

LEVERAGING LOCAL CULTURE FOR TOURISM: SAMOA

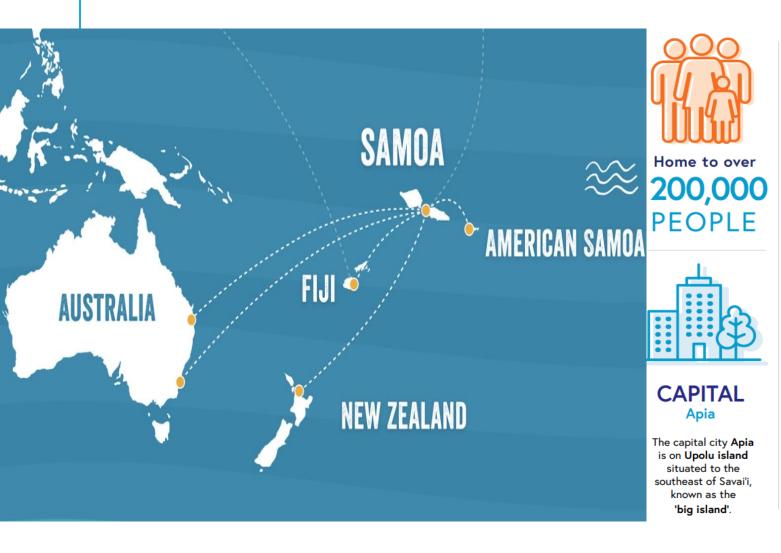


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SAMOA AT A GLANCE



MAJOR INDUSTRIES







Tourism

Fishing

Agriculture

UPOLU



GEOGRAPHY

Samoa is a small archipelago in the centre of the South Pacific. It is made up of 4 inhabited islands and a number of smaller islands and outcrops. The 4 inhabited islands are Upolu,

Savai'i, Manono and Apolima.

ROLE OF THE FA'A SAMOA IN TOURISM

- The Fa'a Samoa or "the Samoan Way of life" is the foundation of Samoan identity and society
- Key principles:
 - Matai system (chiefly leadership)
 - Respect (fa'aaoalo) and communal responsibility
 - Extended family (Aiga)
- Culture is not a performance it is a way of life for us
- Our unique culture provides authentic experiences





CULTURAL TOURISM ACTIVITIES AND EXPERIENCES

- Village Experiences
 - Immersion in village routines and daily life
 - Church services
- Traditional dance and music (Siva Samoa and fire knife dancing
- Handicrafts
 - Siapo making, carving and weaving demonstration
 - Tattooing (tatau) demonstration
- Culinary Experiences
 - Umu cooking demonstration
- Sampling of local dishes like palusami, taro and Oka
- Teuila Festival





BENEFITS OF CULTURAL TOURISM IN SAMOA

- Economic development in rural and local communities
- Cultural Preservation through authentic story telling and educating visitors on local customs, attire and behaviour
- Diversified tourism offerings beyond resorts and beaches
- Community empowerment through inclusive participation
- Driver of sustainable tourism
- Unique selling point and authentic experiences



CHALLENGES OF LEVERAGING CULTURE FOR TOURISM

- Cultural commodification
- Loss of Cultural Identity
- Exploitation of local communities
- Environmental and Social Impacts
- Capacity and infrastructure limitations
- Intellectual Property and Cultural Rights





CASE STUDY: TEUILA FESTIVAL

- Teuila Festival is the largest cultural festival in Samoa which was established in 1991 and is held annually in September
- Teuila Festival features:
- Fire knife dancing
- Traditional dance competitions
- Traditional tattooing/umu demonstrations
- Traditional fun games
- Fautasi race
- Samoan food fairs with local cuisine
- Miss Samoa Pageant





CASE STUDY: SIAPO DEMONSTRATION, PALAULI

- A family run operation in Savaii and is very popular for visitors
- Traditional bark cloth art made from the mulberry tree (u'a)
- Experience includes: live siapo-making demonstration by artisan, visitor participation (painting simple designs) cultural storytelling
 apportunity to buy siapo directly from artist
- Siapo demonstration provides many benefits for this local family and community







FA'AFETAI LAVA

