Overview of Samoa

- Samoa consists of two (2) large islands of Upolu and Savaii and eight small islets. The climate is tropical throughout the year with a moderately wet season from December to March. **Favourable Geographical in the Pacific.**

- **Population** : 187,820

- **Infrastructure & Utilities** to 99% of Samoan Population

- **Official Languages** : Samoan & English

- **Democratically Cultural Political Structure**

- **Weather** : Tropical with Average Temp of 28 deg. cent

- **Capital** : Apia (on the island of Upolu)

- **Sustainable Tourism** has been identified as a Priority and the Mainstay of the Samoa Economy.
Human Capital Development SWOT Analysis

Strengths:
- A Tourism Workforce Strategy which guides Stakeholders of the Training Needs to improve skill gaps through Workplace Training and Formal Education;
- Tourism Training Task-Force (TTT) PPP/E&T Providers/SQA Donors;
- A reasonable number of good and competent tourism industry business owners and operators (95% local owners; 5% regional);
- Very good training facilities at the National University of Samoa through a partnership with the Australia-Pacific Technical College (APTC) with Australian accredited Qualifications;
- Samoa Qualifications Authority assessment and accreditation of Tourism Education and Training with direct link to TTT;
- Better integration with key agencies in planning and implementation - sector-wide approach;
- Political and National Support for Sustainable Tourism;
- Region with 150 Million Square Miles of Islands and Oceans

Opportunities:
- Increase skills availability;
- Continue to enhance product and service delivery standards;
- The Establishment of 3 new 5-star Hotels will produce more employment opportunities for the economy and In-House Training Opportunities as per Chain Hotel Practice i.e. Sheraton;
- Partnerships with regional Institutions and Associations ensures a progressive HRD support;
- Improve Remuneration to acquire quality and technical skills;
- Employment for the youth and young at heart.

Weaknesses:
- There are still a number of industry operators that have limited understanding of customer needs and still lack compliance of the Tourism Business Standards;
- Increasing Attrition Rate due to migration of skilled workers to other destinations (NZ and Australia) for better Employment Remuneration;
- The shortage of appropriate skills, and qualified management and operations personnel in the industry;
- Local wage rates for skilled workers are low by world standards;
- High Turnover due to better opportunities i.e. RSE Scheme vs. Entertainment employment etc;
- Local understanding of Tourism employment being labour-intensive with low remuneration with limited career paths;
- Understanding that Tourism is not a serious career but reserved for the young and is a ‘between jobs’ opportunity

Threats:
- New tourism product developments becoming established without incremental skills development.
- The remuneration salary range at current can deter some influence on sector workers to seek employment in other sectors;
- Natural Disaster - specifically for the tourism industry, this imposes on the sectors labour capital (displaced workers).
Stakeholder Roles and Responsibilities

**GOVERNMENT AGENCIES**
- ATTORNEY GENERAL’S OFFICE
- MINISTRY OF EDUCATION, SPORTS & CULTURE
- NATIONAL UNIVERSITY OF SAMOA
- SAMOA QUALIFICATIONS AUTH.
- MIN. OF WOMEN, COMMUNITY & SOCIAL DEVELOPMENT.
- MIN. COMMERCE INDS & LABOUR
- MIN. NATURAL RESOURCES & ENV. ETC

**PRIVATE SECTOR & KEY STAKEHOLDERS**

**TOURISM SECTOR**

**DEVELOPMENT PARTNERS:**
- NZAID, AUSAID, EU

**FUNDING**

**TRAINING INSTITUTIONS:**
- NUS, APTC, MHIL, OTHERS

**GOVERNMENT/SAMOA TOURISM AUTHORITY**

**KEY TOURISM ASSOCIATIONS/SHA, SSTA, ATA, STIA, TSSC**

**SAMOA TOURISM INDUSTRIES ALLIANCE (STIA)**
- SAMOA HOTELS ASSOCIATION
- SAMOA CHAMBER OF COMMERCE
- SAMOA MANUFACTURES ASSOCIATION
- SMALL BUSINESS ENTERPRISE CENTRE ETC.

**TRAINING INSTITUTIONS:**
- NUS, APTC, MHIL, OTHERS

**TOURISM PROPERTIES:**
- ACCOMMODATIONS,
- ATTRACTION SITES,
- ENTERTAINMENT,
- SUPPORT SERVICES
Lessons and Recommendations

- Familiarity with Sustainable Tourism Vision & Plan(s) and ensure a most well informed Sector and Stakeholders

- Coordination & Integration in Planning & Implementation

- Workforce Development Plan

- Leadership & Stewardship

- Sector, Stakeholder & National Ownership

- Ongoing Monitoring & Evaluation for Relevancy and Goal(s) Achievement

‘Progress is a Process’, that we each have to map out with the hopes and determination of success for our people. We wish you all the best for your Journey!
Thank you & God Bless!