

LE IUNIVESITE AOA O SAMOA
NATIONAL UNIVERSITY OF SAMOA

University Research & Ethics Committee

Final Report Template

Approved 20 November 2014

I. RESEARCH PROPOSAL DETAILS

Title of Project in the approved proposal: The relationship between perceptions towards domestic tourism and marketing activities. - *A case of accommodation providers in Samoa.*

This title was later changed in the final report

TITLE OF PROJECT: *Marketing activities and perceptions towards domestic tourism and domestic tourists. – A case study of Accommodation Providers in Samoa*

PRINCIPAL RESEARCHER¹: **Bernadette Samau**

FACULTY/CENTRE: Faculty of Business and Entrepreneurship

ASSOCIATE RESEARCHER (S)²: _____

RESEARCH SUPPORT STAFF³: _____

FACULTY(IES)/CENTRE(S): _____

DURATION OF PROJECT⁴: 2 years

DATE OF SUBMISSION: April 2014, and approved 21 Oct 2014

II. RESEARCH AIMS AND OBJECTIVES⁵

What are the aims and objectives of the research?

¹ State the individual whom will assume reporting and financial responsibilities under the approved project.

² State the individual(s) whom are part of the research team, as approved by UREC; all individuals must either be members of the University staff or student body.

³ If any, give number required, names and qualifications, if known; if not known at this time, the names and qualifications must be included on Progress or Final Reports.

⁴ As approved by UREC in the research proposal; state in months.

⁵ As approved by UREC in the research proposal.

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.

III. SUMMARY OF RESEARCH

a. Outline all research activities completed to date.

Research is completed

b. Did your research progress as planned? Why or why not?

The research did not progress as anticipated in the plan.

Reasons:

- Delay in the initial approval of proposal from UREC
- Delay in the pilot study conducted
- Challenges in initial sample size
- Time availability of selected sample to conduct TRM face to face interviews
- Research became involved in a one year Faculty Project funded by ITC
- The research because involved in various university subcommittees time was not managed effectively to continue with proposed

c. What activities have been undertaken to share, present and/or publish the research?

- Research was accepted for publication in the British Journal of Marketing. The payment for online publication WST \$ 345.57 was telegraphed 28th September 2016. The copy of the telegraphic transfer is attached.

d. List all equipment purchased with UREC funds during the project⁶

- No equipment was purchased for the purpose of this research

⁶ Any equipment purchased with UREC funds and worth SAT\$500 must be declared to UREC Finance personnel and listed on the NUS asset register.



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VI. ACQUITTAL REPORT⁹

Provide an account of research expenses incurred during the reporting period. See example below.

Installment amount \$ 2,496.00
Total \$ 2,496.00
Date installment received: 20/11/2014

Type of Cost	Date	Paye	Amount	Details of Expense
Equipment & Consumables	5/12/2014	Ah Yen Shop	\$46.50	stationery (writing pads,pens,envelops,folders)
Meal Allowance	6/12/2014	Amanaki Hotel	\$24.00	Chicken burger + 1 bottle of coke
Transport - miscellaneous	7/12/2014	Samoa Shipping	\$12.00	Fare from Upolu to Savaii
	8/12/2014	Ah Yen Shop	\$50.00	Digicel top up -
Accommodation	8/12/2014	Vacations Beach Fales	\$300.00	1x3nights @ 100 per night (for 8,10,11 - November)
Meal Allowance	8/12/2014	Vaisala Hotel	\$40.00	chicken & chips, fish burger, 1 coke
Meal Allowance	10/12/2014	Local Store+Local Market	\$30.00	fruits, water, milk, sugar, milo
Meal Allowance	11/12/2014	Local Store	\$20.00	fish & Chips meal
Transport -	8/12/2014	Island Sun (Rental)	\$750.00	for rental transport for (8,10,11 November)
Transport -	12/12/2014	Samoa Shipping	\$12.00	Fare from Savaii to Upolu
Transport -	7/2/2015	Island Sun (Rental)	\$250.00	for rental transport for 7/2/2015
Meal Allowance	7/2/2015	Burger Bill	\$20.00	Chicken burger Meal
Transport -	21/3/2015	Sunshine Taxi	\$250.00	for rental transport for 21/3/2015
Meal Allowance	21/3/2015	Mr Chipy	\$20.00	Fish & Chips + 1 bottle of coke
Transport -	18/4/15	DB Taxis	\$8.00	NUS to SHA Office -meeting with SHA CEO
Transport -	18/4/15	Magik	\$8.00	SHA Office to NUS

⁹ All original receipts must be given to UREC Finance personnel with only copies of receipts to be provided along with progress and/or final reports.

Transport -	12/5/2015	DB Taxis	\$8.00	NUS to SHA Office -meeting with SHA CEO
Transport -	12/5/2015	Magik	\$8.00	SHA Office to NUS
Transport -	17/8/15	DB Taxis	\$10.00	NUS to Melinnea to attend SHA AGM Meeting
Transport -	17/8/15	Magik	\$10.00	Melinnea to Matautu Uta after the AGM Meeting
		Total Spending to Date	\$1,876.50	

Notes & Adjustments

Type of Cost	Date	Notes
Equipment & Consumables	5/12/2014	
Meal Allowance	6/12/2014	Meal allowance (lunch) for Upolu was factored in meal allowance budget
Transport - miscellaneous	7/12/2014	to call accommodation providers (follow up interviews + when to collect survey)
Accommodation	8/12/2014	Costs includes: breakfast & dinner not lunch
Meal Allowance	8/12/2014	Meal allowance (lunch) was not factored in the meal allowance budget
Meal Allowance	10/12/2014	Meal allowance (lunch) was not factored in the meal allowance budget
Meal Allowance	11/12/2014	Meal allowance (lunch) was not factored in the meal allowance budget
Transport -	8/12/2014	
Transport -	12/12/2014	
Transport -	7/2/2015	distribution & follow up of survey with 60% of Upolu accommodation providers
Meal Allowance	7/2/2015	Meal allowance (lunch) for Upolu was factored in meal allowance budget
Transport -	21/3/2015	distribution & follow up of survey with 60% of Upolu accommodation providers
Meal Allowance	21/3/2015	Meal allowance (lunch) for Upolu was factored in meal allowance budget
Transport -	18/4/15	Taxi costs incurred due to data collection issues, costs were not in the submitted budget
Transport -	18/4/15	Taxi costs incurred due to data collection issues, costs were not in the submitted budget
Transport -	12/5/2015	Taxi costs incurred due to data collection issues, costs were not in the submitted budget
Transport -	12/5/2015	Taxi costs incurred due to data collection issues, costs were not in the submitted budget
Transport -	17/8/15	Taxi costs incurred due to data collection issues, costs were not in the submitted budget

Reconciliation – Notes & Adjustments

<u>Type of Cost</u>	Budgeted	Actual Spending	Balance	Notes & Adjustments
Rental + taxi fares	\$1,500.00	\$1,302.00	\$198.00	1 rental day yet to be used \$250.00, will need \$52 from photocopy budget to make up the balance
Fare	\$36.00	\$24.00	\$12.00	actual fare was \$12.00, \$12.00 left
Accommodation	300	300	\$0.00	
Meal Allowance	\$60.00	\$154.00	-\$94.00	used \$94.00 from computer toner budget to accommodate costs
<u>Equipment & consumables</u>				
paper + folders	20	26.5	-\$6.50	used 6.50 from envelopes to cover costs
envelopes	20	13.5	\$6.50	\$0.00 left
pens	10	6.5	\$3.50	\$3.50 left
computer toner	200	0	\$200.00	used \$94.00 to accommodate meal expenses, = \$106.00 left
photocopy toner	300	0	\$300.00	\$300.00 left, photocopying was done at FOBE, FOBE to be paid to printing
miscellaneous	50	50	\$0.00	
TOTAL	\$2,496.00	\$1,876.50	\$619.50 =	(Balance as at 26/8/2015)

Note: 345.57 was used to pay for the telegraphic transfer (28/9/2016) to have this researched published in the British Journal of Marketing. (copy of transfer is attached)

\$270.00 was used to fund the second research project titled: "Different strokes for different folks" – Communication and Semantic Noise in Advertising.



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VII. CERTIFICATION BY PRINCIPAL RESEARCHER

I certify that all the details contained in this progress report are true and that all research partners and co-investigators agree that this report is an accurate representation of the project's progress so far.

Name: Bernadette Samau

Signature: 

Date: 30/9/2016

International Telegraphic Transfer Application Form



Branch number 097

Branch name

I am making this International Telegraphic Transfer on behalf of

Myself - Complete Section A

Someone else - Complete Sections A & B

BANK USE ONLY

Date Received 28 09 2016

Date Processed 28 09 2016

Telegraphic Transfer no.

SECTION A

APPLICANT'S DETAILS - PERSONAL AUTHISING THE TRANSACTION

Name Bernadette Brown

Street Address 111 ...

Customer Number

Phone no. 1 77 ...

Phone no. 2

SECTION B

DETAILS OF PERSON LODGING THIS APPLICATION

Name

Street Address

Customer Number

Phone no. 1

Phone no. 2

INTERNATIONAL TELEGRAPHIC TRANSFER DETAILS

International TT Currency GBP Amount 590

Exchange Rate (selling) - 2.852

Local Currency Amount £315.57

Charges Currency Amount 30

Total payment Currency Amount 345.57

PAYMENT METHOD

Cash Account Cheque

Payment from account 3991429

Fee/Charges from account 3991429

PURPOSE OF PAYMENT (MANDATORY)

Gift payment to family Payment of services Payment of goods Market settlement

Other (Please Specify) ...

Beneficiary's name and address (Maximum 100 characters per line)

European ... Training & Development UK
106-108 ... Bellingham Kent ME7 2AX

Beneficiary's account number 74 87768

Beneficiary's Bank (Maximum 100 characters per line) (SWIFT BIC (Maximum 34 characters per line))

Lloyds Bank UK
106-108 ... Bellingham Kent ME7 2AX

ANZ BANK (Samoan) LTD
28 SEP 2016
COMMERCIAL TELLER 6

International Telegraphic Transfer Application Form



Details (Applicant message to Beneficiary) (Maximum 34 characters)

For payment of publication... Title: Marketing Activities... points Domestic... provides in Samoa

PRIVACY ACKNOWLEDGEMENT

Where ANZ Bank (Samoa) Limited (The Bank) collects any personal information... in order to carry out your instructions and to comply with applicable laws...

AGREEMENT AND AUTHORISATION

- By signing this International Telegraphic Transfer Application Form... (a) Have read and understood the Bank International Telegraphic Transfer Form... (b) Declare that all information you have provided... (c) Authorise the Bank to debit your account... (d) Confirm that the amount to be transmitted is as stated below

Currency points Amount 90

- (e) Authorise the Bank to disclose your information to its related companies... in order to carry out your instructions.

In the event of any inconsistency between the English and other language content of this form, the English content shall prevail.

Please write all names with family name first.

This application must be signed in accordance with the mandate instructions on this account.

APPLICATION BY INDIVIDUAL

Signature of Applicant

[Handwritten signature]

Signature of Applicant

Full name of beneficiary (Print name)

Date

Full name of applicant (Print name)

APPLICATION ON BEHALF OF COMPANY, PARTNERSHIP OR OTHER LEGAL ENTITY

Signed for and on behalf of (full name of Legal Entity):

Signature

[Handwritten signature]

Date

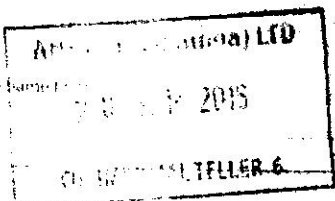
Full name of applicant (Print name)

Signature

[Handwritten signature]

Date

Full name of applicant (Print name)



TAX INVOICE/STATEMENT

Date 16/04/15

969354

To

From Eveready Pails

GST Reg. No.

Ref. O/N

Qty	Unit	Description	Unit Price	\$
		<u>Pails</u>		
		TOTAL EXCLUSIVE GST \$		
		PLUS % GST \$		
		TOTAL INCLUSIVE GST \$		<u>20</u>

TAX INVOICE/STATEMENT

Date 20/05/16

969361

To

From Wong Soon Takis

GST Reg. No.

Ref. O/N

Qty	Unit	Description	Unit Price	\$
		<u>Business (NHS - Tiver)</u>		
		TOTAL EXCLUSIVE GST \$		
		PLUS % GST \$		
		TOTAL INCLUSIVE GST \$		<u>80</u>

TAX INVOICE/STATEMENT

Date

7/12/15

969341

TAX INVOICE/STATEMENT

Date

21/3/15

969342

To

Island Sun

From

Service (TUBE - NUS)

GST Reg. No.

Ref. O/N

Qty	Unit	Description	Unit Price	\$	c
		Service for 7/12/15			

TOTAL EXCLUSIVE GST \$

PLUS % GST \$

TOTAL INCLUSIVE GST \$

0525

To

Sunshine Taxis

From

GST Reg. No.

Ref. O/N

Qty	Unit	Description	Unit Price	\$	c
		Rental of Transport			
		21/3/15			

TOTAL EXCLUSIVE GST \$

PLUS % GST \$

TOTAL INCLUSIVE GST \$

0525

TAX INVOICE/STATEMENT Date 16/12/14 969319

TAX INVOICE/STATEMENT Date 8/12/14 969318

To (Purchase @ Smith Local Market)

From Smith (FILE) UKEC

CST Reg. No. Ref. O/N

Qty	Unit	Description	Unit Price	\$
		Smith Local Market		30

TOTAL EXCLUSIVE GST \$
PLUS % GST \$
TOTAL INCLUSIVE GST \$

To AH Yen Shop

From Smith (FOVE) - UKEC

CST Reg. No. Ref. O/N

Qty	Unit	Description	Unit Price	\$
		<i>To be deducted from miscellaneous section of budget</i>		50

TOTAL EXCLUSIVE GST \$
PLUS % GST \$
TOTAL INCLUSIVE GST \$

To *Scenic Supplies*
 From *Perrine (Tobe) ULEX*
 GST Reg. No. Ref. O/N

Unit	Description	Unit Price	Quantity	Total
	<i>W12 from Spring to AW</i>		<i>12</i>	
				TOTAL EXCLUSIVE GST \$
				PLUS % GST \$
				TOTAL INCLUSIVE GST \$ <i>24</i>

COLLINS A5 DL NCR

To
 From *Perrine (Tobe) ULEX*
 GST Reg. No. Ref. O/N

Unit	Description	Unit Price	Quantity	Total
	<i>W12 from Spring to AW</i>		<i>20</i>	
				TOTAL EXCLUSIVE GST \$
				PLUS % GST \$
				TOTAL INCLUSIVE GST \$ <i>20</i>

COLLINS A5 DL NCR

TAX INVOICE/STATEMENT

Date 7 / 12 / 14

TAX INVOICE/STATEMENT

Date 21 / 3 / 15

969324

To

Budget bill

From

Perine (TUBE) WEE

GST Reg. No.

Ref. O/N

Qty

Description

Unit Price

\$

Unit Price

\$

Unit Price

\$

\$

TOTAL EXCLUSIVE GST \$

PLUS % GST \$

TOTAL INCLUSIVE GST \$

30

To

AW Chippy

From

Perine (TUBE) WEE

GST Reg. No.

Ref. O/N

Qty

Description

Unit Price

\$

\$

TOTAL EXCLUSIVE GST \$

PLUS % GST \$

TOTAL INCLUSIVE GST \$

28

To SHAA
 From Banica (CUBE)
 CST Reg. No. Ref. O/N

Unit	Description	Unit Price
1
1

TOTAL EXCLUSIVE GST \$
 PLUS % GST \$
 TOTAL INCLUSIVE GST \$ 16

To SHAA
 From Banica (FOBS) URET
 CST Reg. No. Ref. O/N

Unit	Description	Unit Price
1
1

TOTAL EXCLUSIVE GST \$
 PLUS % GST \$
 TOTAL INCLUSIVE GST \$ 16