

MARKETING ACTIVITIES AND PERCEPTIONS TOWARDS DOMESTIC TOURISM AND DOMESTIC TOURISTS

(A case of Accommodation providers in Sāmoa)

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ABSTRACT: *Effective Marketing strategies and techniques have contributed to the competitive survival and development of many tourism operators worldwide. Given Sāmoa's geographic isolation as a holiday destination, marketing activities should aim to target both international and domestic tourists. However, the Sāmoan Government tends to focus predominantly on the promotion of international tourism. Domestic tourism and travel by local tourists is an area neglected by some tourism operators and domestic marketing and promotional activities are limited. This paper presents the results of a small scale study designed to investigate marketing activities, perceptions towards domestic tourism and the idea of locals as tourists from the view point of operators in the Accommodation Sector. Convenience Sampling identified a sample of 50 Accommodation providers for the study. The percentage method analysis confirms the existence of marketing activities. In spite of this, existing marketing activities are primarily designed to target international tourists. Talanoa Research Method (TRM) was used to conduct in-depth interviews. Thematic Analysis highlighted some interest among operators to invest in marketing activities however financial constraints, high preference for international tourists and personal motives limited interest and investment in marketing activities to target local tourists.*

KEYWORDS: Marketing, Tourism, Domestic Tourism, Sāmoa, Accommodation Providers.

INTRODUCTION

Tourism is a fast growing industry and is identified as one of the main income sources and a key contributor to the economic development of many developed, developing and least developed countries. The competitive nature of the Tourism Industry has influenced the level of government participation in many countries to ensure that Tourism is effectively marketed and promoted internationally. Over the last fifty years, the tourism industry has become an essential force in the economic development strategies of many Small Island Developing States (SIDS), including Sāmoa. The establishment of the Sāmoa Tourism Authority (STA) in 1986 following the passing of the Western Sāmoa Visitors Bureau Act in 1984 represents the efforts by the Government of Sāmoa to market Sāmoa as a holiday destination.

The importance of tourism development is indicated in the Sāmoan Government's development strategy: the Strategy for the Development of Sāmoa (2008-2012) which defines tourism as both a "key sector" and as a "leading sector in the future growth process" of Sāmoa (Ministry of Finance, 2006). The Sāmoa Tourism Strategic

Marketing Plan (STSMMP) 2014-2019 was developed on the recognition that Tourism is a key contributor to the economy. The plan echoes a vision identified in the Sāmoa Tourism Sector Plan (STSP) 2014-2019 ‘that by 2019, Sāmoa will have a growing tourism sector, which engages its visitors and people and is recognized as the leading pacific destination for sustainable tourism’. The primary goals identified in the marketing plan include: increasing overall visitor arrivals, increasing the length of stay, encourage visitors to discover Sāmoa, increase experiential travel and increase cruise ship visits.

Outlined in the Sāmoa Tourism Sector Plan (STSP) 2014-2019, Total expenditure is estimated to be worth approximately 20 percent of Gross Domestic Product and employment within the sector is estimated at approximately 5,000 full and part time jobs or just over ten percent of national employment. Within the tourism sector, the total number employed in the hotels and restaurants sector was estimated to be 1,700 in 2012. Tourism expenditure in Sāmoa was estimated by the Central Bank to be worth approximately 339 \$SAT million in 2012; this equates to approximately SAT \$2,500 per visitor. The level of expenditure increased by 4.9 percent per annum between 2008 and 2012.

Benefits of tourism to Sāmoa’s economy outlined in the Sāmoa Tourism Authority Development Plan 2009 – 2013 are as follows:

- Multiplier effect – injecting of money into the local economy by visitors
- Employment opportunities
- Diversification – decreasing reliance on agriculture and fishing
- Improved facilities for residents- through expanded infrastructure, services and facilities
- Opportunities for business-establishment of new products, facilities and services that would not otherwise be sustainable based on the resident population alone.
- Preservation of the environment, culture and heritage
- Improved transport services
- Educational opportunities
- A broader social outlook –providing the opportunity for residents to interact with other people and cultures to bring new ideas into the community.
- Generating community support and involvement

Source: (PSIF and Government of Sāmoa 2009)

Domestic Tourism, Accommodation Sector and Tourism Strategies

The Strategy for the Development of Sāmoa (SDS) 2005-2007 in particular to tourism development included incentives to support hotel, motel and beach resort growth, strategies to support private sector tourism development, enhance international air transport, increase room capacity and improve the quality of accommodation properties through the accreditation of accommodations under the accommodation standards established in 2005 (Government of Sāmoa 2005)

These focus areas were also indicated in the Strategy for the Development of Sāmoa (SDS) 2008-2012 illustrating the ‘Government’s intention to continue to encourage investment in tourism through implementation of the Tourism and Hotel Development Incentive Act 2003 and Customs Amendment Act 2007’. Furthermore, the main objective of the tourism product development strategy was to develop new tourism products and enhance those in existence, as legislated in the Sāmoa Tourism Authority Act of 1984 (Government of Sāmoa 2008, p.26).

In Sāmoa, accommodation occupancy rates have raised serious concerns for accommodation providers. The issue of low occupancy rates, excess supply of accommodation, and businesses suffering from empty rooms has been widely publicized and often referred to by critics as a ‘tourism crisis’. The government’s significant focus on investment, over the last five years has led to a substantial increase in rooms supply. According to Accommodation statistics collected by Sāmoa Tourism Authority (STA), in 2014, there were a total of 138 commercialized accommodations in Sāmoa. Currently, there are ‘approximately 2,000 hotel rooms of which 740 are in the deluxe and superior category, 890 in the standard and budget categories and almost 340 are classified as fales’ (STA 2014a, p.11). The Government’s focus on accommodation investment brings about the harsh reality of excess supply of accommodations over demand. Demand for accommodation over the past 5 years has not kept up with the new supply level and average occupancy levels are low for many operators. The development of domestic tourism can however encourage domestic tourists to utilise accommodations products and services.

LITERATURE

Marketing is defined as ‘*an activity, a set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for consumers, clients, partners and society at large*’ (Kotler & Armstrong, 2006, pg. 4). The practice and application of Marketing strategies and techniques are highly visible in the Tourism Industry. From conducting marketing research to better identify customer needs, wants and demands, to developing product features to support customer value and satisfaction, marketing sets out to ensure product benefits are valued by the right target market. Tourism operators depend highly on marketing strategies to guarantee the right product is offered to the right consumer at the right place and the right time and at the right price. Marketing therefore encompasses a close examination of tourism products and services, pricing strategies, distribution strategies and promotional strategies all aimed to satisfy a target audience.

The Roles of Marketing in Tourism:

Marketing management and strategic planning

Planning is crucial for the successful marketing of tourism products and services. Strategic marketing planning helps a tourism operator plan, implement and control marketing activities to achieve organisational objectives. Through marketing research, a tourism operator is able to analyse relevant macro and micro environmental factors to further understand key marketing segmentation and target marketing and consumer

purchase behaviour to influence product planning and development of tourism products and services.

Marketing and Communication

Marketing plays a significant role in the communication of tourism products and services. In the Marketing Mix, Promotions represent the communication aspect of marketing. Tourism operators utilise promotions to inform, persuade and remind tourism stakeholders and consumers of the organisation's products and services. The forms of promotions that globally exist in the Tourism Industry are: personal selling, advertising, sales promotions, publicity, public relations and direct marketing.

Whether it is a television, radio, newspaper advertisement, sales promotions through price discounts, the use of social media or electronic marketing, the Promotional element of Marketing continues to assist tourism operators with the selection of suitable mediums of communication to create awareness, increase recognition, persuade and remind consumers of products and services. (Rix, 2007).

Tourism Promotion and Marketing

When Tourism is promoted internationally, countries are competing with the entire world and the brand image of a destination is central to the planning of a destination marketing program. In the Marketing Mix (4 Ps), elements of the Promotional Mix play a significant role in executing an effective destination brand image. Tourism Operators become engaged in trade shows to initiate access to all interested stakeholders. Advertising campaigns are executed to achieve various communication and selling objectives and sponsorships are put in place to create a level of prestige for the destination and brand.

Domestic Tourism

Domestic tourism has been defined as "a form of tourism, involving residents of the given country travelling only within this country (WTO 1995, p.11). For the purpose of this paper, domestic tourists include: 'day visitors and overnight guests, leisure tourists and those attending workshops or retreats, resident Sāmoan, non resident Sāmoan and American Sāmoans.

The literature dedicated to domestic tourism is a relatively limited as the majority of tourism literature focuses on international tourism. Notwithstanding its growth and potential to contribute to economic development, academic journals receive relatively few submissions based on research on domestic tourism in developing countries. Neglect of domestic tourism by the wider literature has been identified by Cortes-Jimenez (2008), who describes tourism research as usually restricted to international tourism: "Most studies only analyze international tourism either because of unavailability of data or because of undervaluing domestic tourism" (p. 127). This bias against domestic tourism seems to be closely associated with the preoccupation of many governments to move tourism 'up scale' and to maximize foreign exchange earnings. The idea of economic benefits is also recognized by Richer (1989), who also argues that Domestic Tourism can contribute to job creation, heritage protection, regional integration, and cross-cultural understanding. Domestic Tourism has often

received negative attitudes from tourism operators because there is often a perception that domestic tourism is the ‘poor cousin’ of the more exciting international tourism market, and that domestic tourism cannot bring the same range of development benefits to a country.

Sindiga (1996) highlighted the benefits of domestic tourism through case example from Kenya, where the benefits highlighted are on securing employments financial flow for the government and its supporting organizations. Such impacts of financial and employment identified from the Kenyan case example is also seen from Wu, Zhu and Xu (2000), in research done on Chinese domestic tourism. Domestic tourism accounts for upwards of four-fifths of all tourism flows (Scheyvens 2002). Even in nations with internationally oriented tourism industries, domestic tourism has proven to be greater in terms both of size and economic contribution (i.e., New Zealand: Pearce 1990; Spain and Italy: Cortes-Jimenez 2008; Italy: Massidda and Etzo (2012, p. 609).

The advantages of domestic tourism are especially relevant to small islands characterized by fragile cultural and natural landscapes easily eroded through inappropriate tourism and other development (Wilkinson 1987), a sense of cultural isolation and outsider ignorance (Canavan 2011b), and restricted economies often highly dependent on tourism as a viable development option. The demand for international tourism depends on many external factors such as international economic prospects, international political climate, air accessibility, foreign hotel investment to name a few. However, the demand for domestic tourism appears to be more predictable as domestic tourists may be less negatively influenced by poor weather (Jacobsen et al. 2011), or subject to changing tastes and fashions (Wheeler 1993; Urry 2002), and have more realistic expectations of local attractions (Fennell 2008). By contrast, “international visitors have higher service image expectations and standards, and they place more importance on environmental factors” (Bonn, Joseph, and Dai 2005, p. 301).

Domestic Tourism Literature in the Pacific Region is extremely limited. There has been no academic research conducted in Sāmoa on the subject of Domestic Tourism. Domestic Tourism has been widely overlooked in many countries including Sāmoa in their Development Plans. Previous studies on tourism impacts mainly focus on the host view of international tourism developments but fail to incorporate the host view of domestic tourism development. Although domestic tourists may not have a lot of disposable income, they often spend their money on locally produced products and services and contribute to the economies of remote areas of the country.

OBJECTIVES OF THE STUDY

The study is based on three objectives:

1. To identify current marketing activities put in place to promote accommodation products and services locally and internationally.

2. To investigate the perceptions of Accommodation providers towards Domestic Tourism and the potential impact it may have on their attitudes towards promoting accommodation products and services locally.
3. To investigate the perceptions of Accommodation providers towards the idea of locals as tourists and the impact it may have on current and future marketing activities.

METHODOLOGY

The Sample

The study focused specifically on marketing activities and the perceptions of Accommodation Providers on domestic tourism and the concept promoting products and services to the local tourists. According to the records of Sāmoa Tourism Authority, a total of 138 operating commercialised accommodations to include beach Fales' were recorded in 2014. From this list, convenient sampling was used to select 50 providers as samples of the study, 21 were from Savaii and 29 from Upolu.

The Survey Instrument

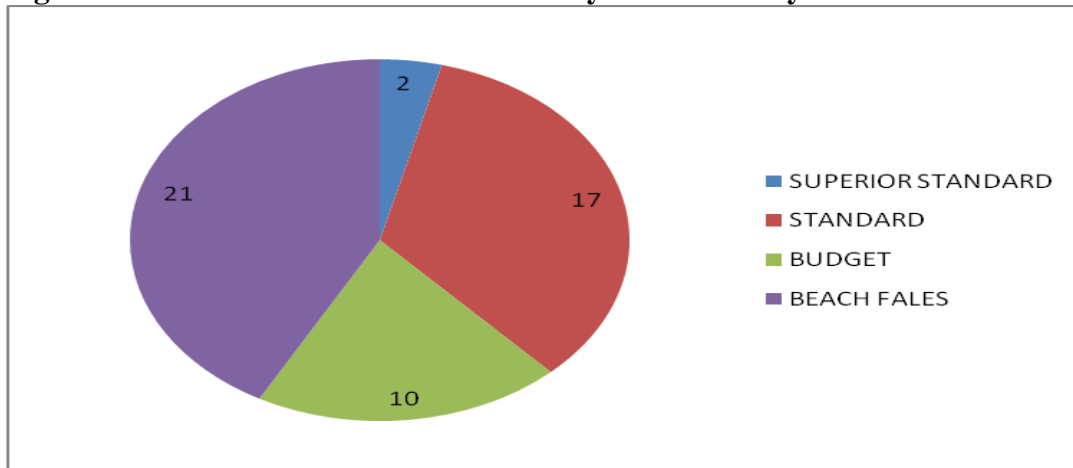
The study was quantitative and qualitative in nature and used questionnaires and face to face interviews as instruments of data collection. Participants selected for the survey were accommodation owners, managers and supervisors. A participant information sheet that outlined the purpose and goals of the study, to include guarantee of the confidentiality of the information provided and consent by the participant was required before the surveys were conducted.

The survey was structured in three parts: A: Current Marketing Activities, B: Attitudes towards "Domestic Tourism", C: Attitudes towards the idea of locals as "tourists" and the type of attitudinal scaling format used is Likert Scales. The duration of the survey ranged between 15-20 minutes. The follow up face to face interviews ranged between 30-40 minutes and Talanoa Method of Research (TRM) was used as a framework to clarify, confirm, and remove any ambiguities in the responses. A 5-point Likert-type scale was used for most items in this study (5=strongly agree, 4=agree, 3= neither agree nor disagree, 2 disagree, 1=strongly disagree. Maddox (1985) recommended the use of a Likert-type scale in measuring attitudes and behavior in tourism impact research due to its superior validity (convergent and discriminant). Percentage method was used to analyse the quantitative part of the study and Thematic Analysis was used to interpret the responses from the Talanoa interviews.

RESULTS & FINDINGS

A Total of 138 operating Commercialised Accommodations to include Beach Fales' were recorded in 2014. Of this number, a total of 50 providers participated in the study, of which 21 were from Savaii and 29 from Upolu. The table below illustrates the providers that participated in the study by accommodation type.

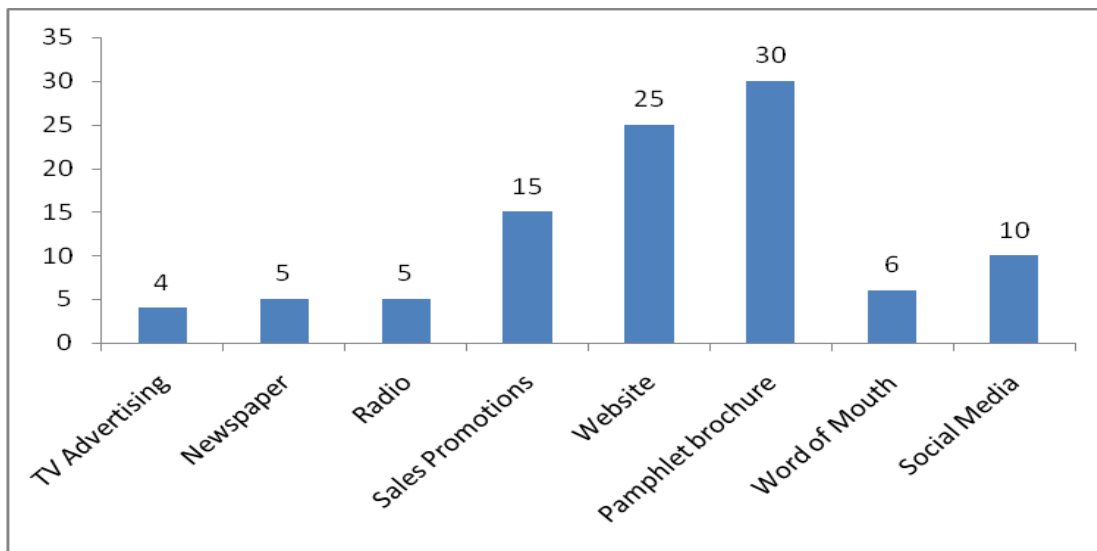
Figure 1: Accommodation Providers surveyed in the study



Current Marketing Activities:

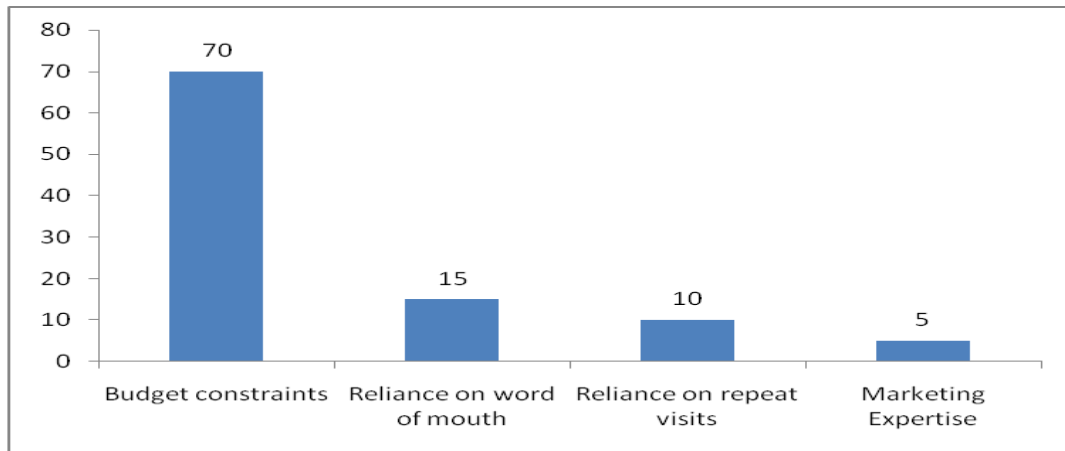
30% of the interviewed participants identified pamphlet brochures as the main marketing avenue to promote their products and services followed by creating a company website (25%). TV Advertising (5%), Newspaper (5%) and Radio (5%) were the least utilised mediums of advertising.

Figure 2: Advertising Mediums currently used to promote accommodation products and services.



Except for the two Superior Standard accommodation providers interviewed. Budgetary constraints (70%) appeared to be the most significant factor that influenced the frequency of marketing and advertising activities. There was also a heavy reliance by Standard, Budget and Beach Fale providers on repeat visits (10%) and word of mouth (15%) to increase accommodation occupancy. The lack of marketing expertise within the company was seen as a primary reason why some providers could not decide on what advertising medium worked best.

Figure 3: Factors affecting the frequency of marketing and advertising activities



63% of participants felt that it was extremely important to attract international visitors while 52% felt attracting local domestic visitors was slightly important. Although 60% felt that spending money on marketing activities was generally important, these marketing activities may be put in place to target international tourists rather than local tourists as 37% felt that promoting accommodation products and services to local tourists was not important at all.

Figure 4: Marketing to international and local tourists.

	Not important at all	Slightly important	Somewhat important	Generally important	Extremely important
Attracting international visitors	0%	2%	5%	30%	63%
Attracting domestic (local) visitors	14%	52%	9%	15%	10%
Spending money on marketing activities	6%	8%	15%	60%	11%
Promoting products and services to local tourists	37%	22%	18%	15%	8%

Attitudes toward Domestic Tourism

Despite 64% of participants agreeing that domestic tourism contributes to tourism sustainability, only 36% (agree) and 16% (strongly agree) to having a positive attitude about promoting domestic tourism specific to accommodation products and services. This may relate to the fact that only 18% agree domestic tourism is important to their specific business, 38% disagree that domestic tourism provides an opportunity to increase sales accompanied by the thought that 52% agree the market for domestic tourism is small to benefit from. 46% strongly agree the Sāmoan Government should also promote domestic tourism however as far as spending money on marketing and advertising activities, only 24% of participants agree compared to 38% who disagree.

Question	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
Domestic Tourism is important to my business.	12%	44%	26%	18%	0%
Domestic Tourism provides an opportunity to increase sales.	8%	38%	12%	18%	24%
The Sāmoan Government should also promote Domestic Tourism.	10%	12%	4%	46%	28%
The market for Domestic Tourism is too small.	4%	20%	8%	52%	16%
Domestic Tourism contributes to Tourism stability	0%	6%	4%	64%	26%
I feel positive about promoting Domestic Tourism.	6%	12%	30%	36%	16%
I am willing spend money marketing my products and services to target Domestic Tourism.	16%	38%	22%	24%	0%

Attitudes towards locals as ‘domestic tourists’.

40% of participants prefer to advertise their accommodation services to international tourists. This may relate to the fact that 40% also agree if they promote to international tourists they can earn more money and the belief that 50% of local tourists are most likely to stay with a relative if they travel within Sāmoa. There is also a strong perception from these participants that local tourists would not want to spend money in a hotel/motel (54%). 38% disagree to having interest to learn new marketing techniques to target the domestic market. This is also indicated in the percentage of participants willing to spend money to promote their products and services to local tourists (50% disagree), and the percentage of participants willing to adjust marketing efforts to target domestic tourists (24% agree compared to 38% disagree).

Question	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
I would prefer to advertise my accommodation services to international tourists.	8%	20%	14%	40%	18%
I believe I can earn more money if I promote my services to international tourists only.	4%	16%	20%	40%	20%
Local tourists are most likely going to stay with a friend or relative if they travel within Sāmoa.	4%	12%	12%	50%	22%
Local tourists would not want to spend money in a motel/hotel.	2%	20%	12%	54%	12%
I am interested in learning new marketing techniques to target local tourists.	16%	38%	20%	16%	10%
I believe it is important to promote my services to local tourists.	6%	38%	30%	18%	8%
I am willing to spend money promoting my services to local tourists.	20%	50%	12%	16%	2%
I believe local tourists are important to the development of a sustainable tourism industry.	10%	22%	12%	26%	30%
I am confident that local tourists can contribute to the increase in room occupancy and increase in my profits.	30%	30%	6%	28%	6%
I am willing to adjust my marketing efforts to target local tourists.	16%	38%	12%	24%	10%

Thematic Analysis

Theme 1: Limitations to Marketing activities

The majority of participants expressed some interest in increasing their marketing activities however 48 participants identified financial constraints as a key barrier to investing in additional marketing activities. Many also felt that the Government of Sāmoa through Sāmoa Tourism Authority (STA) and Sāmoa Hotels Association (SHA) needed to play a greater role in promoting Tourism and accommodation services. Another limitation identified was the lack of internal marketing expertise to identify and implement effective marketing strategies and tactics to benefit the

business. 36 participants have no formal marketing experience and background knowledge but have instead been able to either grasp basic marketing skills through years of working in the tourism industry or capacity building workshops provided by organisations such as the Sāmoa Chamber of Commerce, Sāmoa Hotels Association and Sāmoa Umbrella for Non Governmental Organisation.

Theme 2: Locals should already know about us

All participants seem to be convinced that their accommodation products and services need not to be marketed and advertised to the locals because they should already know. Beach fale operators in particular feel that geographically, Sāmoa is a small place so everyone should know where beach fale accommodations are and who offers what because this is where locals spend national public holidays and special days such as Easter and Christmas. There is also an expectation by these participants that ‘word of mouth’ marketing is inevitable and the locals would naturally tell others of their experiences specific to accommodation services.

Theme 3: Impact on business image

6 Budget and 8 Standard motel accommodation providers stated their deliberate intentions to avoid marketing to local tourists because it has negative impacts on the image of their business. These providers saw the use of their accommodations as secret meeting places for people committing infidelity and did not like the idea of being branded as such. 2 Standard motel providers discontinued the promotion of ‘Day rooms’ because the majority of locals using this promotional deal were using it morally for the wrong purposes. In this case, these providers accepted the disadvantage of having low occupancy rates in the slow seasons as a consequence of upholding their personal ethical values and moral beliefs.

DISCUSSION

The findings from this study confirm the existence of marketing activities put in place to promote accommodation products and services. Marketing however goes beyond the promotional elements of advertising, sales promotions, public relations, direct marketing, social media and personal selling and the findings identify brochures and company websites are significantly used to market accommodation services. While company websites offer the advantages of wide coverage and exposure for both local and international tourists, television and the local newspaper may be more effective as a means of attracting local tourists over brochures.

Limitations to marketing activities are heavily influenced by financial constraints, which correlate with low room occupancy rates particularly experienced by Budget and Standard motel accommodations. The expectation that the Government of Sāmoa through Sāmoa Tourism Authority (STA) and Sāmoa Hotel Association (SHA) should be at the forefront of marketing all accommodation facilities has been utilised by some providers as an excuse to shift the blame and influence internal marketing initiatives. Capacity building programmes facilitated by Sāmoa Chamber of Commerce, Sāmoa Hotels Association and Sāmoa Umbrella for Non Governmental Organisation has positively equipped providers with very little marketing experience

to expand their knowledge of basic marketing concepts and has proven to be helpful in improving marketing ideas. However, given the objective of increasing accommodation marketability to the local tourists, other marketing skills would be needed to assist providers conduct marketing research, identify domestic target markets, devise marketing plans and evaluate the effectiveness of marketing activities.

Provider attitudes towards Domestic Tourism and attitudes towards the locals as tourists propose the need for a change in mind set. Despite recognition by majority of providers that domestic tourism contributes to Tourism sustainability, the marketing responsibility is seen by many as a function of Sāmoa Tourism Authority and Sāmoa Hotel Association. Provider attitudes are also limited by personal speculations rather than factual information to predict that domestic tourism is too small to encourage local marketing initiatives and the likelihood of local visitors staying at a hotel or motel in particular would appear low. The findings indicate a significant interest and preference for international tourists. This is evidenced by the high percentages of providers actively promoting only to international tourists and the low percentages of providers willing spend money marketing accommodation products and services to domestic tourists.

It could be argued that the level of interest towards promoting domestic tourism has been limited by the level of priority allocated to the promotion of domestic tourism by the Government of Sāmoa. The key focus areas of tourism development identified in the Strategy for the Development of Sāmoa (SDS) 2005-2007, 2008-2012, the Sāmoa Tourism Development Plan (STDP) 2009-2013, the Sāmoa Tourism Sector Plan (STSP) 2014-2019, and the Sāmoa Tourism Strategic Marketing Plan (STSMMP) 2014-2019 communicate a consistent message of promoting tourism to international tourists. The absence of initiatives to promote and encourage domestic tourism in strategic development plans reinforces the general attitude that domestic tourists will consume tourism products and services anyway.

Personal ethical values and moral beliefs also play a significant role in the decision to market and promote accommodation products and services locally. Some providers discourage promotional incentives that would attract local occupants due to incidents of locals using their motel as a secret meeting place to commit infidelity. In this case, the main concern is protection of their motel's image given the cultural complexities, beliefs and values of the wider Sāmoan community. Another factor contributing to the lack of local marketing initiatives is the general yet narrow perception that Sāmoa is a small place and all locals should know who offers what and where things are. This generalisation is true to some extent in the case of beach fale because often, locals would visit the beach during national holidays or festive seasons, however the majority of local visitors unless they are actively seeking information about specific hotel/motel accommodations would not have had the prior knowledge to make a decision.

CONCLUSION

The Tourism Industry is highly competitive and globally, marketing plays a vital role in the promotion of tourism products and services. Sāmoa is comparatively more remote, difficult to access and therefore frequently, a more expensive destination and the development of Domestic Tourism can offer opportunities to benefit local tourism operators and contribute to tourism sustainability. Sāmoa however, like many other countries appear to be overlooking the potentials of domestic tourism in their development and tourism strategies. Tourism development plans and marketing strategies continue to focus on international development tourism.

Marketing activities exist in the Accommodation Sector, however investing in additional marketing initiatives are highly influenced by perceptions that domestic tourism is too small to significantly benefit from. Additionally, lack of marketing expertise and the belief that the local tourists should already know who offers what has contributed to the lack of marketing interest to target local visitors. Despite the foreseen benefits of domestic tourism to an improvement in room occupancy rates, there are significant personal and cultural motives that deliberately prevent the marketing and promotion of accommodation products and services to local visitors.

Marketing initiatives have been also influenced by the notion of spending all marketing efforts to attract international tourists as they represent the bigger share of the pie in terms of tourism earnings. However, this short sighted view ignores the seasonal nature of tourism which has proven to be detrimental to the accommodation sector. A change in mindset is much needed from all aspects of Sāmoa's tourism industry in the way they perceive locals as 'tourists' to encourage a more serious approach to the development of domestic tourism.

FUTURE RESEARCH

Though the study investigated current marketing activities, perceptions of Domestic Tourism and the idea of locals as tourists, the study specifically concentrated on the Accommodation Sector and further research is needed to examine whether the same perceptions are prevalent in other sectors of the Tourism Industry. The study looked at 50 accommodation providers of which the majority of participants were from beach fales, budget and standard motel accommodations. Future research can explore considerations from a larger sample from the superior/luxury standard accommodations.

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