



THE UNIVERSITY OF PAPUA NEW GUINEA

# Impediments in Developing Domestic Tourism: Perceptions of Papua New Guineans



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# Presentation Outline

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# Introduction

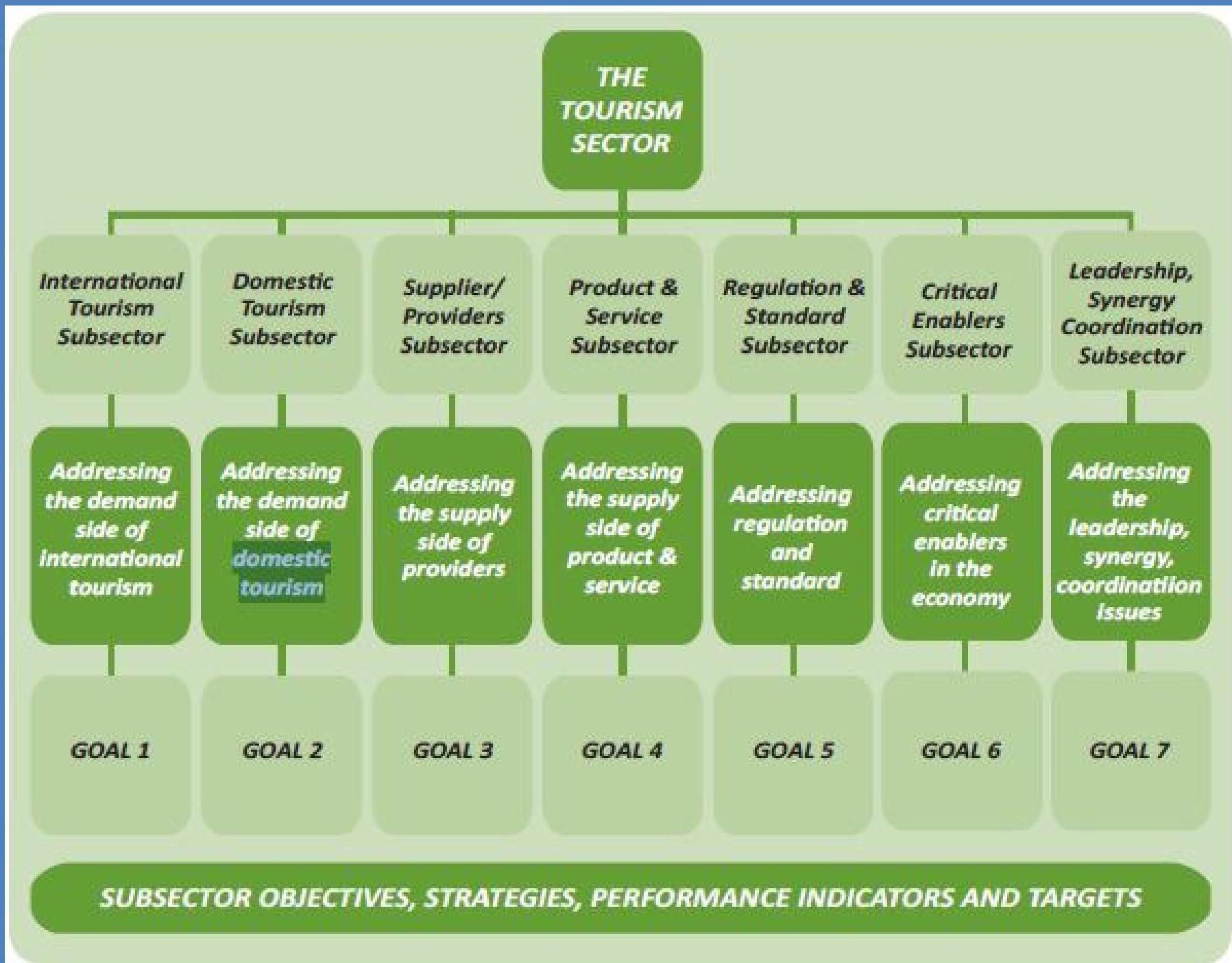
- ❖ Most Papua New Guineans who engage in recreational travel would have to decide whether to travel abroad or in the country because the , so the goal of this study is to find out the perception of local Papua New Guineans that participate in domestic tourism activities, as well as to gain a better understanding of the domestic tourist market in Papua New Guinea
- ❖ Domestic tourism, according to the United Nations World Tourism Organization, refers to travel within a single nation by inhabitants of that country (United Nations Report, 2010). A vacation within the same nation is known as a domestic vacation.
- ❖ According to World Travel and Tourism Council, domestic tourism is the most frequent sort of tourism in most major countries, like the United States, Russia, China, Indonesia, and others as well, and it is a major contributor to regional economic development. Although countries generally focus on international tourism for generating foreign currency through exports, domestic tourism remains the most popular type of tourist (Rochelle & Nejc, 2018).

# Introduction

- ❖ As mentioned World Travel and Tourism Council, domestic tourism is the most frequent sort of tourism in most major countries, like the United States, Russia, China, Indonesia, and others as well, and it is a major contributor to regional economic development. Although countries generally focus on international tourism for generating foreign currency through exports, domestic tourism remains the most popular type of tourist (Rochelle & Nejc, 2018).
- ❖ Domestic tourism in Papua New Guinea is still developing as a contributor to the country's economic growth. Papua New Guinea offers a variety of natural tourist attractions as well as hundreds of distinct cultures to present to visitors from all over the world. For this research it will focus on domestic tourism who have attended major cultural event and also find out about the perception of tourism product in the country.

# Research Background

- ❖ This is a timely research because it is inline with the second of the goal of Papua New Guinea Tourism Sector Development Plan 2022-2026.
- ❖ This research is narrow down to domestic tourists who have attended the major cultural events that take place in different province of Papua New Guineans are attending, including; The Goroka Show the Sepik Crocodile Festival the Morobe Show the National Mask and Warwagira Festival the Mount Hagen Show (Western Highlands Province), the National Kenu and Kundu Festival (Milne Bay Province), the Enga Cultural Show and the Hiri Moale Festival.



# **Research Question**

**Three objectives are identified for this research, by using critical analysis of reviewing some work of literature, these includes:**

- 1. To understand present domestic tourism patterns within Papua New Guinea, which would include identifying main destinations and special events that are attracting Papua New Guineans.**
  
- 2. To identify factors that discourage domestic tourism by Papua New Guineans.**
  
- 3. To identify factors that would encourage greater domestic tourism by Papua New Guineans?**

# Literature Review on Benchmarking

- ❖ According to Suzan is that in the cultural tourism of Cappadocia (Turkey), Tourist pleasure was influenced by cognitive and emotional representations of destination attractions, while destination loyalty was influenced by cognitive image (Suzan, 2012)
- ❖ Depending on the characteristics of the tourists, some tourist always willing to travel any destination whether it is safes or not. According to Stanley C. Plog, Domestic tourists will also be influenced by the psychographic type of tourists while deciding whether or not to visit a particular destination, according to the research. Some visitors are adventurers (allocentric), while others just visit familiar places (psychocentric). Some tourists are both allocentric and psychocentric, known as the mid-centric.

# Literature Review on Benchmarking

- ❖ As stated in the International Tourism Journal, The supply of lodging is an important aspect of tourism. They serve as a tourist attraction as well as an important part of the tourism infrastructure. It is possible to argue that, to increase tourism, a system of accommodation facilities is essential to provide visitors with basic needs (sleep and rest) throughout their stay.
- ❖ According to Bushell and McCool, local populations have long coexisted with protected areas, which are important tourist destinations. Locals provide hospitality resources as hosts and providers of personal services. Tourists are often drawn to local cultures and ways of life (McCool, Eagles, Bushell, & McNeely, 2007).

# Literature Review on Benchmarking

- ❖ The (Oxford Business Group, 2020) report state that, PNG's natural features, including its beaches, rivers, and hiking opportunities, are major draws for visitors. However, more has to be done to improve infrastructure and increase safety for PNG to compete with similar markets in the area, both in terms of cost and perceived quality of tourism products. Given that the bulk of possibilities is in outlying areas outside Port Moresby, improvements in transportation infrastructure, as well as security and health-care services, are required. To remain competitive, operators must deliver professional services following international standards.

# Methodology

- ❖ The proposed methodology used in this research will predominantly draw upon a quantitative approach, which will be mainly the distribution of questionnaire papers or the use of google forms to distribute through email and social media, google forms will be much more appropriate because of the current situation we facing in the world which is the covid19 pandemic. The google forms will be mainly emailed to the residents who live in Port Moresby, which is the Capital city of Papua New Guinea.

# Methodology

## Data Collection

- ❖ Google Forms will be far more suited given the present global scenario, which is the Covid19 epidemic. The Google forms will mostly be emailed to the residents of Port Moresby, Papua New Guinea's capital city. When the participants have completed the google form, the questionnaires will be automatically collected by the google form app by the time the participants click submit in the google form.

# Methodology

## Data Analysis

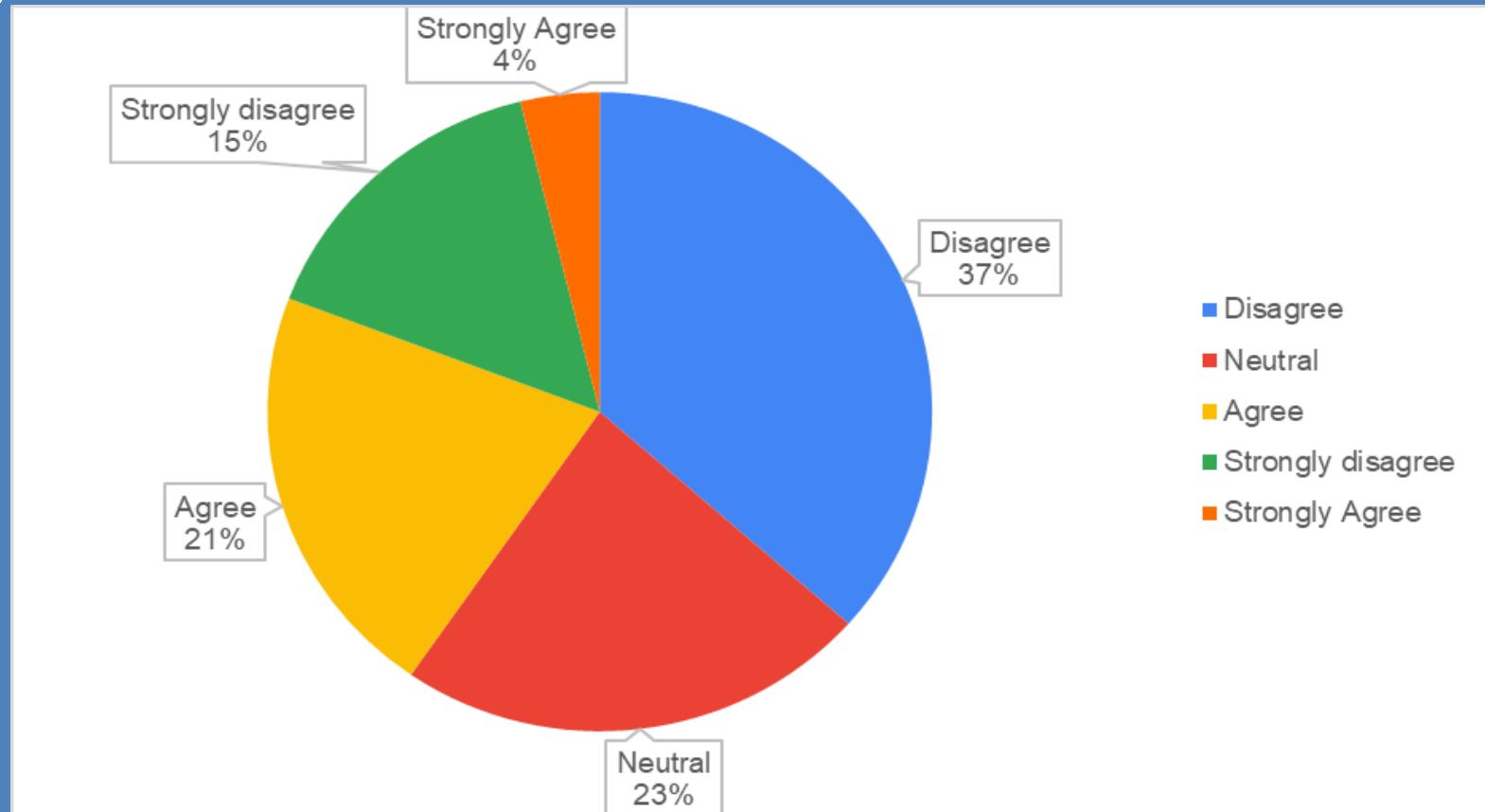
- ❖ The dataset, which covers domestic tourism activities in Papua New Guinea, will be analyzed using descriptive statistics as part of the research methodology and also using a t-test to compare the difference in satisfaction of respondents who attended major cultural events and the respondents who did not attend the major cultural event.

# Findings and Discussions

- ❖ Out of 200 questionnaires handed out, 104 respondents participated, the results and findings are as shown below:
- ❖ Male: 68 people (65.4%) Female: 36 people (34.6%)
- ❖ 18-25: 26 people (25%) 26-35: 50 people (48.1%) 36-45: 6 people (20.2%) 46-55: 6 people (5.8%) Over 56: 1 person (1%)
- ❖ Did you attend any major cultural events in PNG?  
Yes: 54 people (51.9%) No: 50 people (48.1%)

# Findings and Discussions

- ❖ Significant is about the perception of the cost of tourist of Tourist Accommodation.



# Findings and Discussions

- ❖ Based on the graph shown above, the findings show that the highest percentage of respondents have answered disagree, which is 37 per cent. This means that the cost of tourist accommodation is slightly expensive, meaning the tourist has to decide whether to pay for the accommodation or think of paying for the bills. The second-highest number of respondents for this question is ‘Neutral’, which is 23 per cent. It means that different levels of tourist accommodations around the country, there are cheap tourist accommodations, mid-range tourist accommodations and expensive tourist accommodations tourists can be found around Papua New Guinea.

# Findings and Discussions

- ❖ An independent t-test was conducted to explore the difference between the satisfaction of respondents who have attended a major cultural event and the satisfaction of respondents who did not attend the major cultural event, this was tested against the sum mean of variables which include the disposable income, cost of air travel, cost of accommodation, safety and security, weather, service quality and marketing campaign. An alpha level of 0.5 was utilized. The results indicate a not significant difference between respondents who have attended major cultural event ( $M=19.24$ ,  $SD=5.34$ ) and respondents who did not attend the major cultural event ( $M=19.86$ ,  $SD=4.13$ ), [ $t(98.98) = -.665$ ,  $p = .046 > .05$ ]. The 95% confidence interval of the difference between means ranged from [-2.46788 to 1.22936] and did not indicate a difference between the means of the sample. Consequently, we fail to reject the null hypothesis that there is no difference between the sample means.

# Conclusion

- ❖ Based on the quantitative analysis of the factors that affect domestic tourism in Papua New Guinea, it can be concluded that the cost of living in Papua New Guinea is expensive. The respondents have highlighted that they do not have much disposable income to take part in domestic tourism activities within the country, in addition, the cost of air travel is expensive, the other reasons for not taking part in domestic tourism is because of safety and security reasons in the tourist destination region, however, the significant finding is that the cost of tourist accommodation in the country is good, because of the variety of markets in the tourist accommodation sector. So tourists will able to find Budget hotel, mid-market and luxury hotel.

# Recommendations

**Based on these conclusions, practitioners should consider further research in the following:**

**That more investigations are needed to determine travel motivators and level of interest of PNG residents (local and foreign) in visiting areas and engaging in tourism activities in the country. Further, workable strategies and collaboration of key stakeholders are deemed essential to strengthen domestic tourism in Papua New Guinea.**

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# Thank You

