

‘Participatory data’ and the formulation of Tourism Development Area Management Plans in Samoa

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Key facts and considerations for Samoa

- **Tourism** is the Main Foreign Exchange Earner
 - accounts for 30% of the National GDP
 - highly vulnerable to external shocks and climate change
- Proper **planning** needs
 - Reliable and up-to-date **data** sets
 - involvement of **stakeholders** in generating data and setting **priorities**
- Successful **implementation** needs
 - **Ownership** of decisions taken



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Samoa Tourism Sector Plan 2014-19

Vision: “ By 2019, Samoa will have a growing sector which engages our visitors and people and is recognised as the leading Pacific destination for sustainable tourism”

Destination Focus

Marketing the Destination

HRD and Training

Investment and Enabling Environment

Product Development

Transport and Infrastructure



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Project : “Enhancing the resilience of tourism reliant communities to climate change risks”

- Timeframe : May 2013 – January 2017
- Donors : GEF/LDCF
- Implementing Agency of GEF: UNDP
- Executing Agency: Samoa Tourism Authority
- Implementing Partners: MNRE, SHA, SSTA & Tourism Industry



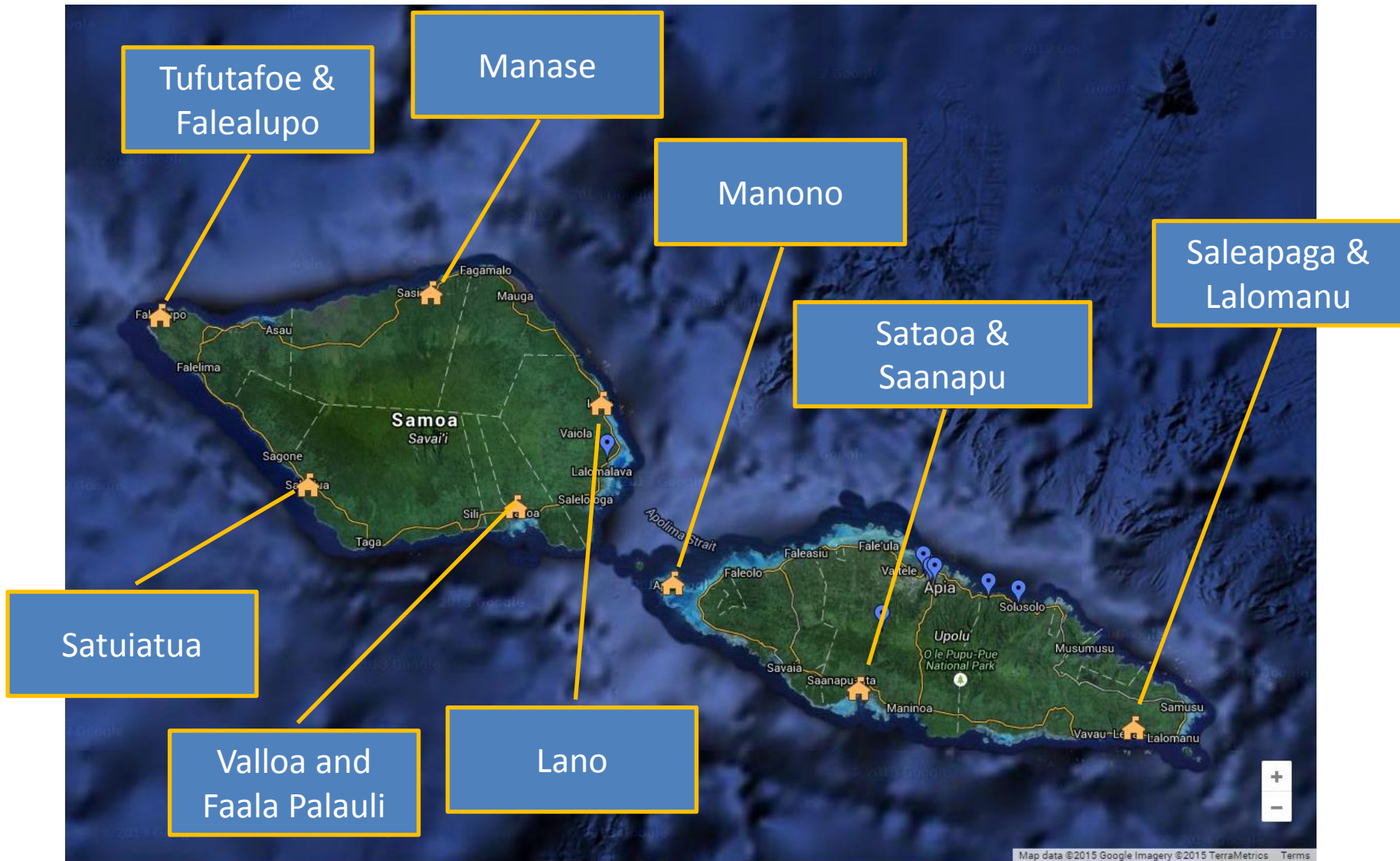
SAMOA

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Tourism Development Area Management Plans

- Information gathering through integrating **scientific** and **traditional knowledge** and tourism needs
- Soft and or hard adaptation measures
- Form of construction of facilities
- Preferred location for emergency access and facilities
- Locations for off beach tourism and recreation activities
- Planning for longer term eco-systems based measures
- Constraints & opportunities for extension of tourism activities
- Implementation arrangements – roles and responsibilities of stakeholders involved in the implementation

Location of P3DM exercises in Samoa



P3DM by MNRE



P3DM for TDAMP

Data Generation through the P3DM Process

- **Key Participants**

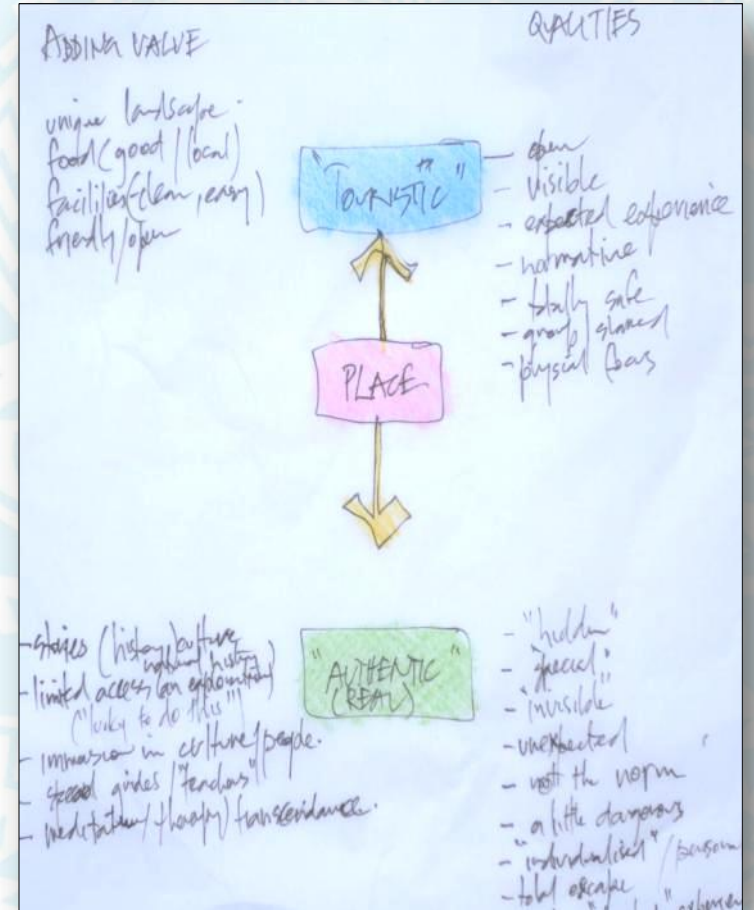
- Village representatives for every TDA (3 matais including mayor, 3 women including government representative for women, 5 untitled men and 5 female youth members)
- Business Owners and staff representatives from every TDA (Beach fale operators, attraction sites owners, community – owned attractions owners and representatives)
- Government Ministries and Corporations
- Civil Society, NGOs and Church ministers
- Tourists



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Identifying Gaps through P3DM

- Integrate scientific information with local knowledge
- Identify tourism specific needs
- Update information on current maps
- Locate vulnerable locations – Coastal Erosion/Flooding Hazard Zones
- Reach collective agreements on priority needs and adaptation actions
- Need for comprehensive data for planning



Project Sites & P3D Modelling



Manono Island Tourism Development Area Management Plan & P3D Model



- Fa'aSamoa = The Samoan experience
- Culinary Experience:
 - Fish – the main diet on the island
 - Food preparation in the umu (earth oven)
 - Taro, palusami, pork & seafood
- Cultural Attraction Sites
- Snorkelling
- Traditional Ava ceremony

Priority for Climate Change Adaptation

Water security and access

South Upolu – Sataoa & Saanapu



Key data generated

- Tourism accommodation in villages located in the CEHZ & CFHZ
- Updated data on
 - names of places,
 - agricultural activities
 - location of resorts
- Opportunities for alternative tourism products



Priority for Climate Change Adaptation

Wetlands – ecosystem based approaches

Southeast Upolu – Lalomanu & Saleapaga



- Small – medium scale Samoan styled accommodations located in Coastal Flooding and Erosion Hazard Zones
- Most popular beach destinations
- Long term resilience



Priority for Climate Change Adaptation:

Beach rebuilding, bio-shields and sediment control

South Savaii - Vailoa & Faala Palauli



Key Information

- Opportunities for tourism products – e.g. Development of cultural attractions
- Strengthen village and business owners collaboration

Priority for Climate Change Adaptation:
Flooding and water quality

Falealupo & Satuiatua



Key Information

- Located on the driest part of Samoa
- Fishing, agriculture and small scale tourism operations key livelihood sources
- Opportunities for ecotourism and more cultural activities
- Fish, vegetables, taro and bananas sourced locally from village farmers and fishermen



Priority for Climate Change Adaptation:

Water security, and ecotourism activities

Lano & Manase

Key Information

- Both villages consist of beach fale accommodations
- Coastal erosion
- Opportunities for alternative tourism products
- Various programmes collaborating to assist with coastal protection

Priority for Climate Change Adaptation:
Coastal erosion control and need for various protection measures



Key Benefits of Using P3DM

- Generated data on tourism development used in national map information
- Participatory engagement contributed to quality and comprehensiveness of generated data
- Effective tool for planning and decision making
 - Intellectual ownership of priorities set by communities
 - Empowering tool for the community as key resources of information
 - Relationship building and cooperative linkages with the community
 - Community commitment to play an active role in addressing priorities
 - Improved understanding of community needs
- Excellent awareness building for geographical features of the community
- Long term planning and identification of tourism diversified products

Next Steps

- Data digitization
- Replicate P3DM process – Vailima Reserve
- Formally Institutionalise P3DM process in the remaining Tourism Development Areas through the Samoa Tourism Authority

Acknowledgements



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Thank you

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