



**TOURISM DEVELOPMENT BY UTILIZATION
OF VOLCANO – SAMOA TOURISM
AUTHORITY**

火山を活用した観光開発ーサモア観光局



CONTENT OF PRESENTATION

(1) Introduction of your organization/activity project.
組織、活動の紹介

(2) Volcano related activities in Samoa and challenges
サモアの火山関連の活動と課題

- Mt Matavanu マタバナ山
- Saleaula Lava Fields サレアウラ溶岩原

(3) Volcano related activities that you would like to undertake
in the future
火山関連の活動と将来行いたい観光事業

(4) Questions
質疑応答



OVERVIEW OF ORGANIZATION

(1) The Samoa Tourism Authority is mandated under the TDA 2012 to lead the sustainable development, promotion and management of the Tourism Sector through effective planning, administration, regulation and for related purposes in accordance with the Objectives and Guiding Principles of the Act.

(1) サモア観光局は、2012年TDAに基づき、同法の目的及び指導原則に従い、効果的な計画、管理、規制、関連目的を通じて、観光セクターの持続可能な開発、促進、管理を指揮することを義務付けられている。

(2) The Planning and Development Division is responsible for the planning and coordination of tourism development and the evaluation of quality tourism business standards that promote the establishment of quality products, services and infrastructure.

(2) 企画開発課は、観光開発の企画・調整と、質の高い商品・サービス・インフラの構築を促進する質の高い観光事業の評価を担当する。



OVERVIEW: VOLCANO RELATED ACTIVITIES - SAMOA

- Mt Matavanu – the crater is a popular site for visitors and has been recognised as one of 100 IUGS Global Geological Heritage Sites
- マタバナ山-クレーターは観光客に人気のスポットで、IUGS 世界地質遺産100のひとつに認定されている
- Eruption in 1905-1911 youngest volcanic eruption in Samoa and destroyed four settlements and one major village (Saleaula). Significant event in Samoan history and is a powerful reminder of potential volcanic hazards in Savai'i.
- 1905-1911年の噴火はサモアで最も新しい火山噴火であり、4つの集落と1つの主要な村（サレアウラ）に被害をもたらした。サモアの歴史上重要な出来事であり、サバイイにおける火山災害を強く想起させる。
- Activities: 活動
 - Hiking/trekking ハイキング/トレッキング
 - Bird watching バードウォッチング
 - School Geology Study Tours 地質学スタディツアー



ダ・クリエーター・マンズ・フェール：四輪駆動車もしくは往復6.3kmのハイキングで頂上付近まで行くことができる。途中、野生の蘭などの草花、さらには鳥類に出会える。

ココナッツ、ココア、などを栽培する典型的なサモアのプランテーションを見られる。その先はサモアで最も新しい溶岩流を横切り、サレウラ溶岩遺跡を訪れ、溶岩で埋め尽くされたロンドン伝道会の遺跡が見学できる。

Mt Matāvanu

TALOFA!

Welcome to Da Crater Man's Fale. From this point onwards you will need a 4-wheel drive vehicle to access the carpark near the top of the crater. Otherwise park your car here and enjoy the 6.3km return hike to the crater rim. On your way look out for wild orchids and native birds. Don't forget to carry plenty of water.



Photo: K. Maitia



Photo: K. Maitia



Photo: W. Rebecca Zimmerman
Tolazula - Scarlet Robin (*erodica multicolor*), only found in Samoa.

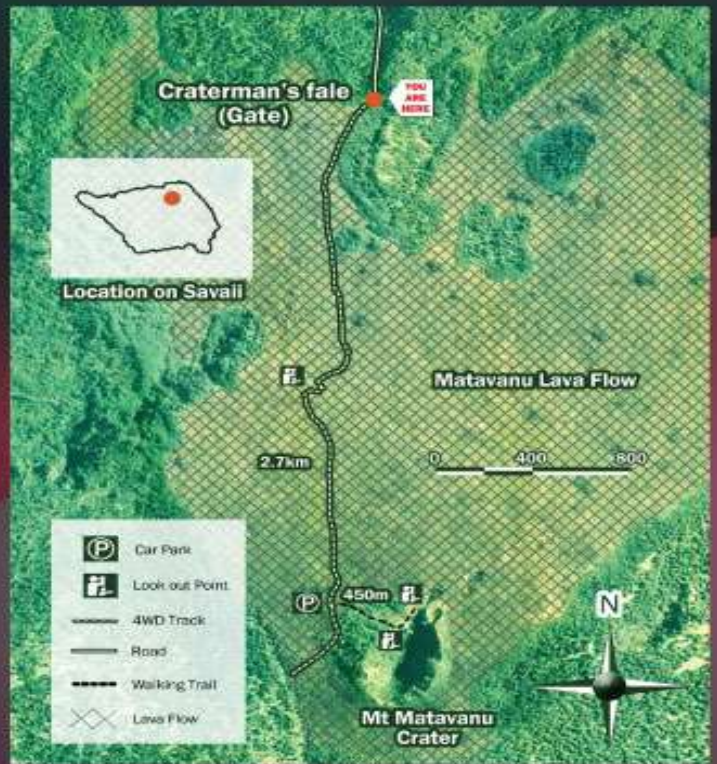


Illustration from Dick Watling book - A Guide to the Birds of Samoa and Western Polynesia, 2001
Ma'afu'afu - Samoan White-eye (*Zosterops samoensis*), only found in the uplands of Savaii.



Photo: P. O. Casu

Large Purple Orchid (*Spathoglottis plicata*)
E tusa tele fa'ailoilo mei mo le fa'imatalaina o le talafua o le masanaga, fa'apen le fa'ailaneteleina o le malamalama o i latou o lo'o avaii mai i nei vavaga tana e aofia ai le ala fa'imatua ma le saogalemi o tagata uma. E le gata i lea, ma afa lea ma fa'asasa tana o fa'ailaivola ai le alafafua i le talafua afa.
E talafuaina ai la otono lavalava ma o ala lea i le puipua lelei o a tusa fa'ailoilo fa'apena nei fa'ailaivola.



On your way here you passed through a typical Samoan plantation growing taro, breadfruit, bananas, coconuts, cocoa, pawpaw and lemons. These are the staple fruit and vegetables that you will find in all Samoan households.

From this point on you are travelling across Samoa's most recent lava flow. Mt Matāvanu erupted from 1905 to 1911 causing devastation to five villages of northeastern Savaii. Visit the Saleaula Lava Ruins to see the lava-filled ruins of the London Missionary Society church.

DA CRATER MAN



Photo: S. Jones
Two of over 600 signs Da Crater Man has made.



Photo: S. Jones



Photo: S. Jones
Da Crater Man maintains the trail to the Mt Matāvanu Crater. He is an excellent record keeper and boasts having visitors from a total of 128 countries around the world. As you make your way up to the crater take the time to read some of the many hundreds of signs that Da Crater Man has made with the words from international visitors translated in his own quirky way.



Photo: S. Jones
Aerial view of Mt Matāvanu Crater looking northwest.

REMEMBER
Remember to take plenty of water and please take your rubbish with you

For further inquiries call the Samoa Tourism Authority Ph: 62900
In case of emergency call 994 (Fire), 53515 (Tuasivi Police), 53811 (Tuasivi Hospital)
Australian AID
SAMOA
The Protected Islands of the South Pacific

SALEAULA LAVA FIELDS

- Saleaula lava fields main features include the Virgin's grave, the LMS Church and stretches of lava rocks which are evidence of the destructive eruption in 1905.
- サレアウラ溶岩原の主な見どころは、聖母の墓、ロンドン伝道会、1905年の大規模噴火の証拠である溶岩などである。
- Molten lava from the 1905-1911 Mt Matavanu eruption buried 5 villages under this wide barren lava flow. Half buried churches, a virgin grave and lava mounds (imprints of tree etc) can still be found as you walk over this fascinating geological expanse.
- 1905年から1911年のマタバナ山の噴火で流れ出した溶岩は、溶岩流の下に5つの村を埋めた。半分埋もれた教会、聖母の墓、溶岩塚（樹木の跡など）は、この魅力的な地質学的な広がり、サレアウラ溶岩原を歩くと今でも見つけることができる。
- Activities: 活動
 - Hiking/Coastal Lava Walk ハイキング/沿岸溶岩ウォーク
 - Sightseeing 観光
 - Virgin's Grave 聖母の墓
 - Church 教会
 - School Field Trips 学校のフィールドトリップ
 - Lava Field 溶岩原
 - Swimming スイミング



THE FUTURE OF VOLCANO RELATED ACTIVITIES IN SAMOA

- Establishment of Mt Matavanu and Saleaula as a Geopark in Savaii - with SPTO and UNESCO to look at feasibility of developing Mt Matavanu into a Geopark and hopefully a UNESCO World Heritage Site later down the line.
- マタバナ山とサレアウラ山をサバイイをジオパークとして確立する - SPTOとユネスコとともに、マタバナ山をジオパークとして開発し、可能であればユネスコの世界遺産登録の実現可能性を検討する。
- ユネスコの認定による認知度の向上は、観光客の訪問を促進する。





FA'AFETAI LAVA & TOFA SOIFUA

▶ありがとうございました。

