

# Understanding Domestic Travel Market in Papua New Guinea: An Analysis of Travel Motivation, Destination Choice and Tourism Activities



**TOURISM AND HOSPITALITY MANAGEMENT DIVISION- SCHOOL OF BUSINESS & PUBLIC POLICY**

**Dr. Joyce Jazmin-Rayel**

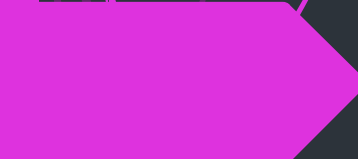
**Ms. Imelda Atu**

**Mr. Ronald Raka**

**Mr. Eki Kundi**



# Presentation Outline

- 
- ❖ **Definition of Terms/Introduction**
  - ❖ **Research Aim and Research Questions**
  - ❖ **Literature Review**
  - ❖ **Theoretical Framework**
  - ❖ **Conceptual Framework**
  - ❖ **Research Findings**
  - ❖ **Conclusion**
  - ❖ **Recommendations**



# TOURISM in PNG

The PNG tourism industry is driven by international visitors and the domestic tourism market remains untapped. During the peak of the pandemic, it made us realized that international tourism is susceptible to a lot of threats. Domestic tourism are not influenced by these external factors since domestic tourists are able to evaluate the environment first (Manwa and Mmerek, 2008). This allows us to understand the underrated significance of domestic tourism in the growth and development of the country.



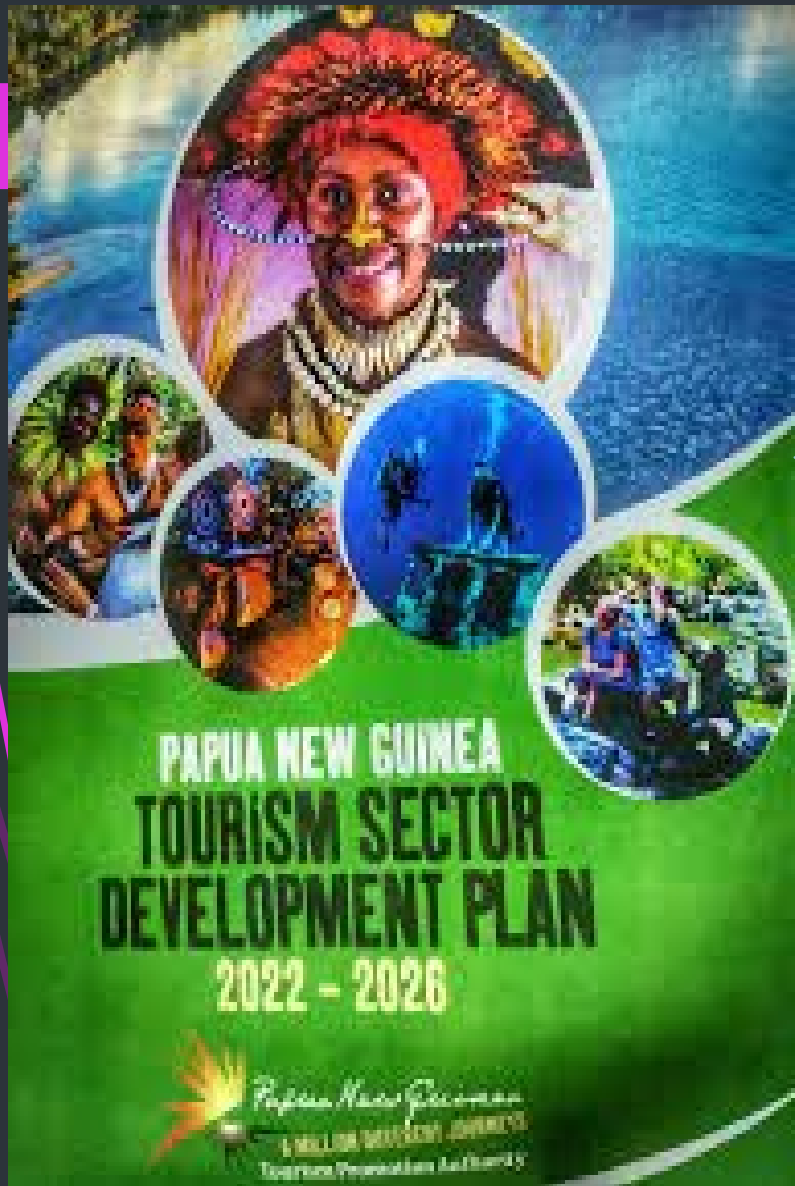
International



Tourism

Domestic





Increase international visitors arrival

**Increase domestic visitor numbers to provinces and local tourism sites**

Strengthen the management, financial and operational capacity of tourism suppliers and operators

Improve the quality and diversity of tourism products and services provided by suppliers and operators

Strengthen tourism regulations and standards

Strengthen key tourism enablers within the economy

Strengthen tourism leadership, synergy and coordination among all sector stakeholders

1. To increase the overall economic value of Tourism to the PNG economy
2. For PNG to be the lead tourist destination in the Pacific , recognized for offering a range of unique niche adventure tourism experiences

With the current Tourism Sector Development Plan (TSDP) 2022-2026, the PNG industry envisions to increase domestic visitor numbers to provinces and local tourism sites with the aim of significantly contributing to local, provincial and PNG economy as a whole. Realizing this tourism goal entails domestic tourism strategies that will stimulate and accelerate growth and development of domestic tourism in the country.

# Domestic Tourism

- ▶ Before the pandemic, the globally domestic tourism average was impressively over 75% of the global tourism market (Demunter & Dimitrakopoulou, 2011; Ghimire, 2013).
- ▶ According to World Travel & Tourism Council (WTTC, 2018), **domestic travel is the main driving force of the travel & tourism in major economies**. Governments use domestic tourism as a tool to eliminate local poverty, generate employment and economic growth, upgrade infrastructure and alleviate pressure from overcrowding through, for instance, discretionary pricing policies and the provision of non-wage tourism benefits.
- ▶ Mazimhaka (2007) stated that governments and tourism bodies in most developing countries focus more on promoting international tourism, because this brings huge amounts of money into the economy compared with domestic tourism, which seems to have little impact. **But in reality, domestic tourism is the foundation of tourism.**

# Research Aim/Research Questions

This study explores on understanding the domestic travel market in Papua New Guinea by analyzing the travel motivation, destination choice and preferred tourism activities of national residents as enabling factors critical in developing domestic tourism in the country.

Specifically, this research sought answers to the following questions:

- What are the intrinsic and extrinsic factors that motivate national residents in Port Moresby to travel within the country?
- What is the interest level of national residents in Port Moresby in visiting different areas/provinces within the country?
- What is the interest level of the respondents in engaging in various tourism activities while visiting an area/province in the country?
- What are the issues and challenges in travelling within the country from the perspective of the respondents?



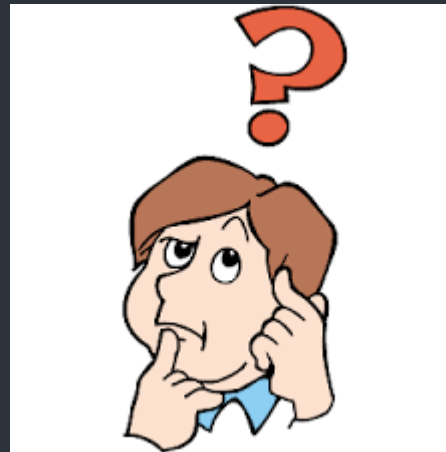
# Theoretical Framework

## -PUSH AND PULL FACTOR THEORY-



**Push Factors  
(Intrinsic Motivators)**

Travel motivation is one of the central answers given to the question “Why do people travel?” (Dunne, 2009), and it is seen that most of the studies on travel motivation have been carried out to include push and pull factors (Crompton, 1979).

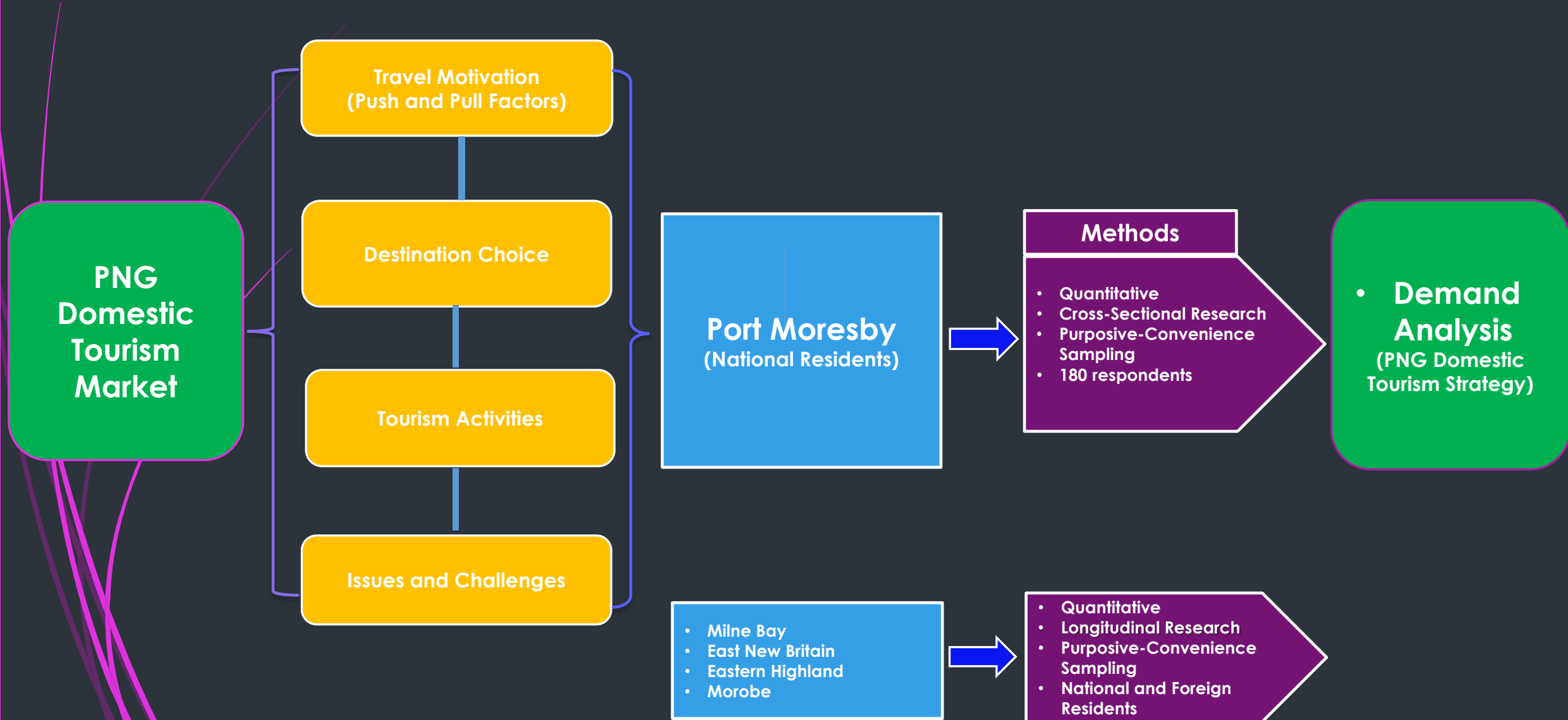


Push factors are defined as someone's desire to travel while pull factors are defined as a destination's characteristics, and these factors emerge as components of travel motivation (Crompton, 1977; Dann, 1977).



**Pull Factors  
(Extrinsic Motivators)**

# Conceptual Framework





# Results

DEMOGRAPHIC INFORMATION	F	%
YEARS RESIDING IN POM		
below 3 years	0	0
3-5 years	8	4
6-8 years	52	29
9-11 years	17	9
12-14 years	33	18
15 years and above	70	39
TOTAL	180	100
AGE DISTRIBUTION		
20-30	33	18
31-40	80	44
41-50	49	27
51-60	12	7
above 60	6	3
TOTAL	180	100
GENDER DISTRIBUTION		
Male	102	57
Female	78	43
TOTAL	180	100
CIVIL STATUS		
Married	119	66
Single	43	24
Divorce	12	7
Widow/Widower	6	3
TOTAL	180	100
HIGHEST EDUCATIONAL ATTAINMENT		
Primary	0	0
Secondary	0	0
Certificate/Diploma	21	12
Bachelor's Degree	122	68
Master's Degree	37	21
TOTAL	180	100

39% of the respondents have resided in Port Moresby for more than 15 years. 44% of them belong to the age group of 31-40, majority are female, married and with a Bachelor's degree.



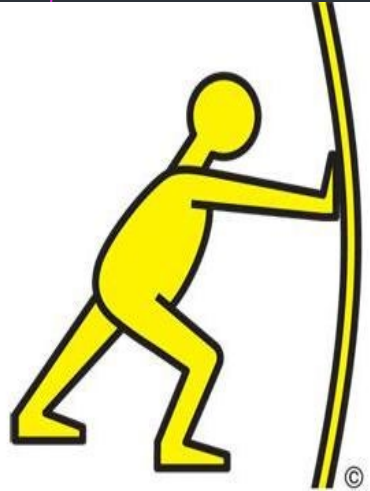
Most of the respondents are working in the government with a net family income of below K3,000 per fortnight.

98% of them are interested to travel and majority wants to travel within the country with their family and would prefer to stay in the destination for 1-3 days.



DEMOGRAPHIC INFORMATION		F	%
Employment/Source of Livelihood			
<b>Working in the government</b>		<b>95</b>	<b>53</b>
working in a private company		64	36
working in a non-government/ not for profit organization		5	3
own a business/entrepreneur		12	7
consultant		4	2
<b>TOTAL</b>		<b>180</b>	<b>100</b>
Family Net Income Per Fortnight			
<b>below K3,000</b>		<b>84</b>	<b>47</b>
K3,001-K5,000		54	30
K5,001-K7,000		31	17
K7,001-K9,000		4	2
K9,001-11,000		2	1
K11,001-K13,00		2	1
K13,001 and Above		3	2
<b>TOTAL</b>		<b>180</b>	<b>100</b>
TRAVEL RELATED INFORMATION		F	%
Interest to Travel within the Country			
<b>YES</b>		<b>176</b>	<b>98</b>
NO		0	0
MAYBE		4	2
<b>TOTAL</b>		<b>180</b>	<b>100</b>
Whom do you prefer to travel with?			
<b>Family</b>		<b>100</b>	<b>56</b>
Friends		33	18
Workmates/Colleagues		31	17
INDIVIDUAL		16	9
<b>TOTAL</b>		<b>180</b>	<b>100</b>
How long do you intend to stay in the place/s visited within the country?			
<b>1-3 days</b>		<b>109</b>	<b>61</b>
4-6 days		53	29
7-10 days		15	8
11 days and above		3	2
<b>TOTAL</b>		<b>180</b>	<b>100</b>

PUSH FACTORS	MEAN	INTERPRETATION
<b>A. PHYSICAL</b>		
The need for rest, relaxation and recreational activities	4.72	Very Important
The desire to escape from work, home (Port Moresby) and routine activities	4.52	Very Important
The desire to appreciate natural sceneries (mountain, lake, flora, fauna, etc.)	3.92	Important
To experience different /weather/climate	3.87	Important
<b>AVERAGE MEAN</b>	<b>4.26</b>	<b>Important</b>
<b>B. CULTURAL</b>		
The desire to witness cultural events and festivities in Papua New Guinea	3.99	Important
The aspiration to explore cultural resources and wealth (paintings, arts, music, dances, handicrafts etc.)	3.33	Neutral
The craving to try local and traditional cuisine	3.24	Neutral
The need to travel to participate in religious activities and reconnect with spiritual roots	2.87	Neutral
<b>AVERAGE MEAN</b>	<b>3.36</b>	<b>Neutral</b>
<b>C. INTERPERSONAL</b>		
The need to visit your friends and relatives	3.33	Neutral
The wish to increase your social interactions	3.31	Neutral
The need to meet people from various ethnic groups	2.94	Neutral
<b>AVERAGE MEAN</b>	<b>3.19</b>	<b>Neutral</b>
<b>D. STATUS AND PRESTIGE</b>		
The need to participate in meetings, seminars, trainings and conferences	4.51	Very Important
The need to travel to increase net income	3.91	Important
The need to learn new skills and enhance knowledge	3.35	Neutral
<b>AVERAGE MEAN</b>	<b>3.92</b>	<b>Important</b>



## PUSH FACTORS-INTRINSIC MOTIVATORS



# PULL FACTORS-EXTRINSIC MOTIVATORS

**PULL**



Indicators	Mean	Interpretation
Safety and security of the destination	4.64	Very important
Reasonable price of tourism products and services	4.63	Very important
Beaches, waterfalls and lakes	4.61	Very important
Landscapes and sceneries	4.54	Very important
Cultural activities and festivals	4.43	Important
Friendly and welcoming attitude of the local people	4.38	Important
Natural Parks and Wildlife	4.26	Important
Accessibility (transportation facilities, infrastructure and road conditions)	4.16	Important
Rest and recreational facilities	4.04	Important
Hygiene and cleanliness of the area	4.00	Important
Shopping facilities and local market	3.71	Important
Meetings/event venues, sites and facilities	3.68	Important
Traditional and cultural arts (paintings, music, performances, etc.)	3.63	Important
Local and traditional cuisine	3.47	Neutral
Cultural and historical sites	3.43	Neutral
Flora and fauna species	3.37	Neutral
Weather/Climate	3.01	Neutral
Sporting events and facilities	2.98	Neutral



# Interest Level of Domestic Tourist on Provinces/Areas in PNG

Provinces in Papua New Guinea	Mean	Interpretation
East New Britain (Rabaul)	4.58	Very interested
Milne Bay Province (Alotau)	4.51	Very interested
New Ireland Province (Kavieng)	4.47	Somewhat interested
West New Britain (Kimbe)	4.39	Somewhat interested
Manus Province	3.79	Somewhat interested
West Sepik Province (Vanimo)	3.78	Somewhat interested
East Sepik Province (Wewak)	3.76	Somewhat interested
Morobe Province (Lae)	3.74	Somewhat interested
Madang Province	3.73	Somewhat interested
Eastern Highland Province (Goroka)	3.66	Somewhat interested
Bougainville (Buka)	3.59	Somewhat interested
Oro Province (Popondeta)	3.37	Neutral
Jiwaka	2.92	Neutral
Central Province	2.89	Neutral
Western Highlands Province (Mt. Hagen)	2.87	Neutral
Enga Province (Wabag)	2.77	Neutral
Simbu Province (Kundiawa)	2.67	Neutral
Hela	2.61	Neutral
Western Province (Daru)	2.57	Neutral
Southern Highlands Province (Mendi)	2.56	Neutral
Gulf Province (Kerema)	2.43	Not very interested





# Interest Level of Domestic Tourists in Engaging in Tourism Activities in PNG

Tourism Activities	Mean	Interpretation
<b>Beach Vacations:</b> Visiting coastal destinations with beautiful beaches are always and relax on the sandy shores, engage in water sports like swimming, snorkeling or simply enjoy sunbathing	4.54	Very interested
<b>City/Town Sightseeing Tours:</b> Exploring the city/towns of the province visited including nightlife and other major commercial and tourism establishments	4.17	Somewhat interested
<b>MICE:</b> Attending business meetings, conferences, conventions, workshops and trainings	3.92	Somewhat interested
<b>Nature and Wildlife Experiences:</b> Visiting natural attractions such as national parks, forests, mountains, and coastal areas. Activities include hiking, camping, birdwatching, wildlife safaris, and nature walks.	3.72	Somewhat interested
<b>Festivals and Events:</b> Attending major festivals and events like music festivals, cultural celebrations, sporting events, and religious gatherings.	3.68	Somewhat interested
<b>Cultural and Heritage Tourism:</b> Involve visiting cultural and historical sites, museums, architectural wonders, traditional villages, attending cultural festivals, and experiencing traditional performances.	3.57	Somewhat interested
<b>Agritourism:</b> Enjoy agricultural experiences, such as visiting farms, vineyards, orchards, and participating in activities like fruit picking or farm-to-table dining experiences	3.53	Somewhat interested
<b>Family Tourism (VFR) and Social Interactions:</b> Visiting places to meet friends, relatives and increasing social interactions.	3.39	Neutral
<b>Culinary Experiences:</b> Exploring diverse culinary traditions, trying local dishes, visiting food markets and participating in cooking classes.	3.28	Neutral
<b>Adventure Tourism:</b> Engaging in activities like rock climbing, water rafting, mountain climbing/trekking, cave hopping, bush-walking, scuba diving, surfing, etc.	2.98	Neutral
<b>Health, Wellness and Spa Treats:</b> Seeking relaxation and rejuvenation for wellness retreats and spa experiences. These can include yoga and meditation retreats, wellness workshops, spa treatments, and holistic healing therapies.	2.36	Not very interested





# Issues and Challenges in Travelling within Papua New Guinea

Indicators	Mean	Interpretation
Costly airfares for domestic flights	4.82	Strongly agree
Crimes and other safety related issues when you travel within the country	4.59	Strongly agree
Unreliable domestic flights due to loading and cancellation issues	4.56	Strongly agree
Expensive hotel rooms and lodging facilities	4.33	Agree
Poor infrastructure leading to major tourist attractions within the area	4.19	Agree
Lack of variety of tourism activities	4.17	Agree
Unreliable and unsafe local public transport like PMVs and taxi	4.14	Agree
Poor marketing activities to promote local destinations and attractions	4.04	Agree
Lack of organized trips for local tourists	3.68	Agree
Poor customer service by the providers	3.66	Agree
Limited attractions to see and visit	3.63	Agree
Unpredictable weather	3.59	Agree
Poor condition of the destination environment	3.46	Neutral
Poor condition of hotel amenities and facilities	3.44	Neutral
Unwelcoming attitude of the locals	2.82	Neutral
Cultural differences and barriers	2.14	Disagree



# Conclusion and Recommendations

- This research concludes that understanding travel motivation, destination choices and preferred tourism activities of the domestic tourism market in PNG helps tourism policy makers and other key stakeholders make informed decisions and devise growth strategies that will drive the development of domestic tourism in the country.
- **Demand Analysis** has to be the first step in devising Domestic Marketing Strategy for PNG. Tourism marketers and destination promoters should keep in mind that most successful products are those which respond best to a bundle of needs within a given market segment, and should give more marketing efforts to matching a destination's major attributes towards the tourists' diverse psychological needs.
- Recognizing the "physical" needs of the employees and giving them more recreational time for rest and relaxation does not only boost the morale of the employees but also giving space for domestic tourism to flourish. Holiday policy-makers may **increase the number of public and paid holidays** in Papua New Guinea to enhance domestic tourism. Madowo (2020) asserts that public holidays have a positive impact on commerce and leisure spending, especially for tourism due to the added recreation time.
- Supporting the concept of **Social Tourism** where the government at all levels and employers intervene to strengthen domestic travel. The government particularly at the provincial and local level with the support of the national government can take initiative to operate and manage tourism facilities and services in order to reduce cost.
- Providing a safe and secure environment for the visitors is the responsibility of the host destination. **Tourist Police concept can be introduced** : A tourism concept and initiative of engaging police officers to be partners in promoting safety and well being of tourists.



