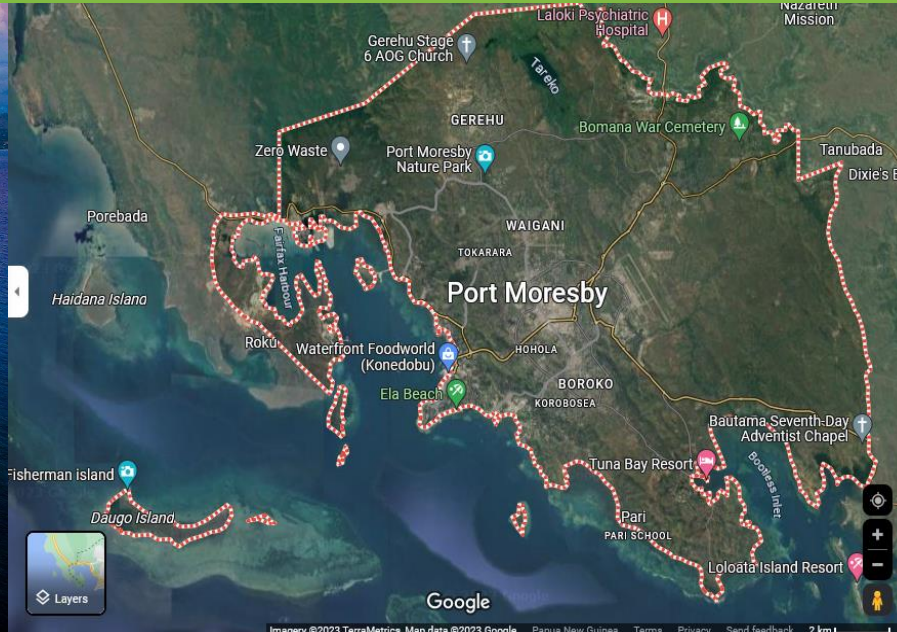


ANALYSIS OF THE TOURISM SUPPLY COMPONENTS OF PORT MORESBY AS AN URBAN TOURISM DESTINATION OF PAPUA NEW GUINEA



TOURISM AND HOSPITALITY MANAGEMENT DIVISION

Mr. Jason Eki Kundi

Dr. Joyce Jazmin-Rayel



PRESENTATION OUTLINE

- ❖ Introduction
- ❖ Research Aims & Questions
- ❖ Literature Review
- ❖ Theoretical Framework
- ❖ Results and Discussions
- ❖ Conclusion & Recommendations

INTRODUCTION

- Tourism is a vibrant force that stimulates travel to explore nature, adventures, wonders, and societies, discover cultures, meet people, interact with values, and experience new traditions and events (Baloch, et al., 2022).
- Surya and Ningsih(2021) also supported that tourism has an important role as a foreign exchange earner, increasing employment opportunities and increasing people's income.
- Port Moresby being the capital and gateway of PNG has the potential in terms of its tourism supply components to be the ultimate urban tourism destination of the country and of the South Pacific Region.
- Visitors of Port Moresby have their own perceptions of the available tourism supply components like the city's 4As (accommodation facilities, amenities, accessibilities, attraction) and well as other services and facilities.

RESEARCH AIM/QUESTIONS

This research analyses the perceptions of international and domestic inbound visitors on the tourism supply components of Port Moresby as an urban tourism destination of Papua New Guinea.

RQ1: What is the perception of the international and domestic inbound visitors on the tourism supply components of Port Moresby as an urban tourism destination of Papua New Guinea in terms of:

- Accommodation
- Accessibility
- Amenities
- Attractions
- and other tourism features and services?

RQ2: What recommendations can be forwarded to improve the 4A's of Port Moresby as an urban tourism destination in PNG?

LIMITATION

- Funding problems and time constraints, the research was conducted only in Port Moresby with a small number of sampling population.
-
- The targeted sampling population were reluctant to answer the questionnaires.
- There were many organizational requirements creating barriers in collecting relevant data information.

LITERATURE REVIEW

Tourist

- ❑ The League of Nations considered a tourist an individual “who travels for a period of 24 hours or more in a country other than that in which he usually resides” (Shaw & Williams, 1994).
- ❑ Tourist is “someone who travels at least 80 km from his or her home for at least 24 hours, for business or leisure or other reasons” (LinkBC, 2008)

LITERATURE REVIEW

Tourism

Professor Hunziker and Krapf of Berne University (1941), Switzerland were the first ones who forwarded the definition of tourism. They define tourism as the *“sum of phenomenon and relationships arising from the travel of non-residents, in so far as they do not lead to permanent residence and are not connected to any income generating activity.”*

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes (UNWTO, 2008).

LITERATURE REVIEW

Destination

- ❑ UNWTO has defined destination as a geographical area consisting of all the services and infrastructure necessary for the stay of a specific tourist or tourism segment (UNWTO, 1992).
- ❑ According to Burkart and Medlik (1974), destination can be defined as the geographical unit which can be a city or a town or a village or an island or a nation or a region or a continent. This geographical unit can be known as a tourist destination which would help in convenient focus for the understanding of tourist, tourism, stakeholders involved and the impact of tourism on the local community.

LITERATURE REVIEW

Tourism supply components

- ❑ It is the provision of the key elements of the tourism industry by the host government and destination leadership (K. Houston, 2013).
- ❑ According to Sinclair & Stabler (1971) defined tourism supply as composite product involving transport, accommodation, catering, natural resources, entertainment and other facilities and services such as shops and banks, travel agents and tour operators.

LITERATURE REVIEW

Perception

- ❑ It is the totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time by an individual or group of people” (Kim & Richardson, 2003).
- ❑ According to Kotler and Keller (2009), perception is the process used by individuals to select, organize, and interpret information to create meaning from an image.
- ❑ Tourist perception is the psychological process by which tourists acquire information about tourism images, tourism environmental conditions, etc. through their senses, and tourist perception constitutes the environment in which tourists act (Soojin, Xinran & Alastair, 2006).

LITERATURE REVIEW

Accommodation

- ❑ Accommodation are the establishments that provide a place for the tourist to stay i.e. lodging facilities which are paid for the duration of the stay by the tourist (Morajker and Melo, 2022).
- ❑ Accommodation is one of the important components for tourist that can be provided to meet the needs and wants of a person where tourists can rest, stay, eat and drink (Insani1, et.al, 2021).
- ❑ Accommodation establishments are considered to be the basis of the tourism infrastructure (Rothenberger, 2006, Vaculka, 2008, & Salerno, 2010) and their services represent an inevitable basic element of tourism development (Novacká, 2010).

LITERATURE REVIEW

Accessibility

- ❑ Accessibility is an important component of tourism infrastructure provides basis for tourists to travel which helps in long term growth and development of tourism destination (Jovanović and Ilić, 2016).
- ❑ Accessibility is an indication that states how easy a location is to reach. Accessibility can be assessed from the type of road, road conditions, and travel time from the city center to the business location.
- ❑ Access to the destination is one of the key components of tourism to attract more visitors at the destination (Sugiyama, 2013; Andrianto, and Sugiyama, 2016).

LITERATURE REVIEW

Amenities

- ❑ Karimet.al., (2021), stated that amenities are the facilities added to the tourists' service to make the tourists comfortable and add value to the overall tourism activities at the destination.
- ❑ Robustin *et al.*, (2018) added that the amenities are the comfortable and add value to the overall tourism activities at the destination. He stressed that amenities are considered as complementary facilities with accommodation and accessibility which are needed for tourists' satisfaction, amenities can be *"tangible and intangible facilities used to obtain pleasure of the visitors at the destination"*.
- ❑ According to Sunaryo and Bambang (2013), amenities are all supporting facilities used to meet the needs of tourists when visiting a tourist destination.

LITERATURE REVIEW

Attractions

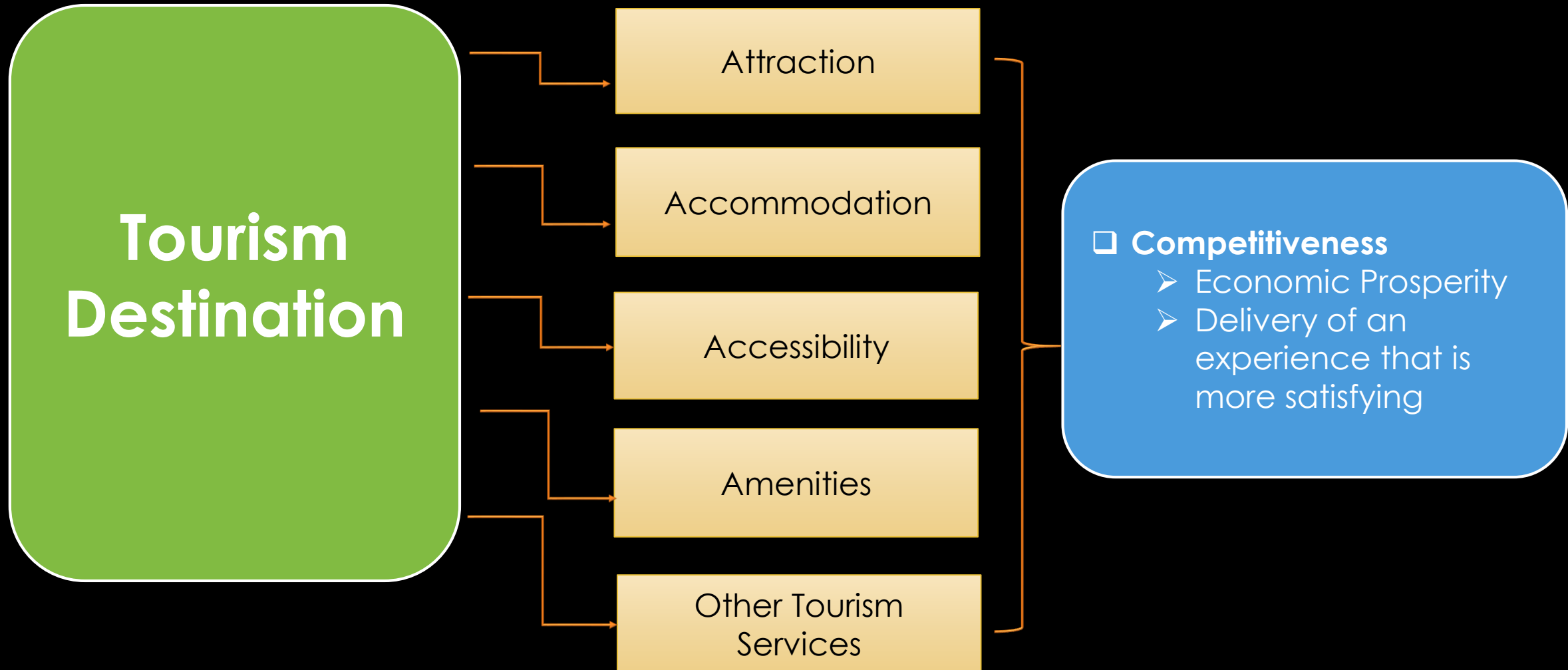
- ❑ The variety of attractions and the mix of related activities offer tourists a wide choice, and, ultimately, the duration of their stay is consequently increased as a result of satisfaction. Attractions can be inherently natural, man-made, artificial, purpose built, heritage-based, or exist as special events. Attractions are the key motivators for a tourists to a destination and they are the fundamental reasons for prospective visitors choosing one destination over another in their traveling plans (Ramchander et al., 2006).
- ❑ According to Sunaryo (2013), attractions are based primarily on natural, cultural, and artificial wealth, such as special-interest tourism.
- ❑ Raaij (1986), viewed destination attractions has the following attributes in terms of natural features such as the climate, scenery, beaches, mountains, historic-cultural buildings, and so forth while the “manmade” attributes as hotel and transportation facilities, package tours and facilities for sports and recreation, which can be adapted to customer preferences, subject to budget restrictions.

THEORETICAL FRAMEWORK

- ❑ This research is anchored on the Destination Competitiveness Model developed by Ritchie & Crouch (2003). Competitiveness is defined as the ability to increase tourism expenditure, to increasingly attract visitors, while providing them with satisfying, memorable experiences and to do so in a profitable way, while enhancing the well-being of destination residents and preserving the natural capital of the destination for future generations. This model can be used to assess urban tourism destinations as it incorporates various factors including attraction, accessibility, amenities, accommodation, and other services. It helps in assessing the competitiveness of a destination and understanding its strengths and weaknesses.
- ❑ The Destination Competitiveness Model typically consists of the following variables:
 - Natural and cultural attractions: This variable focuses on the unique natural and cultural features that attract tourists to an urban destination. It includes landmarks, historical sites, museums, parks, and other attractions.
 - Accessibility: This variable refers to the ease of reaching the destination, both in terms of transportation infrastructure and connectivity. It includes factors such as air connectivity, road and rail networks, and public transportation systems.
 - Amenities: This variable encompasses the availability and quality of various amenities that enhance the overall tourist experience. It includes factors such as restaurants, shopping centers, entertainment venues, recreational facilities, and nightlife options.
 - Accommodation: This variable focuses on the availability and quality of accommodation options in the urban destination. It includes factors such as hotels, resorts, guesthouses, and other lodging options.
 - Other services: This variable covers additional services that contribute to the overall tourist experience. It includes factors such as tour operators, travel agencies, information centers, guides, and transportation services within the destination. By considering these variables within the Destination Competitiveness Model, you can assess the urban tourism destination's strengths and weaknesses and determine its overall competitiveness in attracting tourists.

THEORETICAL FRAMEWORK

-DESTINATION COMPETITIVENESS MODEL-



METHODS

- ❑ Quantitative research collection technique was used in obtaining the primary data.
- ❑ A close ended questionnaire was drafted for the research.
- ❑ Likert Scale ranging from Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1) was used.
- ❑ 100 questionnaires were delivered; 65 retrieved; 51 considered valid
- ❑ The data collected from the questionnaires were analyzed through Descriptive Statistics using Microsoft Word Excel.

RESULTS

	Indicators	Frequency	Percentage (%)
Gender	Male	25	49
	Female	26	51
	TOTAL	51	100
Age	Below 24	3	6
	25-35	19	37
	36-45	9	18
	46-55	15	29
	56-65	4	8
	66 and above	1	2
	TOTAL	51	100
Marital Status	Single	13	25
	Defacto relationship	1	2
	Married	18	53
	Separated	8	6
	Divorcee	7	6
	I prefer not to answer	4	8
	TOTAL	51	100

	Indicators	Frequency	Percentage (%)
Nationality	Australian	8	16
	New Zealand	2	4
	Oceania	3	6
	Philipino	15	29
	Malaysian	1	2
	Indian	2	4
	Other Asian	4	8
	Others (USA, UK, etc)	6	12
	PNG	10	20
	TOTAL	51	100
Education	Secondary School Certificate	4	8
	Certificate/Diploma	11	22
	Bachelor's Degree	27	53
	Master's Degree	6	12
	PhD	1	2
	Yet to complete	2	4
	TOTAL	51	100
Purpose of Visit	Business	8	16
	Employment	15	29
	Leisure/Holiday	10	20
	Visiting Friend & Relatives	13	25
	Education and Research	2	4
	MICE	1	2
	Others	2	4
	TOTAL	51	100

RESULTS

ACCOMMODATION	MEAN	INTERPRETATION
The hotel provides a world class amenities and facilities.	4.5	Strongly Agree
The hotel maintains cleanliness and hygiene standards.	4.4	Agree
The hotel employees are welcoming and friendly.	4.6	Strongly Agree
The hotel offers varieties of room types to choose from with appropriate rates.	4.4	Agree
The hotel provides accurate and helpful information about local attractions and services.	3.4	Neutral
Overall, I had a positive experience with the Port Moresby's hotel services.	4.3	Agree
AVERAGE MEAN	4.3	Agree

RESULTS

AMENITIES	Mean	Interpretation
Port Moresby offers a variety of recreational activities for tourists.	3.7	Agree
Port Moresby offers a range of dining options to suit different preferences.	4.4	Agree
Port Moresby has sufficient shopping opportunities.	3.9	Agree
Port Moresby has suitable option for entrainment and nightlife.	3.4	Neutral
Port Moresby has clean and accessible public toilets.	1.5	Disagree
Overall, I'm satisfied with the amenities offered by the Port Moresby.	4	Agree
AVERAGE MEAN	3.5	Agree

RESULTS

ACCESSIBILITY	MEAN	INTERPRETATION
Port Moresby provides clear information about transportation options.	3.5	Agree
The public transportation in Port Moresby is easily navigated and accessible to travel around.	2.7	Neutral
Port Moresby provides reliable and accessible information for its tourism products and services.	3.1	Neutral
Port Moresby is well connected with accessible transportation options and networks to nearby attractions.	3.9	Agree
The travel distances, costs and time to reach Port Moresby is acceptable.	3.5	Agree
The overall accessibility of the Port Moresby meets expectations.	4.1	Agree
AVERAGE MEAN	3.5	Agree

RESULTS

ATTRACTIONS	MEAN	INTERPRETATION
Port Moresby offers cultural and historical attractions.	4.5	Strongly Agree
Port Moresby has some attractive natural features.	4.4	Agree
Port Moresby has some attractive urban sightseeing.	3.7	Agree
Port Moresby offers some recreational activities.	3.8	Agree
The attractions in Port Moresby are easily accessible and connected.	3.3	Neutral
Overall, I'm satisfied with the attractions of Port Moresby.	4.1	Agree
AVERAGE MEAN	4.0	Agree

RESULTS

OTHER TOURISM SERVICES	Mean	Interpretation
Port Moresby offers adequate health facilities.	2.1	Disagree
Port Moresby offers safe and secure environment for visitors.	1.6	Disagree
The prices for transportations in Port Moresby (airline tickets, bus fares, hired vehicles, sea fares, etc) are reasonable.	2.1	Disagree
The prices for commodities in Port Moresby are reasonable.	2.3	Disagree
PNG's Police and its labour force are helpful and caring.	2.7	Neutral
Overall, I'm satisfied with all the services provided by Port Moresby.	3.0	Neutral
AVERAGE MEAN	2.3	Disagree

SUMMARY TABLE

A's of Port Moresby	AVERAGE MEAN	INTERPRETATION
Accommodation	4.3	Agree
Amenities	3.5	Agree
Accessibility	3.5	Agree
Attractions	4	Agree
Other Tourism Services	2.3	Disagree
OVERALL MEAN	3.5	Agree

CONCLUSION AND RECOMMENDATION

- ❑ **Accommodation**: Since Port Moresby has very satisfactory accommodation options, it is essential to maintain and further enhance the quality and variety of lodging facilities. Continuously improving the range of accommodations, including luxury hotels, budget-friendly options, and unique boutique properties, can attract a broader range of tourists.
- ❑ **Amenities**: While Port Moresby has average amenities, it is crucial to focus on enhancing the quality and variety of amenities available to tourists. This could involve building public toilets in several tourist attractions that are clean and well-maintained, developing more restaurants, cafes, shopping centers, entertainment venues, and recreational facilities.
- ❑ **Accessibility**: Although Port Moresby has average accessibility, it is important to invest in improving transportation infrastructure and connectivity. Ensuring efficient air connectivity, enhancing road networks, and providing reliable public transportation options can make it easier for tourists to reach and explore the destination.
- ❑ **Attractions**: Port Moresby's good rating on attractions indicates that it has unique and appealing natural and cultural features. To further capitalize on this, it is essential to preserve and promote these attractions through effective marketing and branding efforts. Developing guided tours, interpretive centers, and information materials can enhance the visitor experience and increase tourist interest.
- ❑ **Tourism Services**: The poor rating on tourism services indicates an area that needs significant improvement. It is crucial to invest in training and capacity building for tourism service providers, including police officers, tour operators, guides, and transportation services. The availability of sufficient and reliable health facilities would make visitors safe and assured. Enhancing customer service, providing accurate and up-to-date information, and ensuring safety and security for tourists are key areas to focus on.
- ❑ **Collaboration and Partnerships**: To effectively improve destination competitiveness, collaboration and partnerships among stakeholders are vital. Engaging with local communities, businesses, government authorities, and tourism organizations can help create a shared vision for Port Moresby's tourism development. Collaborative efforts can lead to improved infrastructure, better tourism services, and enhanced overall destination competitiveness. By implementing these recommendations, Port Moresby can work towards improving its destination competitiveness, attracting more tourists, and offering a memorable and satisfying experience for visitors.



**THANK
YOU!!!**