‘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
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
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
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

- Tufutafoe & Falealupo
- Manase
- Manono
- Sataoa & Saanapu
- Saleapaga & Lalomanu
- Satuiatua
- Valloa and Faala Palauli
- Lano

P3DM for TDAMP

P3DM by MNRE
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
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
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
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