scarlet breast and head which contrasts with their black wings. The females have a greyish-olive breast and sooty-olive back. The cardinal honeyeaters *are* found all over Samoa, both in forests and gardens and they tend to hover like hummingbirds whilst they extract the pollen from a flower.



Cardinal honeyeater (segasegamau'u)

- **Samoan fantail** (*seu, rhipidura nepulosa*)
  This is a small, tame bird that hops from branch to branch with fanned tail and drooping wings. It is predominantly sooty grey/brown except for a distinguishing white spot over the eye and the ear tufts. It is found in both Upolu and Savaii.

- **White-rumpled swiftlet** (*peapea, col local ia spodiopygia*)
  The swiftlet is most easily recognised by its flight. It has distinctive crescent-shaped wings and swoops and dips as it flies. The upper parts of the bird are dark brown but it has a whitish band across its rump. It is found all over Samoa and nests in large flocks in ernes.

- **Red vented bulbul** (*manu papalagi, pyenonotus cafer bengalensis*)
  The bulbul is a native of India that was introduced to Samoa, Tonga and Fiji. The top of its head is black and its back, breast and wings are dark brown with white flecks. It has a distinguishing white and red area under its tail. This bird is common in lowlands and up to 3000 feet in the mountains.

Common myna (*maina fanua, acridothere trisis*)
Mynas were introduced to Samoa from India to control pests, especially cattle ticks. They gather in large noisy flocks and have a deliberate flight with strong wing beats. The common myna is a stocky conspicuous bird with a short yellow beak. The top of its head and chest are black, and the rest of the feathering is brown apart from a yellow spot under its eye and white markings under the wings. It has a slight crest on the top of its beak and yellow legs.

The following rarer species of bird can be best seen in national parks and reserves.

Blue-crowned lory (*segavao, vini austral is*)
This is a striking green parrot with a dark blue crown on the top of its head, a red and purple belly, orange beak and feet. The lory is found on both Upolu and Savaii often in large flocks feeding on flowering trees in cultivated areas and plantations. It is common in the Lake Lanotoo area.


Blue-crowned Lory
(*segavao*)

Explain how red parrot feathers were traditionally used to decorate fine mats and that it was the mascot of the 2007 South Pacific Games

Pacific pigeon *(lupe, ducula pacified*)
This is a large attractive green and white pigeon. It has a white head and breast, green wings and back with red feet and eyes. The Pacific pigeon feeds on the fruits of the mosooi(cananga odorata) and other fleshy fruits of the forest. It is widely hunted and the meat is especially enjoyed at White Sunday feasts. As a result, this bird is rather wary but can be readily seen in Mt Vaea Reserve, Lake Lanotoo and other forested areas.

Crimson-crowned fruit dove (*manutagi, ptilinopus porhyraceus*)
This fruit dove has similar colourings to the Pacific pigeon, but look for its crimson forehead and a light yellow tip on its tail.

It is common in mature and regenerating forests and is often seen flying over roads, villages and shrub areas to reach the forest. It's an endemic bird and makes a rhythmic series of hooting: "hoo, hup-hoo, hoo hoo, hoo hoo". It can be seen or heard at Mt Vaea Reserve or Lake Lanotoo.

Scarlet robin (t*olai-ula, petroica pusilla*)
This is a small bird that can be confused with the cardinal honeyeater. It is predominantly black with a cherry-red breast and white markings above the beak and on the wings (but not a red head like the honeyeater). It can be seen at the national parks and recovering forest areas. Scarlet robins are also found in more open forest and agricultural land.

Some of the most important seabirds include:

Red tailed Tropic Bird

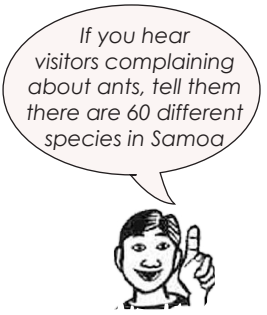
Red-tailed tropic bird (**tavea ula**, *phaethon rubricauda*)
This is a very attractive bird that can be distinguished by the two long red feathers that trail behind when it flies. There is also a white-tailed variety (phaethon lepturus).

Lesser frigate bird (**atafa**, *fregata ariel*)
This is a graceful predominately black bird. During the breeding season the males have a large red throat pouch under the chin. This gets inflated to impress females.
Frigate birds are also known as the 'pirates' of the Pacific, often chasing other seabirds to make them regurgitate their food.

White tailed Tropic Bird

The Great Frigate Bird is slightly larger but is less common in the South Pacific.

Petrel (**taio**, *pterodroma* **and** *puffinus* **species**)
There are several different varieties of petrel in Samoa including the collared petrel, the phoenix petrel and the Hawaiian petrel. They *are very easy* to confuse with the shearwater, as both birds are a similar grey/brown and both have the same name in Samoan. In *general*, most dark coloured birds seen flying low over the water will be petrels or shearwaters, of which several species probably breed in Samoa. Petrels *are* generally smaller than shearwaters and have white markings on their belly, neck or tail.



Insects
More than 2500 species of insect have been found in Samoa, including:


over 500 moths over


20 butterflies


500 beetles almost


60 ants


500 flies


20 snails

Samoa is home to the tiniest spider in the world, the Patu marplesi, which is 0.5mm when fully grown and lives in the rainforests of Upolu. Most of the insects of Samoa are harmless except for mosquitoes, biting ants and centipedes (acaloa).

Giant African snail (**sisi aferika**, *acatina fulica*)
The giant African snail is common in some settled areas of Upolu and can grow up to 20cm long. It is nocturnal and eats a wide variety of living and dead vegetation. It was introduced to Samoa in recent years by mistake, and causes great agricultural damage, especially due to its fast reproduction. The Agriculture Department is still trying to eradicate these snails.

There are two endemic butterflies: *papilio godefroyi*, which is threatened, and the more common *hyolimnas thompsoni*.

Centipede (atualoa)

This centipede is dark brown with a protective hard shell. It grows up to 25cm long and lives under rocks and stones, but in rainy weather it often comes into houses. It can give a severe bite with its two front legs that also serve as fangs for which immediate medical treatment is recommended.

Blue tiger butterfly (**pepe**, *tiramula hamata*)
This is a blue spotted butterfly that lives in forest areas. Its wings have a continuous black dotted outline. It is a common species found in agricultural plantations

Wanderer butterfly (**pepe**, *danaus plexippus*)
This butterfly has black and white wings and pointed antennae. It is commonly found in the open areas of forests and villages.

Mammals and reptiles
There are 13 species of terrestrial mammals in Samoa and of these only three are indigenous: the two fruit bats (flying foxes) and the sheath-tailed bat. Others such as the pig, dog and rat were introduced through early European contact.

Flying foxes
Flying foxes are very important species as they assist with rainforest seed dispersal and pollination. They live for 7-10 years and produce one young per adult female per year. During the 1980s they were nearly hunted to extinction for their meat, but they are now an endangered species and hunting is forbidden.

You will see flying foxes at the Mt Vaea Reserve, Lake Lanotoo, O Le Pupu Pue Park and any intact forest areas in Upolu, Savaii and the Aleipata islands. The best locations for seeing flying foxes circling and nesting are in the craters of Tafua, Lalomanu and Matavanu.

The two species of flying foxes in Samoa are -

Samoan flying fox (**pea vao**, *pteropus samoaensis*)
The Samoan flying fox has a light coloured face and broad wings. It roosts alone or in small groups and is endemic to Samoa (not found anywhere else in the world). In Samoa it is sometimes called the 'flying fox of the forest' referring to its association with primary rainforest. This species is active during the day with two feeding peaks, one in the morning one in the late afternoon.

Tongan flying fox (**pea faitaulaga or pea fanua**, *pteropus tonganus*)
The Tongan flying fox has a black face, brown body and narrow wings. It is active mainly at night and can be found in the Tafua Crater. During the flowering season of the kapok tree, this flying fox may be observed at night in villages foraging on nectar in the nocturnal white blossoms. Tongan flying foxes roost in large colonies.

Sheath-tailed bat (**tagiti**, *emballonura semicaudata*)
The tagiti is a tiny, insect-eating bat which lives in caves but is getting close to extinction in Samoa. This species has been seen only occasionally in the caves at O Le Pupu Pue National Park at Togitogiga.

Remember
to take a torch if you are looking for these bats and ask DLSE for advice first

Other mammals
Several species of whale and one dolphin, the spinner dolphin (*stenella longirostris*), have been reported in Samoan waters. The humpback whale (*megaptera novaengliae*) is believed to breed in Samoan waters between August and October and sperm whale may also do so, although they are hard to spot. Sightings of both types of whale *are* unusual.

Reptiles
Eight skinks, five geckos and one snake (the Pacific boa, *candoia bibroni*) have been recorded in Samoa. Most of the lizards are reasonably abundant and only the Samoan skink (*emoia samoensis*) is endemic (found nowhere else but the Samoan archipelago). This skink, known as pili, is green with light golden stripes. The large black shiny skink, prolific in Mt Vaea Reserve, is the Pacific black skink (pili uli, *emoia nigra*).
There are also two species of sea turtle, the green turtle and the hawksbill. Only the hawksbill breeds in Samoa; in small numbers on the Aleipata islands and on a few beaches in Savaii such as Satoalepai and Samalaeulu. These turtles have been traditionally hunted for their meat but are now protected, and a hawksbill programme conducted by the Fisheries Division has released over 20,000 hatchlings.

Marine species

Samoa is not well endowed with coral reefs compared with other Pacific countries for a number of reasons. Firstly because the islands consist of steep-sided volcanic cones set in deep waters, whereas corals prefer shallow water. Secondly, recent volcanic flows such as those in Savaii have covered reef areas and left rocky coastlines and, thirdly, Cylone Ofa, Val and more recently Evan destroyed much of the coral growth, which is only now starting to recover.

Fish is an important part of the Samoa diet and 59% of families in Samoa rely on fishing and reef-gleaning activities for their food supply. However, in recent years demand for reef fish has far exceeded supply and the lagoons of Samoan reefs and lagoons are amongst the most over-fished and degraded in the Pacific. Threats to the reef come from the use of destructive fishing practices such as dynamite and poison, reclamation of mangrove areas, coral sand mining, nutrient pollution and surface run-off as a result of deforestation. The crown of thorns starfish (alamea, *acanthasfer plane!*) is also a serious pest and threat to coral. It is a large black and red starfish that has pointed spikes that are poisonous to the touch.

There is one marine *reserve* in Samoa (Palolo Deep Marine Reserve), but new marine protected areas have also been set up at Aleipata and Safata districts and many villages now have their own fisheries reserves. Samoa could be well-endowed with reef systems if areas were left to recover.

PROTECT OUR
CORAL REEF!

Shellfish

Samoa has two species of giant clams, fridacna squamosa andtridacna maxima. These clams have been heavily fished and are approaching extinction. A third species, hippopus hippopus, has already become extinct. The large trochus shell (aliao, tectis pyramis) was also previously fished for subsistence and is now rare.

Take along a shell and demonstrate how it is blown to sound the evening curfew

Giant fluted clam (**faisua**, *tridanca squamosa)*

This clam can be easily identified by its relatively large size and leaf-like flutes. They have beautiful mottled mantle lobes that come in varying colours of blue, green, brown and black. Adult clams can grow up to 40cm in length.

Remember...

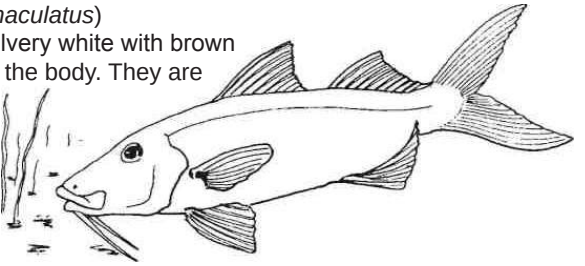
Many Samoan animals or their remains are protected by the CITES agreement (Convention on Trade in Endangered Species) and it is illegal to take them out of the country. For instance, any part or whole clam or turtle shells and any pieces of hard coral.

Fish

Just under 1000 species of fish have been recorded in Samoan waters; 890 species are found in shallow waters or reefs, 56 species are found in deeper waters and 45 are pelagic (deep sea).

Goat Fish (*pseudupeneus maculatus*)

Goatfish are predominately silvery white with brown spots or a yellow stripe along the body. They are distinguished by a pair of large barbells (whiskers) under their chin, which they use to probe the sandy lagoon floor seeking food.



Butterfly fish (*chaetondontidae*)

It is hard to find any rock in the lagoon without a butterfly or damsel fish swimming nearby. There are several different varieties of butterfly fish and they are easy to identify from the damsels due to their markings. Whilst the damsel fish tends to be a dull brown and have a rounded forehead, the butterfly fish have a concave forehead and are silver to white with yellow tints and a dark stripe running vertically across the head and through the eye.

Parrot fish (*scaridae*)
Although these fish are easy to identify, they are no longer abundant due to their popularity on the Sunday *umu*. They are heavy-set fish with distinctive scales and large beak-like mouths well adapted for feeding on corals. There are several different varieties, the most attractive being the bright green and blue variety.

Queen triggerfish (*batistes vetula*)
This brightly-coloured, attractive fish is prevalent in lagoon areas all over Samoa. In Palolo Deep Marine Reserve they inhabit the shallows and are known to attack snorkellers who approach too close to their territory. They have a wide body with bright blue spots and line markings and two long feathery tail fins.

Corals
There are 45 species of coral (amu) recorded in Samoa. Most of the coral species can be seer, when snorkelling in Palolo Deep Marine Reserve.

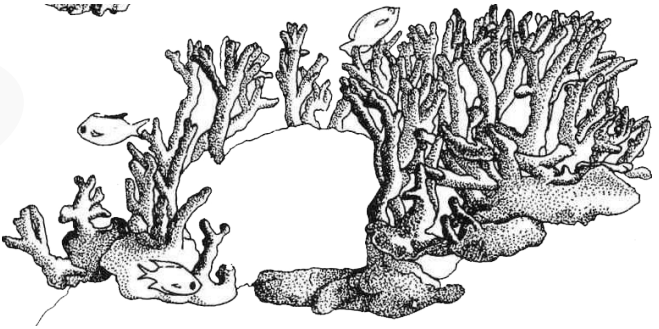
Three of the most prevalent species of coral in Samoa are explained here:

- **Staghorn coral** (*aropora nobolis*)
  This is one of the most prevalent corals in the reefs of Samoa. It can be identified by the coral heads that grow as clear fingers, looking very much like the horns of a stag. It can be seen in abundance while snorkelling in the Lalomanu lagoon.

- **Boulder coral** (*pontes sp*)
  In contrast to the staghorn, this coral grows in rounded yellow masses and is often the largest of the rocky outcrops on coral reefs.

- **Fire or stinging coral** (*millepora platyphylla*)
  This is a yellow or brown coral and can withstand the strongest wave action. It is similar to the staghorn coral, but has slightly finer fingers of coral and can give a nasty sting if touched.

Be sure to warn your guests about stinging corals



Marine plants
Algae are the dominant marine plant species, abundant in the Samoan waters.

Green algae (*halimeda discoidea*)
Green algae can be easily identified by its distinctive green kidney-shaped disks. It can be found at Palolo Deep at the reef flat but is more abundant in areas of weak wave action.

Brown algae (*padina commesoni*)
Brown algae usually grows in fan-like clusters on the reef flat and inshore. This algae is interesting as it deposits limestone. It can also be observed at Palolo Deep.

CLOSING NOTE

Tour guiding is a very demanding and responsible job. Your performance will have a lasting impression on your groups, and may influence their decision to return to Samoa.

This manual has covered essential tour guiding skills and tried to give you ideas about new sites to visit. It has also provided a selected reference section to help build up your own knowledge.

Although we have tried to make this manual as up-to-date and as accurate as possible, no doubt things will change and you will find areas we have overlooked. Please add your own comments in the margin, and use the following blank pages for your own notes. This way the manual will remain an active learning tool for some years to come.

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- Division of Environment and Conservation, Ministry Of Natural Resources and Environment
  TATTE Building
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  Telephone 23800
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- Forestry Division
  Ministry of Agriculture, Forestry, Fisheries and Meteorology TATTE Building
  Apia, Samoa

- South Pacific Regional Environment Programme SPREP office
  Vailima
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  Telephone 21929 Fax 20231

- Nelson Memorial Library Apia, Samoa