

THE VISITOR PERCEPTION OF THE PHYSICAL AND  
CULTURAL ENVIRONMENT OF AMERICAN SAMOA

A THESIS SUBMITTED TO THE GRADUATE DIVISION OF THE  
UNIVERSITY OF HAWAII IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF

MASTER OF ARTS

IN GEOGRAPHY

JANUARY 1969

By

Mary Ellen Swanton

Thesis Committee:

Peter N. D. Pirlie, Chairman  
Forrest R. Pitts  
Thomas D. Murphy

We certify that we have read this thesis and  
that in our opinion it is satisfactory in scope and  
quality as a thesis for the degree of Master of Arts  
in Geography.

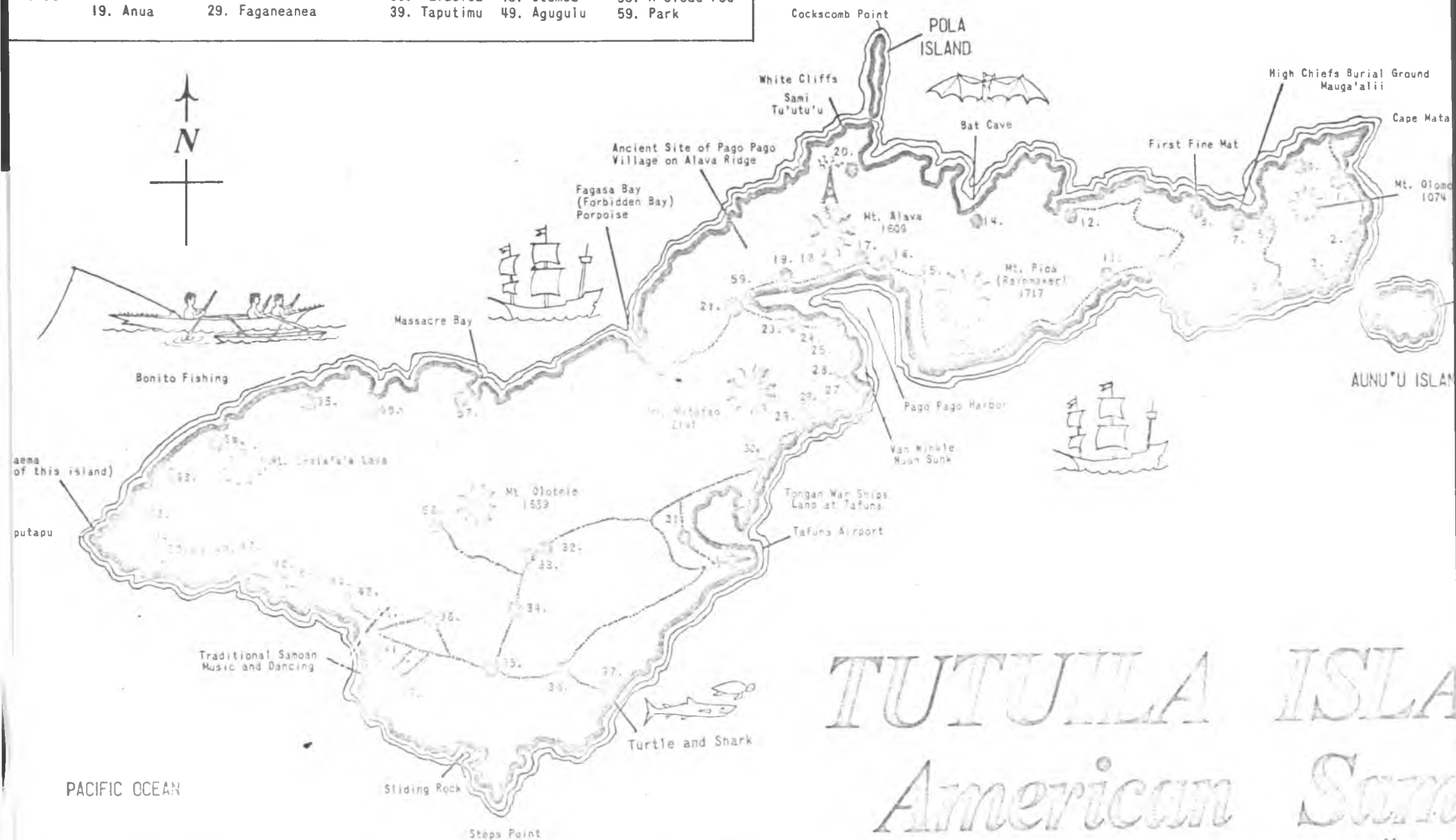
THESIS COMMITTEE

Peter H. D. Pirie (per HRP)  
Chairman

J. D. Murphy

Forrest A. Pitts

Tula	10. Faga'itua	20. Vatia	30. Mu'uuli	40. Vailoatai	50. Fa'ilololo
Alao	11. Amava	21. Pago Pago	31. Tafuna	41. Fagalele	51. Amanave
Utumea	12. Masefau	22. Fagasa	32. Mapusaga	42. Leone	52. Poloa
Amouli	13. Lauili'i	23. Fagatogo	33. Faleniu	43. Amaluia	53. Fagali'i
'Aoa	14. Afono	24. U.S. Naval Station	34. Pava'ia'i	44. Asili	54. Maloata
Onenoa	15. Aua	25. Utulei	35. Futiga	45. Afao	55. Fagamalo
Sa'itele	16. Lepua	26. Faga'alu	36. Ili'iili	46. Nua	56. A'olau Tuai
Masausi	17. Leloaloo	27. Fatumafuti	37. Vaitogi	47. Se'etaga	57. Aasu
Alofau	18. Atu'u	28. Matu'u	38. Malaeloa	48. Utumea	58. A'ololau Fou
	19. Anua	29. Faganeanea	39. Taputimu	49. Agugulu	59. Park



## PREFACE

This research was undertaken in the hope that an examination of an economic venture undertaken by people alien to western culture might lead to a better understanding of Pacific cultures and environments in relation to the world of western, or european, culture. It is necessary to state that without the help of the present Governor of American Samoa, the Honorable Owen S. Aspinall, this thesis could not have been completed. The Director of the Office of Tourism in American Samoa, Chief Fofō I. F. Sunia, must be thanked for the unlimited use of his office and personnel during the period of field study, the month of June, 1968.

*Mary Ellen Swanton*  
Mary Ellen Swanton  
Honolulu

December, 1968

# TABLE OF CONTENTS

Frontispiece Map of Tutuila, American Samoa	1
Preface	11
Table of Contents	iii
List of Tables	iv
Abstract	1
Introduction & Tourism and Terms of Reference	2
The Problem	6
Part I, Two Samoas and the Origins of Tourism	11
Part II, The Concept of Tourism and its Relation to American Samoa	23
Part III, A Suitable Physical and Cultural Environment	30
Conclusion	44
Appendix	47

## LIST OF TABLES

	pages
Table No. 1, Regional Percentages of Travellers and Average Length of Stay - Visitors	48
Table No. 2, Regional Percentage of Travellers and Average Length of Stay - Business	49
Table No. 3, Environment Perception Responses - Visitors	50
Table No. 4, Environment Perception Responses - Business	51
Table No. 5, Reasons for Visiting American Samoa	52
Table No. 6, Magazines most frequently Read by Travellers - in Percentages	53
Table No. 7, Hotel Occupancy Figures, June 4, 1968 to July 4, 1968	54
Table No. 8, Tourist Statistics	55
Exhibit        Questionnaire for Survey	56
Exhibit        Guest Laundry List	58
Exhibit        Map No. 1, Regional Distribution of Visitors	59
Bibliography	60

# THE VISITOR PERCEPTION OF THE PHYSICAL AND CULTURAL ENVIRONMENT OF AMERICAN SAMOA

## ABSTRACT

In a complex society the researcher is accustomed to thinking of a multitude of choices for establishment of economic base industries in any given area. The physical and cultural geography of American Samoa, and its location, provides a unique setting for the exchange and distribution of any product, not alone because of distance from market places of the world, but because of the retention of the fa'a Samoa (Samoan customs and way of life), and the aiga (extended family system). Western acculturation remains a veneer on the Samoan society today, and industries capable of adapting to the dichotomy of the society are not numerous. However, the tourist industry would seem to be one of those more readily adaptable to the fa'a Samoa. American Samoa's efforts to establish this base industry, an inspection of the growth of this industry in its initial period, and a statistically supported study of the present stage in the development of this industry, comprise the main body of this research.

## INTRODUCTION

The thesis of this research is that the geography of tourism plays a significant role in the development and marketing of a tourist industry, and that the visitor's perception of this physical and cultural geographic environment is an essential prerequisite to the permanent establishment of a profitable and dynamic tourist industry.

The problem of this study has been to discover whether the visitor's perception of this environment in American Samoa would, or could, provide an adequate base for the development of American Samoa as a destination vacation area; whether they would perceive it to be more suited to the role of an intransit stop-over, enroute to other Pacific Basin destinations; or whether it would fail to attract the tourists in sufficient numbers to warrant the expenditures necessary to achieve the status of an industry.

The answers are presented here in a frame of history of the region and origins of the tourist industry in American Samoa; the concept of an economic base industry such as tourism is considered in relation to existing environments; and the physical and cultural environments are examined for suitability.

## TOURISM AND TERMS OF REFERENCE

The development of tourism in many countries of the world



has provided a significant source of income for those nations which have encouraged and fostered it. The Pacific Basin area has problems of distance to overcome in selling its "product"<sup>(1)</sup>. This region's approach to marketing has been in a dynamic visitor attraction program, directed to a large extent towards the American tourist markets. By concentration on the American market in the Far East and in the Pacific, it has become possible for small countries to compete successfully with large areas, areas which have more money at their disposal for promotion of their product.

World tourists in 1964 numbered 105 million persons, people who travelled to other countries than their own. The United States led in number of nationals travelling from a single country. In addition to comprising the largest group of travellers, in almost every survey in the Pacific and the Far East, travel agents in the individual countries said that the average American traveller "spends more per day than anybody else."<sup>(2)</sup>

It is increasingly apparent that people's life spaces (the area in which they work, play, shop and take their recreation) have expanded to include the globe. Distance no longer tyrannizes the commuter, the shopper or the vacationer. Thus

---

(1) The Future of Tourism in the Pacific and Far East, U. S. Dept. of Commerce Report (more commonly known as the Checchi Report), Govt. Printing Office, Washington D.C., 1961.

(2) Ibid., page 41.

visitor attraction falls into the realm of motivation to destination choice, rather than in an appeal by reasons of economy or nearby accessibility. The jet transportation now in world use has placed destinations in the "hours travelled" category, rather than in the previous framework of days and months. Once arrived at his destination, the tourist-visitor must be satisfied with the features of the area and its individual characteristics. Deficiencies and weaknesses in tourist amenities must be uncovered and corrected to assure a continued flow of visitors to a country.

Destination in the context of this paper is defined as a region that attracts visitors to itself as an entity. A stop-over visitor is one who stays from three to five days, either while on a circle tour or enroute to a destination at a further point. The intransit passenger is one who generally does not book a hotel room because he is to take an on-going flight within the next 12-hour period.

The Pacific Circle is used to denote Hawaii, Samoa, Tahiti, Fiji, New Caledonia, New Zealand, Australia and related areas. The Pacific Basin Circle is defined to cover Hawaii, Japan, Taiwan, Hong Kong, Singapore, Indonesia, Australia, New Zealand, Tahiti, Fiji and Samoa. The Heart of Polynsia is used to describe American Samoa, Western Samoa, Tonga, the Cook Islands, Tahiti and Fiji. At times the Tokelaus group is included in this concept of a Polynesian heartland.

A physical plant is the sum total of facilities, amenities

and public works projects of the region. The plant can be separated into three segments. The first are the self-liquidating facilities, the tourist pays all costs in hotels, restaurants, nightclubs, international and domestic transportation, and in projects financed by charging admission fees, such as aquariums, zoos and museums. Second are the partly self-liquidating facilities where the government and tourist share the cost, for example: water, electricity (hotel lighting), airstrips and terminals; and last are the non-self-liquidating facilities, where the government pays all the costs, and which include the partly self-liquidating facilities minus the revenue, as well as sewage, bridges, tunnels and roads.

The terms visitor and tourist are used interchangeably throughout this report. The businessman is designated business wherever applicable. In other reports on tourism, the term tourist is used frequently to designate the difference between the traveller who is directed by a tourist agency to a specified area for a vacation, the commission from the travel and bookings accruing to the originating agency, and the visitor who makes his own booking, and from whom no one realizes a commission. The term visitor is used for either the traveller who does his own arranging or the businessman. In both instances, the distinction often carries with it the connotation of "quality" versus "quantity". This peripheral visitor provides added dollars to the area into which he moves, and is a vital part of the statistical growth of

any developing economy. However, this distinction between the two is not made in this study. The term intransit is used, and it includes a stay of less than 24 hours, but is not a cruise ship passenger.

#### THE PROBLEM

American Samoa is prominent among Pacific areas becoming active in the development of tourism. The principal island, Tutuila, is 46 square miles in area. The total area of American Samoa is 76.1 square miles, including Swain's and Rose Islands. It is a physically limited territory, and does not possess adequate funds for promotion of its new industry. Nevertheless, it does lie directly on the route to established tourist destination areas, such as New Zealand and Australia. This fortunate geographic location, coupled with a long history of American interest, places American Samoa in an advantageous position in the competition for a share of the American travel market.

Having attracted the tourist, whether destination or stop-over enroute visitor, the guest must be satisfied with the features of the area, and its unique and individual characteristics. The hypothesis of this research was that the visitor perception of the physical and cultural environment of American Samoa would be found to be mainly favorable, and this perception is an essential prerequisite to the permanent establishment of a profitable and expanding

tourist industry. The problem thus became one of discovering the perception of the visitor in relation to American Samoa, and which role the tourist perceived Samoa assuming in visitor plans, the role of a destination, or that of a stop-over enroute.

During the field survey the landscape was examined for suitability, in particular for degree of sightseeing attraction. Sites available for recreation, existing or potential, were visited, and the multiplicity of features that could be considered individual characteristics were viewed, in some instances four or five times. The entire period of study was utilized for a continuous examination of the cultural environment in relation to the total fa'a Samoa. The Samoan way of life enters into every transaction, social as well as business, and the visitor response was mainly enthusiastic to this pervasive atmosphere. Some negative reaction was found, but this stemmed from the visitor's own particular life habit. The cultural additions to the landscape include the hotel, airport, fale (building or house) shops on the malae (a flat green expanse of grass in the center of a village) in Fagatogo, roads, schools, and a public beach. These were all assessed as part of the environment along with the villages, the people and the attitudes of the people to tourism as an industry. As the suitability of both of these environments, physical and cultural, is based upon the visitor's perception, the interview of the visitor by questionnaire was the major undertaking of the field trip to American Samoa.

The questionnaire is discussed in depth in Part III of this paper.

It was designed to provide answers which could be analyzed and compared to other successful tourist areas. The Inter-Continental Hotel records were used to ascertain occupancy rate. The inclusion in the appendix of the report of the Office of Tourism records for the month of June, 1968 further verifies percentages quoted and statements made about background of visitors during the period examined.

During the survey, the present marketing program was discussed with the Director of the Office of Tourism, Chief Fofō I. F. Sunia. The consultation brought out the paucity of funds for publicity use, and that the principal effort has been to market American Samoa through travel agency publications. This focus of advertising is taken up in Part III in relation to the responses of tourists on the question which determined whether they booked through an agent or did their own booking. In an effort to provide future information to guide marketing advertising, a question as to names and numbers of periodicals subscribed to was also asked.

Two assumptions were made prior to going into the field. Both were closely related to the validity of the research. One was that the existing labor market is adequate to service the present industry, as well as the projected growth of the industry. The other assumption was that the physical attractions of American Samoa warrant a continued and expanded visitor flow. The first assumption was not borne out by field research. The labor shed exists, but the training for this pool is non-existent, and any immediate expansion of hotel rooms will bring

on an employment crisis.

An attempt to ascertain the significance of service industries on future employment was found to be beyond the scope of this study. The picture of service industries in its totality in the town area of Fagatogo was gloomy from the tourist's point of view. A drug-store and film-processing center were lacking. These were only two service industries absent of the many usually found in an urban area. Perhaps the acute problem in this connection is the cleaning problem. A brief glance at the laundry list attached as an exhibit in the appendix (p. 58 ), which is found by the tourist in a drawer in his room or his fale (individual bungalows) at the Inter-Continental Hotel, reveals that everything is washed. The proviso that 'no cleaning is available' is missing, and the tourist who sends out clothing labeled 'dry-clean only' has them returned in an unrecognizable shape. The average American tourist has trouble assimilating the knowledge that a region exists, ostensibly American, where there is no dry cleaner in the valet services provided by the hotel.

The concept of travel within the Polynesian Heartland triangle was discussed with persons in the travel agencies in Pago Pago, the Office of Economic Development in Apia (Western Samoa), and the Office of Tourism in American Samoa. This heartland triangle idea has gained acceptance, for travel is growing in these regions and will increase further with the additional U. S. carriers soon to be certified for service into American Samoa's Tafuna airport.

A field trip was made to Western Samoa, where a brief meeting

with the Director of Economic Development in Apia disclosed the high degree of communication and cooperation that exists between the two Samoas. A close working arrangement is maintained, and plans are formulated jointly for sales promotional work on the mainland of the United States. The inclusion of Western Samoa in this report is based upon the recognition that a prosperous tourist development in one area improves the development of the surrounding area. This is based upon the classic hierarchy of central places. A water barrier fragments the two Samoas, but locational forces and the shift to specialization in each area has complemented, rather than harmed, the attractions and amenities to be found in each place. The low prices for goods and accommodations in Western Samoa has had an effect upon the buying habits of the tourist who visits both American and Western Samoa. Whether these low prices in Western Samoa will maintain in the light of their plans for an expanded tourist industry, and a consequent heightened employee demand (setting in motion the upward spiral of wages and cost of living) is a question for future studies of this nature. The inexpensive handicraft offerings in Apia result in the purchase of a majority of local products in Western Samoa, rather than American Samoa, where the current practice of the local Samoan and Tongan handicraft workers is to charge all the traffic will bear.

This brings this paper to the historical portion of the study.



## PART I

### TWO SAMOAS AND THE ORIGINS OF TOURISM

Originally named the Navigator Islands by Bougainville in 1768, the 14 tropical, volcanic islands of Samoa are 2,200 miles south of the Hawaiian Islands, at approximately 14°S and 172°W. This latitude places the Samoas at opposite seasons to North America and is an important factor in the sales program directed to Americans. Summer in a tropical South Sea setting can be made very attractive to a snow-bound North American.

The Samoan Islands are weathered volcanic islands, rising several thousand feet above sea level and contain a variety of environments: barrier reefs with both deep and shallow lagoons, fringing reefs with narrow strands, mangrove swamps, plains, steep slopes, and always lava, in both a'a and pāhoehoe form. Outpourings to the sea have left lava remnants, supporting verdant growth and topped by palms, which provide numerous breath-taking coastal scenic outlooks. The area of American Samoa is 76.1 square miles, contrasting sharply with the land area of Western Samoa, which is 1,133 square miles. Today, over 26,000 permanent residents occupy American Samoa, and over 137,000 people live in Western Samoa. Dismissing the few persons living on the outliers, this works out to a density of 341 persons per square mile on Tutuila and Manu'a Islands, and 121 persons per square mile on Upolu and Savai'i. This density factor, added to the strong contrast in land configuration and expanse, has had a profound and lasting

effect on the agricultural patterns and practices in the two areas. Land in American Samoa is steep-sloped, with the narrow land shelf widening at Leone to a flat plain, which provides the only level land for tilling. Western Samoa has broad plain areas for agricultural use, much of which has been put into coconut palm. Arable land not now under cultivation still remains in Western Samoa. This agriculture difference has affected the life patterns of the separated Samoas.

When American Samoa came under the United States Flag in 1900, the population numbered 5,000. The Samoans supported themselves on the arable land at that population level, but today's population of 26,000 permanent residents and a transient visitor record of over 10,000 persons per year -- plus the numerous ships calling in to bunker at Pago Pago -- cannot be supported on this restricted expanse of arable land, not without large food imports. A recent, and mainly successful effort to encourage the people to plant taro, the Samoan food staple comparable to the rice of the Far East, has partially alleviated the shortage for the local Samoan population.

"Whether the United States went willingly into imperialism, or had imperialism thrust upon them, is a complex question."<sup>(1)</sup> The United States denied the image of a colonial power to 1898, the year of the successful conclusion to the Spanish-American War. Her

---

(1) Effects of Tourism on American Samoa, unpublished Honors Thesis, Swanton, Univ. of Hawaii, June, 1967. The following historical background is taken from this paper almost in its entirety.

policy of 'private interest' maintained in the Pacific, and her efforts to retain the 'most favored nation' status in the Far East were the public policies of the U. S. Department of State until the fall of Manila, the acquisition of Hawaii as a Territory and the assumption of Naval control in Eastern Samoa. The years between 1898 and 1900 saw the United States join the European powers in their maneuvers for colonies. (1)

The Samoans had been left in peace after Bougainville's discovery, and LaPerouse's ill-fated visit shortly thereafter, until John Williams of the London Missionary Society came to Samoa. A few escaped Australian convicts had drifted north and found haven there, but the government interest in the Pacific during this era was not aroused until Captain Wilkes, on his scientific expedition in 1839, urged the attention of the United States to the Pago Pago harbor, which he considered to be the best harbor in the Pacific, excepting Pearl Harbor on Oahu. (2)

In 1872, another eager American Naval Commander, Richard W. Meade, concluded a treaty with "The Chief" at Pago Pago in return for "friendship and protection". (3) This treaty was never ratified by the United States Senate. However, President Grant furnished a letter of marque to a Colonel A. B. Steinberger to proceed

---

(1) The Foreign Policy of the U. S. in Relation to Samoa. Ryden, Yale, 1933.

(2) Amerika Samoa. Gray, USN, Annapolis, USNI, 1960. This volume, with Ryden above, and Keesing's Modern Samoa (1934), are three definitive studies used as background in this study.

(3) Thence Round Cape Horn. Johnson, Annapolis, USNI, 1963, pp 138-139.

to Samoa as a 'special representative' of the U. S. Department of State. He was requested specifically to "warn the Samoans against granting their lands to individual foreigners."<sup>(1)</sup> This was the era when the Pacific Mail Steamship Company was interested in obtaining subsidized service through the South Pacific, and Colonel Steinberger was considered to be a close friend of Mr. Webb, the Company's entrepreneur. Hence the Colonel's trip to Samoa could be classified as a mixture of the United State's public and private policy.

In the meantime, German commercial interest had established an embryonic plantation economy on the island of Upolu, and Apia, the port town, had become the hub of the resulting power struggle. Great Britain, Germany and the United States had played politics with the various chiefs to the end that 'certain chiefs' called in the United States government as mediator, in trusting faith of the efficacy of the Meade Treaty of 1872. The visit of Chief La Mamea in 1877 to Washington succeeded in moving the United States Senate into favorable action on the American-Samoan Treaty, where President Grant had failed. The Treaty was ratified on January 17, 1878, and the United States pledged that:

---

(1) Gray (1960) page 60. Despite his U. S. Navy background Captain Gray's historical sections of his book are factual and relatively unbiased.

If, unhappily, any difference should have arisen, or shall hereafter arise, between the Samoan Government and any other Government in amity with the United States, the Government of the latter will employ its good offices for the purpose of adjusting these differences upon a satisfactory and solid foundation. (1)

Germany quickly followed Great Britain in arranging a treaty with Samoan leaders, but not necessarily the leaders as defined in the treaties. The assumption of a 'king' was made in all three treaties, however, the Samoan culture precludes a single head of state, for no one Chief holds primacy of rule. To understand 'king' as a concept in Samoa, one would have to understand fa'a Samoa, and, according to Keesing,<sup>(2)</sup> not even the Samoans themselves knew the old fa'a Samoa. As familiar today is the plaint of an elder Samoan Chief in a remote village, who bemoaned the "loosening of the children from the old ways in spite of a never-ceasing effort to bring them back into the fa'a Samoa on the part of their elders." (Keesing, 1934). Despite the pessimism of the elder Chief, the aiga (extended family) has survived to the present day, and it is this that sets these islands apart from the modern western world.

The errors of the three imperial powers were compounded by their efforts to place their own favorite ruling Chief in the position of 'king', and the situation deteriorated to such an extent that the

- 
- (1) American Rights in Samoa, Report to the President of the United States, U. S. Department of State, 1888, Appendix C, Art. V, p. 289.
  - (2) Modern Samoa, Keesing, London, Allen & Unwin Ltd., 1934, pp 141-142. Keesing later modified his belief in the loss of fa'a Samoa.

only solution seemed to be tripartite rule by Germany, Great Britain and the United States in 1890. Various bloody events led up to this hydra-headed rule, not the least of which was the dramatic and timely hurricane of 1889, which scuttled, scattered, and thoroughly demolished the fleets of the three powers gathered in the port of Apia to settle tribal warfare by a show of force. The Berlin Conference of 1889, actually scheduled prior to the hurricane, solved the impasse temporarily, but by 1898 the peace had proven illusory and the impossibilities inherent in tripartite rule became evident.

Great Britain left the Samoas at this time in return for a free hand in Tonga and other Pacific areas, and for concessions from Germany in African territorial matters. Germany and the United States divided the Samoas into a Western and an Eastern section, the western comprising Upolu, Savai'i and several small islands, and the eastern made up of Tutuila (Pago Pago Bay locale), the Manu'a Islands of Ta'u, Ofu and Olesega, and the atoll Rose Island; Swain's Island was added in 1925.

President McKinley was so ill-prepared to assume jurisdiction over all the newly acquired territories, it is reported, that he had to consult a globe for the location of the Philippines. Nevertheless, he put the U. S. Navy in charge of the newly acquired Samoan territory, possibly on the theory that only the Navy knew where it was and what to do with a coaling station at the ends of the earth.

The first Naval Commander, Commandant Tilley, solved the problem of governing 5,000 Samoans humanely and justly, while retaining

military rule, by using the Samoan matais (chiefs) to govern the people and to "save for himself the regulatory powers. The government I propose to establish is a government of the chiefs who are to receive additional appointments by the commandant," he said.<sup>(1)</sup> The Land Commission of 1893 had settled the matter of land ownership, declaring that ancient Samoan owners were to retain their lands and set the precedent of Samoa for Samoans. Thus Tilley's "Native Lands Ordinance", which forbade the alienation of land, had firm historical precedent, and assured that in Tutuila and Manu'a land ownership would remain in the hands of the Samoan people.

By 1905 the Navy had succeeded in establishing a Fono (legislative body) consisting of matai from both Tutuila and Manu'a Islands, thus solidifying the concept of a united Eastern Samoa.

The islands were called "American" to differentiate between the western portion, which, at that time, was known as German Samoa. On July 7, 1911, the Solicitor of the Navy Department declared that henceforth the territory would be known as American Samoa. The years of Naval rule were caretaking years, but the Navy's efforts to retain the Samoan social organization intact kept for the Samoan his lands, his traditions and his pride. The Navy was given the duty of setting up and running a naval station, and only secondary was their charge to "run a government for the people of American Samoa." The Navy solved the problem of democracy by ignoring it. They kept the people orderly, healthy and reasonably content, the job they

---

(1) Gray (1960), p. 125.

were best suited to do. The Navy allowed Samoan politics full reign, and the Samoan matai were able to operate their local village government in the fa'a Samoa, preserving Samoa mo Samoa (Samoa for Samoans) until the present, where the dichotomy of life pattern lends spice to the current efforts to establish tourism in Samoa.

The Navy was ready to leave Pago Pago by 1951, and control was transferred to the U. S. Department of the Interior. The U. S. Department of the Interior's Committee on Insular Affairs assumed full responsibility for the future of American Samoa. It made the first order of business the survey and assessment of priority of needs, in an attempt to fill the vacuum left in the economy by the withdrawal of the Navy, and even more important, by the loss of its payroll.

After assuring the rights of the people, the first Governor under the Secretary of the Interior moved slowly. It wasn't until 1956, when the Secretary of the Interior issued his economic policy statement, that an economic base industry of tourism was mentioned for the islands, islands seemingly so well-adapted to the reception and satisfaction of visitors. In Item #3 of the section of his report concerning economic development, the suggestion occurs as follows:

(3) establish a firm foundation for self-government and maintain Samoa for Samoans. The territory's limited land resources and rapidly growing population make it essential that every effort be made to increase



agricultural production, industrial development,  
and tourist trade. (1)

The matai supported the idea of tourism as an economic base industry and one year later the Fono recommended the establishment of a tourist bureau. A glance at the statistical information on the tourist arrivals for the months of June 1967 and 1968 in the appendix of this study (p.55) illustrates the continuing growth and strength of the present industry. The Staff Study of 1960 viewed the suggestions of the Secretary of the Interior as "feasible" and noted that a small industry of 5,000 to 10,000 persons per year would provide a significant increase in revenue. This forecast of visitors was conservative, for both 1967 and 1968 surpassed the maximum mark of 10,000, however, the attendant problems of building a tourist plant were not considered.

The newly established Office of Tourism inaugurated an aggressive sales program in tourism marketing upon the opening of the Inter-Continental Hotel. The present Director of the Office of Tourism has developed selling techniques of planning and programming for tourism expansion in an orderly and coordinated manner. A main obstacle was the financing of facilities for a tourist plant, particularly in view of the reluctance on the part of the Administration to allow outside investment and capital to enter Tutuila without Samoan participation and control. The solution was the

---

(1) Staff Study on American Samoa, Committee on Interior and Insular Affairs, U. S. Senate, 86th Congress, 2nd Session, Nov. 1, 1960, Govt. Printing Office, Washington D.C. pp 23-24.

formation of the American Samoan Development Corporation, Samoan financed through the sale of stock shares, plus loans from both Federal sources and the local Bank of Samoa. The Inter-Continental Hotel Corporation, a Pan American subsidiary, assumed operation of the hotel when completed. The hotel was designed to fit the landscape, and the question dealing with the architectural satisfaction of the hotel and its landscaping was answered with almost unanimous approval, proof of the success of the design. Originally comprising 101 air-conditioned rooms, the hotel has taken several fales out of use for their off-island employees use, and the rooms available at the time of this study numbered 95.

A tourist plant is a complex structure, built over a period of time to fit needs and demands. However, this fact did not deter the Samoan people from going into a full scale operation immediately upon the opening of the hotel. In the original study<sup>(1)</sup> a beauty shop, a barber shop, a travel desk, two bars, a gift shop, and an Olympic-sized swimming pool were among the amenities of the hotel listed. Today there are two travel desks and a duty-free shop in addition to the foregoing original services.

A cluster of fales on the Fagatogo malae were constructed on the bay side to house tourist service ventures. These fales contained a tour office, a Women's Activity group sales center,

---

(1) Swanton, Sinclair Library Prize thesis research, June 1967, see previous reference p. 12.

and a fale devoted to Samoan handicrafts, some produced while the buyer looked on. By the end of 1966 the Samoan Directory listed two tour agencies, Pago Pago Tours and Samoan Tours, the talofa Car Rentals (Hertz), Airport/Hotel Limousine service, Deep Sea Fishing Charter services, Airport Duty-Free Shop, Chanel Photo Studio, six taxi services, and the previously noted ancillary ventures.

A tourist industry has no factories as such; rather its hotels are the factories, the consumers are the tourists who come to the production point to consume, and the satisfied customer is the tourist who has consumed and found the offering good. This visitor on his return home is the salesman who sells Samoa to his friends and acquaintances.

The entrance restrictions have been a check to lengthy tourist visits. The American custodial role has been interpreted from the beginning as one to keep undesirable drifters, and to this end, entrance into American Samoa by any but Samoans has always been restricted. The maximum period of stay is 30 days, with any stay over that length of time requiring special permission by the Governor of American Samoa. This policy has not been changed, although at the present time this does not seem a restriction to the tourist trade. A re-evaluation will be necessary after the tourist-visitor industry has become an established fact.

The tourist plant has been established, the first several years of visitors have returned to the hinterlands as the salesmen for

Samoa, and the tourist dollar has provided its own motivation for expansion of the industry in American Samoa. An inspection of the idea of a tourist industry in relation to the people of Samoa follows.

## PART II

### THE CONCEPT OF TOURISM AND ITS RELATION TO AMERICAN SAMOA

International tourism strengthens the economics of the governments, for tourist spending is certain to have a positive effect on the balance of payments position of any country. The usual method of assessing the value of the industry to the country is to carry out a cost-benefit analysis to measure the impact on all the resources that must be allocated to the establishment of the industry. A method commonly used to measure the effectiveness of promotion and advertising is to calculate the ratio of dollars spent on promotion to dollars received from promotion-induced tourism.

When American Samoa accepted the concept of tourism as an economic base industry under the direction of Governor Rex Lee in 1965, the Office of Tourism was created for the purpose of coordinating and marketing the new industry. In January of 1966 Chief Fofō I. F. Sunia was appointed director of tourism, and this office now employs five people. In 1967, the sum of 37,000 dollars was spent by this office.<sup>(1)</sup> Approximately 380,000 dollars in increased earnings can be traced directly, or indirectly, as benefits from tourism, thus the cost-benefit ratio is \$1.00 to \$10.00, and, on the basis of a little over 10,000 tourists in 1967, this meant an outlay of \$3.70 per tourist.

---

(1) 1967 Annual Report American Samoa to the Secretary of the Interior, June 1968.

The "Tourist promotion multiplier effect"<sup>(1)</sup> has not had an opportunity to generate any added income. What the ratio of \$1.00 to \$10.00 actually is, is the immediate result of the promotional program. This is changed when the visitor returns in a following year, and his \$10.00 increases to \$20.00, but is still allotted to the first promotional dollar. This is the meaning of a promotional multiplier effect, and has had a tremendous impact on the Hawaiian economy, where the value of tourism has surpassed the joint value of sugar and pineapple. Hawaii has 3 repeat visitors for every 10 visitors, and the increase in numbers of visitors for dollars spent each year has brought the promotional cost per visitor down to \$2.20 each, on a budget of two million dollars per year. In order to measure this variable, and possibly project the presence of a promotional multiplier in future statistics, a question was included that asked if the visitor would like to return to American Samoa. Seventy-seven percent replied in the affirmative.

The concept of tourism as an export industry has not been fully accepted by the present Governor. Governor Rex Lee actively promoted a visitor industry, and made positive efforts to structure development within guidelines that would insure a proper development. At a Heart of Polynesia Visitor Conference held in Apia in

---

(1) Tourism and Recreation, U. S. Dept. of Commerce, EDA, Govt. Printing Office, Washington D.C., 1968.

May of 1967, Governor Lee suggested seven methods by which the governments of Central Polynesia could insure an orderly development of a visitor industry.<sup>(1)</sup> They were:

1. Government must assist in the development of hotels and resorts. Such facilities must "reflect the culture and the unique characteristics of the people of our area. We must resist pressures from those developers who want to build the cheapest...facilities for the sake of rushing into business. We cannot convince a tourist that he should pay thousands of dollars to come to one of our islands (only) to stay in a western-style hotel that duplicates a second- or third-class hotel in hundreds of cities throughout America."
2. The governments of Central Polynesia should develop simplified and similar entry forms, customs regulations, health requirements and entry requirements (30-day, no visa with proper identification).
3. The countries of Central Polynesia must each establish a visitors bureau or tourist board, and the executive directors of these boards should be members of an inter-Polynesia Visitors Bureau, which will coordinate joint advertising and common regulations, among other things.
4. Government must protect the tourist from exploitation, guarding against cheating and overcharging, especially involving taxi and bus fares. Governor Lee also recommended that the governments of Central Polynesia develop a joint policy against tipping.
5. Government must maintain high health standards. "A tourist with an upset stomach is not going to relate the charm of the South Pacific to his friends back in his hometown. Our food and beverage dispensers must be well-regulated. Our water supplies must be either uncontaminated or they must clearly be labeled unsafe for visitors. A related problem is one of cleaning up our beaches and our public areas. Sanitation and beautification are two 'musts' for our area."

---

(1) 1967 Annual Report of the Governor of American Samoa to the Secty. of the Interior, p. 49.

6. Government has an obligation to provide training for employees who are going to be involved in the emerging visitor industry. The East-West Center and hotels in Hawaii and elsewhere can probably provide assistance in this effort.
7. "My final recommendation," he said, "is that we do not sacrifice our dignity and our heritage for the sake of tourism. I am confident that we can develop a sound visitor industry that is not based on cheap sensationalism, gambling, or other type of activities that would be downgrading to the Polynesian people and attract an undesirable element to our countries."

However, Governor Lee cautioned that "it is a glamorous industry but a fickle one; it must be handled with care. Let us not forget our other resource development."

Governor Owen S. Aspinall has not subscribed in whole to this idea of an orderly development of tourism. He has set his own priorities, which, in the face of tourist response to the questionnaire administered in June of 1968 (see Part III of this study), would seem to be self-defeating. The present Governor's chief priority is to realize a profit from the American Samoan Development Corporation, which built the Pago Pago Inter-Continental Hotel and acquired numerous franchises to sell goods duty-free. The Pago Pago Inter-Continental Hotel is owned by the ASDC, but is managed by the Inter-Continental Hotels Corporation, a subsidiary of Pan American, and has operated in the red since its opening. Poor management of the ASDC undertakings has rendered the Samoan-held stock almost worthless. The Hotel Corporation takes 3% of the gross earnings, and a brief glance at the occupancy rate for the month of June, 1968 (see appendix p. ) illustrates the reason for the



lack of profit. A 58% over-all average occupancy rate for the month (and note that both the median and the mode are 58%) is below normal. It is generally considered in the industry that a minimum occupancy rate of 65% is required for a profitable operation. If 58% is accepted as sub-standard, then this, coupled with the 3% gross skim-off as an operational charge by the Hotel Corporation, accounts for the deficit without further investigations for leakage.

If definite plans for future expansion are not undertaken in the immediate future, the entire industry could fail. Expansion plans, coupled with a marketing program designed to promote a continuing flow of tourists, and timed to synchronize with the completion of expanded facilities, would help to assure a healthy industry. At present the Legislature is powerless to move ahead without goals and priorities to meet these goals. What seems to be lacking is a group of "young Turks", activists who have been college-trained and return to make politically mature contributions and economically sound judgements for American Samoa.

The Administration's lack of initiative in allowing self-government; the governments reluctance to allow an inflow of capital and technical assistance to business entrepreneurs; and the government's policy of welcoming tourists for just 30 days, except by special permission, (always providing that they have an on-going or return ticket in their possession), are self-defeating policies. Governor Aspinall desires the highest good and retention of the

fa'a Samoa for the Samoan people, however, a decision should be made as to priorities to insure a smooth production flow.

In 1952, 921 persons migrated to the United States from the Territory as a direct outcome of the loss of the Navy payroll. This trend continued, and statistics from 1959 on indicate that American Samoa lost 700 persons in 1959, 1,058 in 1960, 883 in 1961.....and 800 in 1964. By contrast the 1966-67 statistical table for immigration shows a +667 for the two years.<sup>(1)</sup> This halt in the outflow of young persons of productive age, and the reversal of a fifteen year trend, may be attributed to the advent of tourism after the construction of the jet airport and hotel.

The two canneries, Star Kist and Van Camp, remain the chief source of export income.....with a 25 million dollar year for 1967. But handicraft industries have dropped from an export high of \$37,000 in 1957 to a low of \$16,000 in 1967. A portion of this export drop may be considered due to the sale of the handicrafts directly to the tourist at point of origin. However, an economic study should be made to determine if this is an actual loss, or possibly a transfer from export income in handicraft to export income through tourism.

The need for a broad-base export program is as valid for American Samoa today as it was when the Department of the Interior issued its opinion in 1956 as to the merit and suitability of tourism as an undertaking in the Territory.

---

(1) 1964 & 1967 Annual Reports to the Secty. of the Interior.

This researcher found the existing cultural environment to be as hospitable as anticipated, and the physical environment as attractive as postulated at the beginning of this study.

In the third, and final, section of this thesis, the physical and cultural environments are examined for suitability through the eyes of the visitor.

### PART III

#### A SUITABLE PHYSICAL AND CULTURAL ENVIRONMENT

It is extremely difficult to measure opinions and attitudes accurately. The questionnaire attached hereto (see p. of appendix) was designed to elicit valid answers, with a minimum of stress coloration. This was not always possible in the face of the often difficult circumstances under which the questions were put to the visitor. Departing airplances from American Samoa were scheduled for such hours as 2:00 AM, 3:00 AM, and 5:00 AM. The Pan American Tahiti departure on Tuesday and the Air New Zealand flights on Wednesday and Friday were the only daylight departures. Tourists were remarkably cooperative considering the odd hours of interview. In the main, departures on Air Polynesia for Apia, Western Samoa, were not covered. A preliminary discussion with travel people in Pago Pago established that the majority of the on-going passengers would be found on either Pan American Airways or Air New Zealand. Travellers who visit Western Samoa return to Pago Pago for transfer to jet aircraft at Tafuna Airport.

The month chosen for the field trip was June, 1968. This is the winter season in American Samoa, and climatically one of the best months of the year, with comparatively little rain or wind. Pago Pago has over 200 inches of rain a year; the major downpours are in December, January and February. In this respect then, June was an atypical month. However, the visitor arrival

is spread relatively evenly throughout the year, and the 1,035<sup>(1)</sup> visitors for June, 1968, were only 16% less than the 1,229 visitors of the highest month of the year, November.

Of these 1,035 visitors, a total of 208 persons were interviewed, or 20%. Of those visitors, 796 were on the flights departing Tafuna during the hours chosen for interviewing, and, on this basis, 34% of the tourists were interviewed.

The questionnaire was designed to use the direct-question method and to be administered immediately upon completion of the trip. The interviews for this research were conducted at the airport upon the departure of the tourist, while the experience was still fresh in his mind.

The questions were formulated in the expectation of eliciting responses suitable for drawing valid conclusions concerning the visitor's perception of American Samoa. In order to determine that he was a valid visitor, questions number 1, 2, and 2a were asked. Refer to Map 1 in the appendix for the regional representation of persons interviewed.

After determination was made whether American Samoa was the main destination or not, question 3 was asked. This question concerned the length of the visit, and Tables 1 and 2 in the appendix show the origin and average length of stay, in days, of both the visitor and the businessman. The visitor and the

---

(1) Table 8 in appendix is the June, 1968, report of the Office of Tourism, Govt. of American Samoa, and covers the arrivals and departures of visitors and some demographic information.

businessman have been placed in separate Tables on the basis that the tourist would be more critical than the businessman, who is a captive of the environment.

Questions 4 through 7 were designed to draw out attitudes toward, and perception of, the physical environment. These responses will be discussed in the next section.

Questions 8 through 12 were asked to determine the perception of the cultural environment. These questions form the core of the interview in relation to cultural perception.

Responses concerning environment perception, which lent themselves readily to a yes and no analysis, will be found in Tables 3 and 4; these questions relate to shopping, desire to return to American Samoa, and the use of a travel agent, among others. Questions 14 to 23 were included to elaborate further upon visitor reaction to services available, or the lack of services.

Question 23 was inserted to determine if the visitor perceived the weather as a drawback. As previously noted, June is an atypical month, and the generally favorable comments on the weather must be considered in this context.

The second part of question 26 was put in the questionnaire at this mid-point to place a lack of emphasis on the cost of the trip. This question was worded awkwardly, and was difficult to answer without an explanation from the interviewer.

Question 30, "What did you imagine American Samoa would be like before you came here", was designed to check validity of response to earlier questions, and tended to elicit long answers.

This question pointed to the duplication and repetition present in the questionnaire. Questions that were found to be difficult to answer were explained to those being interviewed. Question number 13, concerning the food at the hotel, is an example. The general purpose was to determine whether the tourist considered the cost excessive in relation to the quality of the food received, but it was discovered that many tourists had not expected much the way of food, and the question tended to be obscure.

The demographic questions from 32 to 39 were included to enable the Office of Tourism in American Samoa to determine age, income and predominate type of visitor who might be attracted to American Samoa. To question 37a, concerning the reasons for the visit, respondents replied that it was a stop-over enroute to another destination, or that they were on a circle tour; only 8% declared it to be their main destination. The visitor was separated from the businessman and the intransit stop-over in question 2a. One hundred and sixty-one visitors were interviewed; forty-three businessmen were interviewed; and 4 passengers intransit were interviewed.

Question 3, "How many days have you spent here," formed the basis for Tables 1 and 2 in the appendix. Note that the Business Table had to be adjusted for the one businessman who had been in American Samoa in excess of 100 days. This man was interviewed upon departure and declared his intention of returning to American Samoa. He had returned to Pago Pago and was staying at the Hotel again before this interviewer had left Tutuila.

Question 4, "Did you spend all your time on Tutuila," was a difficult question to answer, and unnecessary in view of the obstacles to getting to the only nearby American Samoan islands, the Manu'as. There is no regular service to the Manu'a Islands, except for a rough supply boat, the Lady Elizabeth, which operates on an erratic schedule. There is no means of debarking on the islands, and the tourist who attempts a visit to Ta'u (the largest of the Manua's) must go ashore by whaleboat, guided through the reef by the local Samoan men, and then wade, hip-deep, from the shoreboat to the beach. Women are carried ashore. Primitive as this may sound, many local (mainland caucasian) government employees go to the Manua's whenever the opportunity is offered them. These islands are without shops, and the fale is still the predominant building structure. Judiciously-spaced tour visits to these islands would be premium events. The only boat of any speed or comfort presently operating is the Manusina, owned by the Government of American Samoa (GAS), but only used by the Governor at selected times.

"Which part of Tutuila did you like best," question 6, proved to be fraught with ambiguity. The main stumbling block was the ignorance of the visitor as to where he was. Before answering the question the tourist had to be told which area was identified by which name. It was explained that Pago Pago was the entire bay area, and that the hotel was located at Utulei. The urban area was called Fagatogo and that Tafuna was the airport. Amanave was the end of the road on the west side of the island (many tourists



identified this with Leone, the agricultural plain area). They were told that Fagasā Bay was a dropped crater of an extinct volcano, similar to Hanauma Bay on the island of Oahu, and reached only by a rocky road from the small town of Pago Pago at the head of the bay. A possibly apocryphal story relates that Governor Rex Lee encountered difficulty in negotiations with an owner of a bar called the Kava Cup when he was planning a new road over the mountain pass to Fagasā Bay. He solved the blocked negotiations by ignoring the first section of the road (about two miles), and paved the area beyond the Kava Cup up to the summit and down the steep mountainside to Fagasā. Jitney buses use this road today, and a few tourists who rent cars use it, but the large boulders in the first two miles of road have precluded regular tour services. Tula was the east end of the island, and the end of the road. All the villages on the north side of Tutuila, with the exception of Fagasā Bay, have to be reached by a GAS launch, which makes regularly scheduled trips during the school year, but which had ceased a regular operation for the summer in June. The trip, an all day journey, cost 50¢ and was the best bargain in tourism in American Samoa.

Once the tourist had the general locations straightened out, and indicated his interest in topography by his many questions, it was established that 65% of the visitors liked Pago Pago the best, that 12% liked the west end and 6% the east end of the island. Approximately 12% liked Amanave, Tula and Pago Pago in combination. As Pago Pago Bay is the only urban region with cultural buildings

sulted to tourism, the 65% preference is significant.

One of the surveys used as a background to this report was the Pacific Visitor Survey conducted for the Pacific Area Travel Association. In this recent survey, it was determined that the majority of the visitors to the Pacific were looking for "warm friendly people." The scenery (physical environment) and the buildings (cultural environment) were secondary items of interest to the people surveyed. The visitors to American Samoa do not agree with this finding. Forty-three percent of the tourists liked American Samoa because of its beautiful scenery, while only 35% liked it because of the villages and the hotel. It can be argued that the people in American Samoa were not warm and friendly, but all visitors expressed amazement at the warmth of the Samoan people, so this interpretation would not seem to be valid.

The hotel was approved by 100% of those interviewed. It was designed to fit into the Samoan village fale image, and it succeeded. The public rooms were considered excellent by all but 4%, and the landscaping was approved by everyone. The question concerning "adequate" swimming was ambiguous, inasmuch as it first had to be determined whether the question was directed to adequate beach and ocean swimming, or to pool swimming. In each instance, once the question was qualified, the swimming was declared adequate.

The correlation of the regional origin of the visitor was made with question number 12. This question dealt with the standards of the hotel employees. The respondents were asked to determine

whether the employee was "better", "the same", or "not as good". Thirty-one percent said they were better, 38% said they were the same, and 25% said they were not as good. When responses were measured against the regional origin of the respondent, the possibility of bias entered. The regional visitor figures indicated that California visitors, 40% of all the visitors, had replied 41% for "better", 34% for the "same", and 25% for "not as good", whereas 67% of the Midwest tourists found them "not as good", 10% found them the "same", and 23% found them "better". The East Coast was divided more evenly, with 30% for "better," 30% for the "same" and 40% for "not as good". Canada, the Trust Territories, the United Kingdom and Oregon all agreed that the employees were "not as good". The foregoing varied responses illustrate that attitudes and prejudices are not left at home, and that it would be important to consider the origin of the traveller in any 'in-depth' perception study involving other ethnic groups.

Originally the person being interviewed asked "better than where"; the response was "where you have travelled previously." Discussion of this question with interested tourists determined that the explanation should be "compared to other employees in tourism in the Pacific, including Hawaii." This changes the total findings, but does not negate the responses in their entirety. Of the 25% of the total of those interviewed who answered "not as good," many qualified their answers by adding

that it was because the girls in the dining room did not understand the orders. This was investigated, and it was determined that the majority of the dining room help, not including the hostesses, had approximately 200 words of English in their vocabularies.

They were led to say "yes", when asked if they understood the order, by two cultural factors: the first, the inability to confess ignorance without loss of face, and the second, their sincere desire to please the visitors. The girls would take their partially understood orders into the kitchen and attempt to find out from other English-speaking personnel what their customer had ordered. In an effort to overcome this language deficiency, the hotel has numbered the entrees, but so many of the tourists qualify their orders (i.e. rare steak, fish without sauce) that this device has failed to overcome what the tourists blame as bad service. The hotel can scarcely be held responsible for this language barrier, rather, the American Samoan government has failed to prepare the Samoan people properly for tourism.

The Tables on environment perception indicate the answers to questions 13, 13a and on. However, the significance of a 70% affirmative response from the visitors, and a 100% affirmative response from the businessmen, to the question "would you like to see other hotels here", cannot be overlooked in its influence on the conclusions of this study. When asked if they would recommend

American Samoa to other visitors, many qualified their responses with "only if other hotels are built here." The inability to go to another eating place, and see a different floor show, or even just to mingle with other people, were all rated as barriers to full visitor satisfaction.

The response to the price-range of proposed new hotels was preponderantly on the side of the lower-priced hotel. The businessmen answered 79% for a lower cost establishment, and the tourists were 55% in favor of facilities with lower rates. Only 3% of the businessmen thought that there should be other hotels of the same class and rate, and just 2% wanted more expensive accommodations. The visitors disagreed with the businessmen in their answers in showing a 31% preference for a hotel of the same class and rate (to illustrate their desire for a change of scene rather than a protest against the cost), and a 26% preference for a higher class hotel. In the majority of the cases in the 26% response, the Mauna Kea Beach Hotel on the island of Hawaii was named as a model.

Table 7, concerned with the percentage of daily occupancy of the Pago Pago Inter-Continental Hotel, should be disregarded as an indicator of the lack of necessity for further hotels. Marketing techniques, with the additional rooms available to offer people a choice, would soon overcome this occupancy deficiency. Hawaii is the proof of the marketing factor.

The question concerning customs and entry into American Samoa testified that there were no difficulties in entry procedures.

An analysis of the questionnaire revealed that over 50% of the tourists and businessmen took tours, but that very few rented cars. Those who did rent cars found that maps were readily available. Few of the visitors said that they had any difficulty in meeting Samoan people. The majority of the visitors did not bother to visit Samoan villages however, other than on their tour, although nearly all the businessmen had done so. Questions in relation to sports activities raised little interest. The age level of the tourists may have been a contributing factor to this low level of interest. Seventy-two percent of the tourists were over 40 years of age. Nevertheless, 30% of the visitors and 50% of the businessmen responded "golf" when asked what outdoor sport they would like to see established in American Samoa. The second most popular sport indicated was sailing, followed closely by fishing, water-skiing and surfing.

Over 60% of the respondents wanted trail and walking tours. This indication of fresh-air activity on the part of the tourists and businessmen may account for the high degree of satisfaction with evening activities, as shown by their answers. Fifty-four percent found the evenings to be relaxing, 42% found them to be entertaining, and 21% found them to be dull. The more than 100% response is occasioned by the combination of answers given by some of those interviewed. This answer may be skewed by the length of stay factor. The hotel has two evening floor shows per week, and the Governor and Mrs. Aspinall host a cocktail party at Government House on Monday evenings, to which all the hotel guests are invited. At this party

they mingle with local Samoan businessmen and matais. These three evenings are entertaining, and a short stay would combine relaxation and entertainment.

The effort to determine climatic perception was hampered by the lack of customary rain. An extreme water shortage existed during the month of June, and all but the Hotel and Government House were on water rationing. The clement weather was to the tourist liking. Of those 8 to 10% affected by the humidity, wind and rain, the following characteristics prevailed. Sixty-six percent of those affected by the humidity were in the over-60 age bracket, 16% in the over-50 age bracket and 16% in the over-40 age bracket. Of those affected by the rain, only 14% were in the over-60 category, while 43% were in the over-30 and over-50 categories. Twenty-eight percent of the 40, 50 and 60 year age groups found it too windy, and 14% of the over 20 year age group were also affected by the wind. As the foregoing percentages cover only 10% of the total respondents, it may be concluded that 90% of the tourists and businessmen perceived the climate to be good.

The question on shopping has been discussed in an earlier section of this study. In addition to revealing patterns of buying, the questionnaire brought out a generally prevalent feeling that there was little of value to purchase, and what there was, was priced too high.

The question concerning a desire to return to American Samoa

revealed that the majority of all those interviewed wished to return. However, an anomaly exists in the response of the businessmen, as 100% of the respondents desired to return, but only 55% would recommend American Samoa to others as a vacation place. As previously noted, many frequently qualified their answers, and said that they would recommend it when there were more hotels built. The businessmen were unanimous in this feeling of restricted movement.

The question concerning the "cost of the trip" was not worded correctly. Nevertheless, discussion generally determined that the majority felt the overall cost of their trip to be "just right". A few thought American Samoa too high in relation to the satisfaction received from Fiji, at the same or lesser cost.

The majority of the visitors and businessmen were making their first trip to Pago Pago. Only 35% of these people went on to visit Western Samoa.

The question to determine image perception brought varied comments, the most common of them was, that they "thought it would be like Hawaii." A few visitors were surprised at the primitive nature of the landscape, having expected a higher degree of sophistication from an area labeled "American", whereas others, hearing of "tin-can America" were agreeably surprised to find little to complain of in the way of cleanliness, with the exception of Fagatogo, which was filthy--with ditches which ran between the wooden-fronted stores



full of cans. As few tourists walked in Fagatogo, this was not commented upon. The malae, particularly on the bay side where the service industry fales are situated, were kept relatively clean.

Contrary to conversations with travel agents, the majority of the visitors were found to have made their own travel arrangements. The businessmen went through tour agencies 55% of the time. Note Table 5 in the appendix, and the insignificant number of tourists who were persuaded to visit American Samoa by their travel agent. This factor is important in budgetary matters concerning the choice of advertising media when marketing the attractions of Pago Pago. To skip to question 38, the results of the magazine survey seem to indicate that Time magazine, along with Newsweek, the National Geographic and the Reader's Digest would all be excellent media for advertisements, in particular the western United States editions of Time, Newsweek and the Digest. Table 5 should be analyzed before any marketing advertising is carried out.

The question concerning the image of Western Samoa, prior to a visit there, was useless. People did not know how to answer it, and either failed to answer it or made up answers to satisfy the interviewer. Unquestionably the questionnaire was too lengthy, and by question 31a, they were not giving them their full attention.

The demographic questions proved to be interesting in the pattern of similarities which developed between these tourists and tourists to Hawaii and other Pacific regions. The people were mainly

mainly of the executive and professional class, and the majority had incomes of over \$15,000 per year. Contrary to expectations, the age groups were slightly younger than might be considered as normal for such travellers. However, this is in the Pacific pattern, where visitors tend to be younger than visitors to Europe.

A few sample comments follow:

the "higher standard of living in American Samoa (in contrast to Western Samoa) was unexpected"; a "lovely place, and will remain that way if not too commercialized"; "this would be a number one tourist spot if prices were brought down, the food price was ridiculous"; there "should be a shop at the hotel with clothing and jewelry for sale...kept open in the evening"; New Zealanders "need cheaper accommodations because of the currency exchange rate"; "don't know what I would do after three days"; "I would like to see movies of American Samoa...charmed with the people"; and, "they must cater to the ordinary tourist if they want tourism...fale tours, other restaurants, the hotel needs competition".

#### CONCLUSION

A summary conclusion iterates the finding that American Samoa has the physical and cultural geographic environment for an export industry such as tourism, and that the culture of the people is particularly well-suited to this industry. The area cannot be considered a destination area, rather, it is a stop-over enroute

point, with a maximum stay of three days at present. The conclusion is inescapable that to lengthen the visit periods further amenities, such as hotels, restaurants, clubs and a golf course, must be initiated shortly.

The majority opinion of "scenery" as a major attraction confirms the thesis of this study that the geography of tourism plays a significant role in the development of tourism. It also leads to the conclusion that great care must be taken to guard against the loss of scenic attractions, lest a loss occur as has happened to Waikiki in relation to the scenic attraction of Diamond Head.

Criticism of the lack of English-speaking employees must be overcome through a dynamic program of manpower training. This will not be necessary when the children now in the primary grades reach working age, for they are subjected to a daily dose of educational TV in the classrooms, nevertheless, the present necessity calls for an immediate program to teach those now employed the rudiments of a working vocabulary for tourism.

Analysis revealed the necessity for a re-evaluation of the marketing approach to tourist attraction. With under 50% of the tourists having been sent by the travel agent, and only 3% having been motivated by their travel agent, it is self-evident that the majority market is being by-passed by the current program of advertising solely in the trade journals of the travel agent. A public relations program, conducted throughout the United States of America, in conjunction with the Western Samoan office of the

Director of Development, should be directed towards the residents of the United States cities, if possible with the cooperation of the various chambers of commerce.

A final note to the analysis is the necessity for an examination into the currency differences of the Australian and New Zealand markets. This should be made, and then accommodations should be planned with a minimum of frills to meet the needs of these less affluent travellers.

The social framework exists for the economic development of tourism, the structure must be strengthened. Cognizance must be taken of the problems involved and fears of weakening the Samoan social structure must be dispelled. A history of 150 years of effective western contact has failed to destroy the fa'a Samoa. If anything can destroy it, it may be the educational TV schooling (and at an accelerated rate) rather than tourism. In Hawaii tourism has created a "professional Hawaiian", an intelligent program of development will guard against a "professional Samoan", and keep Samoa mo Samoa.

## APPENDIX

Table No. 1

Regional Percentage of Travellers and Average Length of Stay

VISITORS			
	Percent of travellers	Average length of stay in days	
		Non-destination	Destination
California	40%	3.	10
Midwest U. S.	23%	2.6	7
West of Mississippi	10%	3.3	3.5
East Coast U. S.	5%	3.2	6
Australia	5%	2.6	-
Europe	3%	1.8	-
New Zealand	3%	1.5	-
Hawaii	2%	2.	14
Oregon	1%	5.	-
Washington	1%	3.	-
Canada	1%	2.7	-
Brit. W. Indies	1%	2	-
U. K. (Scotland)	1%	4	-
Trust Territories	1%	2	-
Total overall average days		2.7	8.1

Table No. 2

Regional Percentage of Travellers and Average Length of Stay

BUSINESS			
	Percent of travellers	Average length of stay in days	
		Non-destination	Destination
Hawaii	35%	2.3	8
California	35%	4.3	6
Georgia	14%	3.5	-
New Zealand	5%	1.	-
Nevada	5%	-	9
Maryland	2%	-	26
Australia	2%	4.5	-
Manila	2%	-	135

Total overall average  
days

4.2

22.5\*

\*Note: With the subtraction of the Manila 135 days (skewing average) the average days of stay for destination businessmen is 10.

Table No. 3

Environment Perception Responses

VISITORS

Question	Answer: Yes	No
Would you like to see other hotels here?	70%	25%*
Was the food at the hotel as expected? **	61%	34%
Were you able to meet Samoan people other than tourist employees?	55%	38%
Did you visit a Samoan village?	29%	62%
Did you do any shopping in American Samoa?	35%	61%
Did you go to Western Samoa?	35%	62%
Would you like to return to American Samoa?	77%	23%
Would you recommend American Samoa as a vacation place to others?	66%	21%
Is this your first trip to American Samoa?	90%	8%
Is this your first trip to the Pacific?	8%	80%
Did you arrange your trip through a travel agent?	40%	57%

\* Where percentages do not add up to 100%, there were either some who did not answer, or qualified their answer in some manner.

\*\* This was a poorly worded question. See text.



Table No. 4

Environment Perception Responses

BUSINESS		
Question	Answer: Yes	No
Would you like to see other hotels here?	100%	-
Was the food at the hotel as expected? *	50%	40%**
Were you able to meet Samoan people other than tourist employees?	94%	6%
Did you visit a Samoan village?	60%	40%
Did you do any shopping in American Samoa?	55%	33%
Did you go to Western Samoa?	35%	62%
Would you like to return to American Samoa?	100%	-
Would you recommend this as a vacation place to others?	55%	45%
Is this your first trip to American Samoa?	67%	33%
Is this your first trip to the Pacific?	8%	80%
Did you arrange your trip through a travel agent?	55%	45%

\* This was a poorly worded question. See text.

\*\* Where percentages do not add up to 100%, there were either some who did not answer, or qualified their answer in some manner.

Table No. 5

Reasons for Visiting American Samoa

---

Reasons	Percent
Wanted to see American Samoa	41%
It was a free stop-over on ticket	27%
Included on Pacific Circle Tour	19%
Part of Pacific Basin Circle	9%
Travel agent urged them to stop	3%

Table No. 6

Magazines Most Frequently Read by Travellers - in Percentages

Magazine Name	Businessmen	Visitor
Time	14%	15. %
Newsweek	14%	8.7%
National Geographic	14%	8.1%
Reader's Digest	9%	8.7%
New Yorker	7%	.5%
Harper's	4%	.5%
Life	4%	10.6%
Business Week	4%	3.1%
Look	-	3.7%
Good Housekeeping	-	3.7%

Table No. 7

Hotel Occupancy Figures\*  
June 4, 1968 to July 4, 1968

June 4	69%	June 20	50%
June 5	63%	June 21	52%
June 6	63%	June 22	36%
June 7	80%	June 23	75%
June 8	58%	June 24	35%
June 9	58%	June 25	84%
June 10	41%	June 26	69%
June 11	58%	June 27	38%
June 12	43%	June 28	57%
June 13	45%	June 29	41%
June 14	45%	June 30	58%
June 15	35%	July 1	50%
June 16	47%	July 2	100%
June 18	60%	July 3	100%
June 19	59%	July 4	79%

---

Average for month 58%

---

8 days over 65% occupancy

2 days at 35% minimum occupancy

6 days over 75% occupancy

\* Based on 95 rooms available

2 days over 95% occupancy

Median and Mode 58%

Table No. 8

## TOURIST STATISTICS

June, 1968

Country of Nationality		Permanent Addresses		Arrivals from:	
U.S.A.	875	U.S.A.	894	Honolulu	479
United Kingdom	35	Australia	37	Tahiti	267
Australia	35	Western Samoa	28	Western Samoa	188
Western Samoa	26	New Zealand	20	Sydney	41
New Zealand	22	United Kingdom	15	Auckland	24
Canada	12	Tonga	9	Fiji	22
Tonga	9	Japan	7	Tonga	7
Japan	8	Canada	7	New Caledonia	7
Germany	3	Fiji	5		1035
India	2	Brazil	2	Destination on Departure:	
Austria	2	Austria	2		
China	1	Germany	2	Honolulu	433
Philippines	1	China	1	Western Samoa	223
Fiji	1	Philippines	1	Tahiti	140
Switzerland	1	India	1	Auckland	101
Brazil	2	Norway	1	Fiji	76
	1035	Niue Islands	1	Sydney	42
Reason for Visit		France	1	New Caledonia	11
		Switzerland	1	Tonga	9
			1035		1035
Tourist	772	<u>Males</u>	584	Average Length of Stay	
Business	213				
Transit	50	<u>Females</u>	451	4 Days	
	1035		1035		
Arrivals by Air 1035					

	Remaining Less than 24 Hours		Remaining 24 Hours or Longer	
	June	Jan-June	June	Jan-June
Cruise Passengers & Excursionists*	416	3988	39	547
Military Passengers*	212	2644	0	0
	628	6632	39	547

June 1967	June 1968	Change	Jan-June 1967	Jan-June 1968	Change
847	1035	+22%	4127	5332	+29%

\*Accommodations aboard vessel.

Office of Tourism, Government of American Samoa, Pago Pago, American Samoa  
96920.

# QUESTIONNAIRE FOR SURVEY OF

## VISITOR PERCEPTION OF THE PHYSICAL AND CULTURAL ENVIRONMENT OF AMERICAN SAMOA

To be asked on day of departure:

Tafuna Airport\_\_\_\_\_, Other\_\_\_\_\_

Date\_\_\_\_\_

1. Where is your permanent home?\_\_\_\_\_
2. Was American Samoa your main destination? Yes\_\_\_\_\_ No\_\_\_\_\_
- 2a. What was the purpose of your visit? Business\_\_\_\_\_ Pleasure\_\_\_\_\_ Visit relatives\_\_\_\_\_ Other\_\_\_\_\_
3. How many days have you spent here?\_\_\_\_\_
4. Did you spend all your time on Tutuila? Yes\_\_\_\_\_ No\_\_\_\_\_
5. If no, what other island(s) of the Samoa group did you visit?\_\_\_\_\_
6. Which part of Tutuila did you like best?  
Pago Pago\_\_\_\_\_ Tafuna\_\_\_\_\_ Amanave\_\_\_\_\_ Fagasa Bay\_\_\_\_\_ Tula\_\_\_\_\_
7. Why\_\_\_\_\_
8. Did you find your hotel room generally satisfactory? Yes\_\_\_\_\_ No\_\_\_\_\_
9. Did you like the public rooms of the hotel? Yes\_\_\_\_\_ No\_\_\_\_\_
10. If no to either 7 or 8 above, why?\_\_\_\_\_
11. Did you like the landscaping and pool area of the hotel? Yes\_\_\_\_\_ No\_\_\_\_\_
- 11a. Were the swimming facilities adequate? Yes\_\_\_\_\_ No\_\_\_\_\_
12. Were the employees of the hotel up to the standards you are accustomed to in other hotels?  
Better\_\_\_\_\_ The same\_\_\_\_\_ Not as good\_\_\_\_\_
13. Was the food what you expected? Yes\_\_\_\_\_ No\_\_\_\_\_ Too much Samoan food?\_\_\_\_\_ Just enough\_\_\_\_\_ Not enough\_\_\_\_\_
- 13a. Would you like to see another or several other hotels developed here?  
Yes\_\_\_\_\_ No\_\_\_\_\_ If yes, what class of hotel(s) and price range(s) would you suggest?  
\_\_\_\_\_  
\_\_\_\_\_
14. Did you encounter any difficulties upon entry into American Samoa?  
Customs\_\_\_\_\_ Agriculture inspection\_\_\_\_\_ Baggage difficulties\_\_\_\_\_ Other\_\_\_\_\_ None\_\_\_\_\_
15. Did you take a tour? Yes\_\_\_\_\_ No\_\_\_\_\_
- 15a. Did you rent a car? Yes\_\_\_\_\_ No\_\_\_\_\_ If yes, did you find the scenic attractions and sites of historical interest clearly? \_\_\_\_\_
16. Were you able to obtain maps or brochures to aid you in your sightseeing?  
Yes\_\_\_\_\_ No\_\_\_\_\_
17. Were you able to meet any Samoan people other than the hotel or tour employees? Yes\_\_\_\_\_ No\_\_\_\_\_
18. Did you visit a Samoan village other than on a tour? Yes\_\_\_\_\_ No\_\_\_\_\_
19. Would you like to have had more walking or trail tours? Yes\_\_\_\_\_ No\_\_\_\_\_
- 19a. Did you feel that there were enough daytime activities? Yes\_\_\_\_\_ No\_\_\_\_\_
20. What outdoor sport(s) would you like to see developed here? \_\_\_\_\_

21. Did you find the evenings entertaining \_\_\_\_\_, relaxing \_\_\_\_\_, or dull \_\_\_\_\_?
22. Is there anything more that you would like to see in the way of nighttime entertainment? \_\_\_\_\_
23. Would you like to comment on the following aspects of the weather and climate?  
Temperature \_\_\_\_\_ Rainfall \_\_\_\_\_  
Humidity \_\_\_\_\_ Wind \_\_\_\_\_
24. Did you do any shopping here? Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, what did you find most attractive in the shops? \_\_\_\_\_  
\_\_\_\_\_ ; if no, why not? \_\_\_\_\_
25. Would you like to return to American Samoa? Yes \_\_\_\_\_ No \_\_\_\_\_
26. Would you recommend this place as a vacation resort to others? Yes \_\_\_\_\_  
No \_\_\_\_\_  
How would you consider the cost of your trip in relation to the pleasure or satisfaction you received?  
Low \_\_\_\_\_ Just right \_\_\_\_\_ High \_\_\_\_\_
28. Was this your first trip here? Yes \_\_\_\_\_ No \_\_\_\_\_; to any Pacific Island? \_\_\_\_\_
29. Did you make your own travel arrangements or through an agent?  
Agent \_\_\_\_\_ Self \_\_\_\_\_
30. What did you imagine Samoa would be like before you came here? \_\_\_\_\_
31. Are you going to or have you visited Western Samoa? Yes \_\_\_\_\_ No \_\_\_\_\_
- 31a. How did you (or do you) expect Western Samoa to differ from American Samoa? \_\_\_\_\_
32. What other Pacific Island areas are you going to visit (or have visited) on this trip? \_\_\_\_\_
33. How many persons are in your party? \_\_\_\_\_
34. What is the occupation of the head of your household? \_\_\_\_\_
35. How many years of school have you completed? 8 \_\_\_\_\_, 12 \_\_\_\_\_, 16 \_\_\_\_\_, Over \_\_\_\_\_
36. What is your age group? 20-29 \_\_\_\_\_, 30-39 \_\_\_\_\_, 40-49 \_\_\_\_\_, 50-59 \_\_\_\_\_, 60 & over \_\_\_\_\_
37. Is your annual income under \$10,000 \_\_\_\_\_, \$15,000 \_\_\_\_\_, above \_\_\_\_\_
- 37a. What led you to come to American Samoa? \_\_\_\_\_
38. What magazines do you read? \_\_\_\_\_
39. Are there any further comments you would like to make? \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Date \_\_\_\_\_

NAME \_\_\_\_\_

Room No. \_\_\_\_\_

SPECIAL INSTRUCTIONS:

Garments received before 10 A.M. will  
be returned same day by 5 P.M.

CALL HOUSEKEEPER FOR COLLECTION

## GENTLEMEN'S LIST

QUNT		INDICATE WHAT SERVICE REQ.					
		Wash and Press		Press Only			
	SHIRTS, S.S. Sport		.60				
	SHIRTS, Dress		.75				
	UNDERSHIRTS		.25				
	UNDERSHORTS		.35				
	PYJAMAS		.75				
	SOCKS		.20				
	HANKERCHIEFS		.15				
	BATH ROBES		1.25				
	BERMUDA SHORTS		.55				
	TROUSERS		1.25		.75		
	SPORTS JACKET		1.50		1.00		

In case of loss the  
Hotel will be liable  
for no more than  
five times the cost  
of laundering the  
items.

Prices shown are  
minimum and may be  
higher according to  
fabric and/or design.

## LADIES' LIST

UNIT		INDICATE WHAT SERVICE REQ.					
		Wash and Press		Press Only			
	BLOUSES, Cotton		from .75		from .50		
	BLOUSES, Silk		from .85		from .65		
	PYJAMAS		.70				
	SLIPS		from .75				
	PANTIES		.40				
	BRASSIERS		.35				
	NIGHT GOWNS		.80				
	HANKERCHIEFS		.15				
	HOSE		.20				
	DRESSES		from 1.35		1.00		
	SLACKS		1.25		.75		
	SKIRTS		from .80		from .65		

PRESSING SERVICE  
UNTIL 7 P.M.



PPG R-94





## BIBLIOGRAPHY

### Books, Reports and Monographs used in this study:

- Berry, Brian J. L. Geography of Market Centers & Retail Distribution, New Jersey, Prentice-Hall, 1967.
- Boyd, H. W. Jr., & Westfall, R., Marketing Research, Text & Cases, Illinois, R. D. Irwin Co., 1967.
- Christaller, Walter, "The Peripheral Regions--Underdeveloped Countries--Recreation Areas", Regional Science Papers XII, Lund Congress, 1963.
- Coulter, J. W., Land Utilization in American Samoa, Honolulu, Bishop Museum, Bulletin #170, 1941.
- Davidson, J. W., Samoa Mo Samoa, Melbourne, Oxford Univ. Press, 1967.
- Force, Roland W., Induced Political Change in the Pacific, Honolulu, Bishop Museum Press, 10th Pacific Science Conference, 1961, Pub. 1965.
- Fox, J. W. & Cumberland, K. B., Western Samoa, Land, Life & Agriculture in Tropical Polynesia, Christchurch, Whitcombe & Tombs Ltd., 1962.
- Gray, J. A. C., Amerika Samoa & its Naval Administration, Annapolis, U.S. Naval Institute, 1960.
- Hawaii County, Overall Economic Development Program, Department of Economic Development, Hilo, June 1967.
- H.V.B. "Sub-committee Reports on Financing Resort & Hotel Facilities & Manpower Requirements", Long Range Planning Committee Report, Hawaii Visitors Bureau, Honolulu, July 1967.
- 
- "An Evaluation of Hawaii Visitors Bureau Programs" Report to the Fourth State Legislature, Hawaii Visitors Bureau, Honolulu, Dec. 31, 1967.
- Hawaii State "Manpower Needs in the Hawaiian Economy", Report, Dept. of Econ. Planning & Devel., Honolulu, 1967.
- Keesing, Felix M., Modern Samoa, London, Allen & Unwin Ltd., 1934.

- 
- The South Seas in the Modern World, New York  
John Day, 1945.
- Lickorish, L. J. & Kershaw, A. G., The Travel Trade, London,  
Practical Press Ltd., 1958.
- Martin, Marie T., Samoan Interlude, London, Peter Davies, 1961.
- National Geographic Society, Isles of the South Pacific, Nat'l Geog.  
Society, Washington D.C., 1968.
- P.A.T.A. Pacific Visitors Survey, Travel Research Inter-  
national, Inc., for Pacific Area Travel Assoc.,  
San Francisco, Nov. 1967.
- Ryden, G. H., The Foreign Policy of the United States in Re-  
lation to Samoa, New Haven, Yale Univ. Press,  
1933.
- Spoehr, Florence, White Falcon, Palo Alto, Pacific Books, 1963.
- Stamp, Sir Dudley, "Hawaii the Fiftieth State", Scottish Geograph-  
ical Magazine, pp 78-86, Sept. 1965.
- Swanton, M. E., Effects of Tourism on American Samoa, Honolulu,  
Honors Thesis, Univ. of Hawaii, Sinclair, 1967.
- Tiebout, C. M., The Community Economic Base Study, Supplemental  
Paper No. 16, Com. for Econ. Development, 1962.
- U. S. Dept. of Commerce, The Future of Tourism in the Pacific and Far  
East, Bureau of Foreign Commerce, U. S. Govt. Prtg.  
Office, Washington D.C., 1961.
- 
- Tourism and Recreation, Economic Development  
Administration, U. S. GPO, Washington DC, 1968.
- U. S. Dept. of Interior, Annual Reports of the Governor of American  
Samoa, to the Secretary of the Interior for the  
fiscal years ending: June 30, 1952, 1953, 1954,  
1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962,  
1963, 1964, 1965, 1966, 1967.
- 
- The Economic Needs of American Samoa, Study for  
Committee on Interior & Insular Affairs, U.S.  
Senate 87th Congress, First Session, 1961.

- 
- Staff Study on American Samoa, Information on the Government, Economy, Public Health & Education of American (Eastern) Samoa, Committee on the Interior & Insular Affairs, U.S. Senate, 86th Congress, Second Session, Nov. 1960.
- 
- Study Mission to Eastern (American) Samoa, Report of Oren E. Long of Hawaii & Ernest Gruening of Alaska to Committee on the Interior & Insular Affairs, U.S. Senate 87th Congress, First Session, 1961.
- U. S. Dept. of Navy, Administration of Government of American Samoa, 1900-1951. Capt. T. F. Darden, USN Ret., for USN, 1955.
- 
- American Samoa. OPNAV, OICNO, Washington D.C., 1950.
- U. S. Dept. of State, American Rights in Samoa. U. S. Dept. of State Report to the President, Washington D.C., Govt. Printing Office, 1888.
- 
- Consular Despatches. U. S. Consulate, Apia, 1843-1906, (various) microfilm, Sinclair Library, Univ. of Hawaii, Honolulu.
- Williams, John Missionary Enterprises in the South Sea Islands. London, J. Snow, 1838.
- Western Samoa, Western Samoa's Economic Development Programme 1966-1970. Econ. Board of Development, Apia. 1966.
- 
- Visitor Destination Area Development Program for Western Samoa, Dept. of Econ. Development, Apia, by Belt, Collins & Assoc., Oct. 1965.

# GENERAL BIBLIOGRAPHY

- Bates, Marston, The Forest & the Sea. New York, Vintage Books, 1960.
- \_\_\_\_\_ Where Winter Never Comes. New York, Charles Scribner's Sons, 1963.
- Beaglehole, J. C., The Exploration of the Pacific. Stanford, Stanford Press, 1966.
- Buck, Peter H., Explorers of the Pacific. Honolulu, B.P. Bishop Museum, Spec. Publication #43, 1953.
- \_\_\_\_\_ Vikings of the Pacific. Chicago, Univ. of Chicago Press, 1959.
- Calkins, Fay G., My Samoan Chief. New York, Doubleday, 1962.
- Coulter, J. W., Pacific Dependencies of the United States. New York, Macmillan, 1957.
- Darwin, Charles, The Structure & Distribution of Coral Reefs. Berkeley, Univ. of California Press, 1962.  
(First Edition, London, Smith, Elder & Co., 1851)
- Freeman, O. S., Editor, Geography of the Pacific. New York, Wiley & Sons, 1951.
- Furnas, J. C., Anatomy of Paradise. New York, Wm. Sloane & Assoc., 1947.
- \_\_\_\_\_ Voyage to Windward. New York, Wm. Sloane & Assoc., 1951.
- Grattan, C. H., The United States & the Southwest Pacific. Cambridge, Harvard U. Press, 1961.
- Johnson, R. E., Thence Round Cape Horn, Annapolis. U.S. Naval Institute, 1963.
- Keesing, Felix M. & Keesing, M. M., Elite Communication in Samoa: a Study of Leadership. Stanford Univ. Press, 1957.
- Keesing, Felix M., Social Anthropology in Polynesia. London, Oxford Univ. Press, 1953.

- Kipeni, Su'apa'ia, Samoa, New York, Exposition Press, 1962.
- Lee, D. H. K., Climate & Economic Development, Council in Foreign Relations, Harper & Bros., New York, 1957.
- Mead, Margaret, Coming of Age in Samoa, New York, Wm. Morrow & Co., 1928.
- McArthur, Norma, Island Population of the Pacific, Canberra, Australian National Univ., 1966.
- Museum, B. P. Bishop, Polynesian Culture History. Essays in Honor of Kenneth P. Emory, Edit., by Highland, Force, Howard, Kelly & Sinoto, Honolulu, Special Pub. #56, 1967.
- Oliver, Douglas, The Pacific Islands, New York Doubleday, & Museum of Natural History, 1961.
- Sahlins, M. D., Social Stratification in Polynesia, Seattle, Univ. of Washington Press, 1958.
- Sharp, Andrew, Ancient Voyagers in Polynesia, Sydney, Angus & Robertson, 1963.
- Vayda, Andrew P. Editor, Peoples & Culture of the Pacific, Natural History Press, New York, 1968.
- Wiens, Herold J., Pacific Islands Bastions of the United States, Princeton, Van Nostrand Co., Inc., 1962.

#### Periodicals

- Pacific Islands Monthly, Sydney, various issues.
- Pacific Travel News, San Francisco, various issues.