FACILITATING BROAD ECONOMIC DEVELOPMENT: TOURISM MARKETING PNG DESTINATION

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PRESENTATION OUTLINE

- WHERE IS PNG TOURISM NOW?
  - PNG ECONOMIC SCENARIO & TOURISM STATUS

- WHERE DO WE WANT PNG TOURISM TO BE IN 2017, 2030 AND 2050?
  - TOURISM SECTOR REVIEW & MASTER PLAN

- HOW DO WE TAKE PNG TOURISM FROM WHERE IT IS NOW TO WHERE WE WANT IT TO BE?
  - WAY FORWARD – PNG TOURISM: FACILITATING BROAD ECONOMIC GROWTH
WHERE IS PNG TOURISM NOW?

PNG ECONOMIC SCENARIO

- Currently GDP Ratio, Extractive Industries (Mining & Petroleum to Other Industries (Agriculture, Tourism, Fisheries etc.) 70:30%
- Pop. Growth 2.3-2.7% per annum (National Vision 2050, p.36). Economic Growth in 2012 9.2% in 2012 and World Bank Economist Tim Buman predicted that such 9.2% economic growth will be the last time economic boom, if Government do not strictly monitor implementation of its budget priorities.

55 percent of the population are unable to read and write, PNG will have increase in unemployment rate. The number of school drop out is also increasing at the rate of 50% and more (PNG Vision 2050, 2009, p.33).
WHERE IS PNG TOURISM NOW?

- PNG ECONOMIC SCENARIO

- Most or All Mineral and Petroleum deposits will be depleted by 2050, e.g. Misima, Kutubu 2014, Pogera 2022, Lihir 2030,

- Misima is closed, Ok Tedi mining plan to close in 2022 (EmTV News, 2011), to be followed by Pogera and Lihir.

Source: 2003 December, Annual Report of Petroleum Activity in PNG, Petroleum Division, DPE (Peter Kol, Chief Engineer, DPE).
WHERE IS PNG TOURISM NOW?

PNG TOURISM STATUS

- Contributes 2.5-2.7% National Economic Growth.
- Tourism revenue of K1.75 billion, (Incurred by Visitor Expenditure PNG TPA 2012)
- Major Markets; Australia, New Zealand and Japan. Potential tourist markets include Germany, United Kingdom, France and the US. TPA Offices major Markets to promote PNG tourism.
- PNG TPA Promotes Special Interest Tourism (SIT) e.g. diving, bird watching, culture, kayaking, - needs market

Source: PNG Tourism Promotion Authority, Visitor Arrival Report, 2012
WHERE DO WE WANT PNG TOURISM TO BE IN 2017, 2030 AND 2050?

TOURISM SECTOR REVIEW & MASTER PLAN

TOURISM MASTER PLAN SETS AS A STEPING STONE TOWARDS ACHIEVING PNG’S VISION 2050

TMP KEY PRIORITY AREAS;

- **MARKETING THE DESTINATION**
- HUMAN RESOURCE DEVELOPMENT
- PRODUCT DEVELOPMENT AND INVESTMENT
- TRANSPORT AND INFRASTRUCTURE DEVELOPMENT
- INSTITUTION AND INDUSTRY PARTNERSHIP
WHERE DO WE WANT PNG TOURIS TO BE IN 2017, 2030 AND 2050?
TOURISM SECTOR REVIEW & MASTER PLAN

- **TMP 2017** - Tourism a growing and sustainable industry
- **MTDP 2030** - We want tourism in PNG to be competitive and be amongst one 20 most desire tourists destinations in the world. In 2030, PNG Tourism will be at the end of developing stage
- **Vision 2050** - ‘We will be a Smart, Wise, Fair, Healthy and Happy Society by 2050.’
WHERE DO WE WANT PNG TOURIS TO BE IN 2017, 2030 AND 2050?

TOURISM SECTOR REVIEW & MASTER PLAN

1ST KEY PRIORITY AREAS;

- MARKETING THE DESTINATION

- 6TH STRATEGY;
  - Review the current tourist market positioning and tagline by key source markets and test the consumers and travel trade.

- “Marketing the Destination: A destination-oriented marketing for matching tourist expectations to factors determinant for tourist satisfaction in Papua New Guinea”
WHERE DO WE WANT PNG TOURISM TO BE IN 2017, 2030 AND 2050?

TOURISM SECTOR REVIEW & MASTER PLAN

RESEARCH: An Analysis of Factors determinant in tourist satisfaction in PNG

- Tourists Needs
- Quality Tourist Products and Service
- Quality Employee Performances

Transportation – Land, Sea, and Air (Airlines Industry; Domestic and International)

Tour Operators

Accommodation Sector

Diving Sector

Employees Service Performance

Reliability

Responsiveness

Empathy

Tangibility

Assurance
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Customer service provided at the Airport

Exellent  v/Sati  Satis  Fair  Poor

Australia  24  26  20  11  3
Japan  14  11  6  7  2
N/zealand  2  4  6  5  1
USA  10  9  3  2  0
Asia  12  10  0  8  0
Europe  2  10  1  6  0
Canada S/America P/Island  0  11  5  1  2

Five (5) Service Quality Dimensions

Reliability  Responsiveness  Empathy  Tangibility  Assurance
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Analysis of Tourists satisfaction in PNG by source markets:
WHERE DO WE WANT PNG TOURISM TO BE IN 2017, 2030 AND 2050?

EMPLOYEE QUALITY SERVICE PERFORMANCE
WHERE DO WE WANT PNG TOURISM TO BE IN 2017, 2030 AND 2050?

- EMPLOYEE QUALITY SERVICE PERFORMANCE -

E.G. AIRLINES INDUSTRY

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-EMPLOYEE QUALITY SERVICE PERFORMANCE-

**RESPONSIVENESS OF INTERNATIONAL AIRLINES EMPLOYEE SERVICE PERFORMANCE**

<table>
<thead>
<tr>
<th>Facets of Responsiveness</th>
<th>Excellent</th>
<th>Very Satisfactory</th>
<th>Satisfactory</th>
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EMPLOYEE SERVICE PERFORMANCE

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PNG UPDATE 2014

FACILITATING BROAD ECONOMIC DEVELOPMENT: TOURISM

Marketing PNG Destination

THE UNIVERSITY OF PAPUA NEW GUINEA

PNG UPDATE 2014

14% 12% 15% 15% 35% 39% 35% 33% 32% 35% 36% 5%

17% 16% 2% 2% 2% 3% 3% 3% 3% 3% 3% 3%

Handling of urgent requests Helpful approaches to customer complaints by staff Willingness of the staff to help passengers Providing prompt service by the staff

RATINGS IN %

RESPONSIVENESS OF INTERNATIONAL AIRLINES EMPLOYEE SERVICE PERFORMANCE

EXCELLENT VERY SATISFACTORY SATISFACTORY FAIR POOR

FACETS OF RESPONSIVENESS
WHERE DO WE WANT PNG TOURISM TO BE IN 2017, 2030 AND 2050?

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- WAY FORWARD – PNG TOURISM: FACILITATING BROAD ECONOMIC GROWTH

Destination-oriented systems model – A classification model of literature

Independent variables are tourist expectations which comprises of factors such as; tourist needs, quality of tourist products and services and quality of employee performance. Dependent variables are Experience and Tourist Satisfaction.

External forces could also have influence on the total experience and affect satisfaction.
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WAY FORWARD – PNG TOURISM: FACILITATING BROAD ECONOMIC GROWTH

- Shift in Tourist Destination Marketing Approach:
  - Product oriented – Visitor oriented - Destination oriented

- Using Destination-Oriented Systems Classification model – A classification model of literature - A.A.Hayabe., 2012

- Vision 2050 - ‘We will be a Smart, Wise, Fair, Healthy and Happy Society by 2050.’

- Employing Yawarakal Analytical Model to build Core Capabilities
**How do we take PNG tourism from where it is now to where we want it to be?**

- **Way Forward – PNG Tourism: Facilitating Broad Economic Growth**

- **Destination-oriented systems model – A classification model of literature**
  - Provides a good theoretical framework developing core constructs in destination marketing
  - Provides a specific and explicit relationship between input variables (Core Constructs) Destination Systems for an equitable Outcome of the tourism system
  - External influences - Factors influencing ideal tourist experience
Yawarakai calls for balancing of stakeholder needs. (Organisation, customers – internal/external)

- **Quality service culture** becomes a determinant of tourists’ (external customers) satisfaction.

- **Empowers employees** (internal customers) job satisfaction.

- **Core capabilities** are also needed by service-oriented organizations to develop a strong service culture. Core capability becomes domain, the core, centre of all in the Yawarakai Analytical Model.
A ‘Mind Mapping of Core Capability’ is illustrated by the Tree analogy Figure. The Tree Analogy Model illustrates articulation of the classification and analytical models and research issues.

The Root of the tree are the Organisational Structure culture of tourism industry which must have strong service culture deeply rooted in service industries to produce service oriented service performance which can become core capabilities.