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**The role of tourism promoting community participation in the
development of Jiwaka Province in Papua New Guinea.**

A thesis

submitted in fulfilment

of the requirements for the degree

of

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at

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By

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THE UNIVERSITY OF
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Abstract

This master's thesis explored whether or not tourism can facilitate community development in the Jiwaka Province in the Highlands of Papua New Guinea (PNG). The people of Jiwaka Province, a newly created province, could benefit from tourism if a national tourism policy is implemented at the provincial level. The literature review examined the role of tourism development in less developed countries, indigenous tourism development, tourism policy, indigenous tourism, tourism advocacy and community development. Action research was used to identify the role of tourism in development of the new province to identify the role, if any, that community participation can have in tourism development. It identified the extent of tourism demand for the Jiwaka Province, some obstacles to tourism development in the province, and how people and smaller communities can become involved in tourism development in Jiwaka Province. The research process led to tourism advocacy, where the researcher helped to educate local people in awareness of the potential they possess and the opportunities available for their community to participate in and to promote development through tourism. The qualitative techniques adopted as part of action research to collect data were interviews and participatory observation. Individual and focus group interviews were used, involving 271 participants, including tourism policy officials in Port Moresby, political leaders of Jiwaka Province, Local leaders and community representatives.

The results indicate that the top down approach of the current tourism policy is not effective for tourism development and does not facilitate community participation at the grass roots level. Most local people in Jiwaka Province are very ignorant of the potential and benefits of tourism. There is potential for tourism development, but there are obstacles at all levels of government. Currently, development for all sectors of Jiwaka Province is at an embryonic stage. Therefore, growth in tourism and the Jiwaka community can become a reality over time alongside infrastructural development and other economic advancements.

The key issues preventing community participation in tourism are corruption in the government, limited government funding, security and law and order problems, and issues related to tourism marketing and policy implementation at the national,

provincial and district levels. Other issues involve funding from the office of the governor in Jiwaka, delays in establishing the provincial government apparatus in the province due to inefficient government human resource processes in Port Moresby, no tourism office space in the province, infrastructural development, and ignorance of tourism.

The thesis concluded that community tourism development is the only way for tourism development in Jiwaka because of customary land ownership; a bottom-up approach will deliver more benefits to the community than the current top down approach; a government policy/funding vacuum to support community development leading the communities to turn to corporate and NGO support is needed, as is the need for tourism advocacy. Recommendations are made to the Jiwaka Provincial Government to prioritise tourism, as a key development agent for communities in Jiwaka Province, using a bottom-up approach, which empowers local people and encourages community participation.

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List of Acronyms

ASW	Anglimb South Wahgi
DNPM	Department of National Planning and Management
EHP	Eastern Highlands Province
ESP	East Sepik Province
HR	Human Resource
ICCCC	Independent Consumer and Competition Commission
JPG	Jiwaka Provincial Government
LLG	Local Level Government
MAF	Missionary Aviation Fellowship
NDB	National Development Bank
NCD	National Capital District
NDPM	National department of Planning and management
PEST	Political, Economic, Social and Technological factors
PNG	Papua New Guinea
PNGTPA	Papua New Guinea Tourism Promotion Authority
SHP	Southern Highlands Province
SWOT	Strengths, Weaknesses, Opportunities, Threats analysis
UNDAP	United Nations Development Assistance Plan
WHP	Western Highlands Province
WNBP	West New Britain Province

Chapter 1: Introduction

1.1 Introduction

This thesis explores whether or not tourism can facilitate community development in the Jiwaka Province in the Highlands of Papua New Guinea (PNG). The tourism industry is an important contributor to social and economic growth in many countries of the world (Holloway & Humphreys, 2012). Besides growth, tourism contributes to greater foreign currency earnings and reserves, higher employment and preserves cultures. These benefits have also been experienced in the Pacific region, including Papua New Guinea (Hall, 1997; Rajotte, 1978; South Pacific Peoples Foundation of Canada., 1987). Tourism is multi-disciplinary and multi-sector, linking different sectors and has great potential to impact development in the Pacific region (New Zealand Tourism Research Institute, South Pacific Tourism Organisation, & Pacific Regional Tourism Capacity Building Programme, 2013) and Papua New Guinea. It is a service industry, with a range of components, including accommodation facilities, accessibility facilities, infrastructure, intermediaries, destination sites and tourism products (Hall, 1997; Holloway & Humphreys, 2012). This thesis examines the role of tourism through community participation, to enhance development in a specific province in PNG. I for one will most likely take up the job of Jiwaka provincial tourism coordinator and promote tourism as a catalyst for development with community participation throughout Jiwaka Province.

1.2 Rationale

Tourism has a significant role in development in many countries. Governments seek to establish suitable policies at a national level to facilitate tourism development (Graci & Dodds, 2010; Holloway, Humphreys, & Davidson, 2009, p. 506; Whelan, 1991). Similar policies by the government can be observed in Papua New Guinea. However, the tourism industry in PNG has not developed in a way that would allow it to maximise the potential that exists and deliver benefits for the indigenous people of PNG as has taken place in other Asia Pacific countries (Department of National

Planning and Monitoring [DNPM], 2010a; Independent Consumer and Competition Commission (ICCC) & PNG and the Tourism Promotion Authority (PNGTPA), 2006). If tourism is promoted, it may contribute to economic and social development. However, this development would have significant positive impacts on people's lives if they were to be actively involved and participate in the tourism development. The development of the tourism industry is reliant on a partnership between the government, the tourism industry, and the people of PNG (ICCC & PNGTPA, 2006). Community involvement in tourism could greatly benefit remote and rural areas, because 75% of Papua New Guineans live a subsistence life in these parts of the country (ICCC & PNGTPA, 2006). The targeted people who can participate through tourism to contribute to the development in this study are from the new Jiwaka Province. As a new province, provincial administration has put forward the development plan, which includes tourism. The people of Jiwaka Province could benefit from tourism if national policy is implemented at the provincial level. This study was carried out to using action research to identify the role of tourism in the development of the new province and to identify the role, if any, community participation can have in tourism development. The study sought to identify specific amenities and tourist facilities in Jiwaka Province and the roles government agencies play in tourism to enhance community development. Furthermore, the study aimed to identify constraints and obstacles to tourism development and to evaluate and recommend strategies to the provincial government to enhance tourism development. The research process led to tourism advocacy, where the researcher helped to educate local people to be aware of the potential they possess and the opportunities available for their community to participate in and to promote development through tourism. With such aims behind the study, there were a number of questions that guided this study.

An outcome of this investigation will be a report to the new governor of the Jiwaka Province. The governor funded and supported this action research project. The aim of the report is to provide insights and enlighten the new Jiwaka provincial government's intention to invest in tourism as a means of development for the province. The recommendations will help the provincial government to make an evaluation of tourism products in the new province and identify strategies to

overcome the obstacles and promote tourism, and more specifically tourism development, through community participation and involvement.

1.3 Structure of the thesis

There are seven chapters in this thesis. The first chapter, being the introduction, outlines the rationale of the study. Chapter 2 commences with a description of Jiwaka Province with its cultural, political and economic development status. An outline of tourism in Jiwaka Province is presented along with customary and tribal values, which provides the context to the research. This chapter then provides a general background to tourism in Papua New Guinea, identifying tourism markets and demand and tourism supply. It also describes the political structure of Papua New Guinea. An outline of tourism in the Pacific is then included to make a comparison of tourism among different countries to better contextualise Papua New Guinea tourism.

Chapter 3 is the literature review, which begins with a discussion on tourism in less developed countries, focusing on the significance of tourism and the role of tourism in national and community development. Following this is a discussion on the significance and relationship to tourism markets in PNG and the Jiwaka Province. Then there is a discussion on the tourism policy at national, provincial and local levels, as development is framed and guided by policies. Tourism policy is explained using the bottom-up approach to coordinate tourism policy. How indigenous tourism can inform this research is then explored, as tourism in less developed countries, especially PNG, is generally associated with indigenous people, their knowledge, their potential tourism products and resources. The role of tourism advocacy is to foster what tourism development is. Tourism advocacy is required if indigenous people are to have tourism knowledge to foster community development through tourism. The final sections of the literature review are community development and community participation.

Chapter 4, the methodology, begins with the research design followed by the methodology used in this research. Chapter 5 outlines the results of the research. The findings are presented for the three categories of data collected: tourism at the national level, tourism at the Jiwaka provincial level and the findings from the

community focus groups. This is followed by the discussion and conclusion chapters. The discussion includes issues at the national, provincial, district and local levels of government as identified from the results. The conclusion includes implications of community development of the Jiwaka Province and recommendations on tourism development to the governor of Jiwaka Province.

Chapter 2: Context

2.1 Significance of the problem

This chapter describes tourism in the Jiwaka Province, PNG and the Pacific. The aim of this discussion was to locate Jiwaka Province within these overall tourism activities in PNG. Such description gives a clear direction to answering the main research question that guided this study. As it will be indicated in Chapter 3, this study aimed to identify the role of tourism in development, particularly the community participation in tourism, as a way to contribute to the development of the new Jiwaka Province of Papua New Guinea. This section describes Jiwaka as a new province, and outlines the geographical and social settings that are related to tourism. Tourism in Papua New Guinea is outlined in Section 2.3. A brief description of tourism in the Pacific is finally outlined to help situate tourism in Papua New Guinea, and Jiwaka Province.

2.2 Jiwaka Province

The following map shows the geographical features, roads, districts, and major towns of Jiwaka Province.

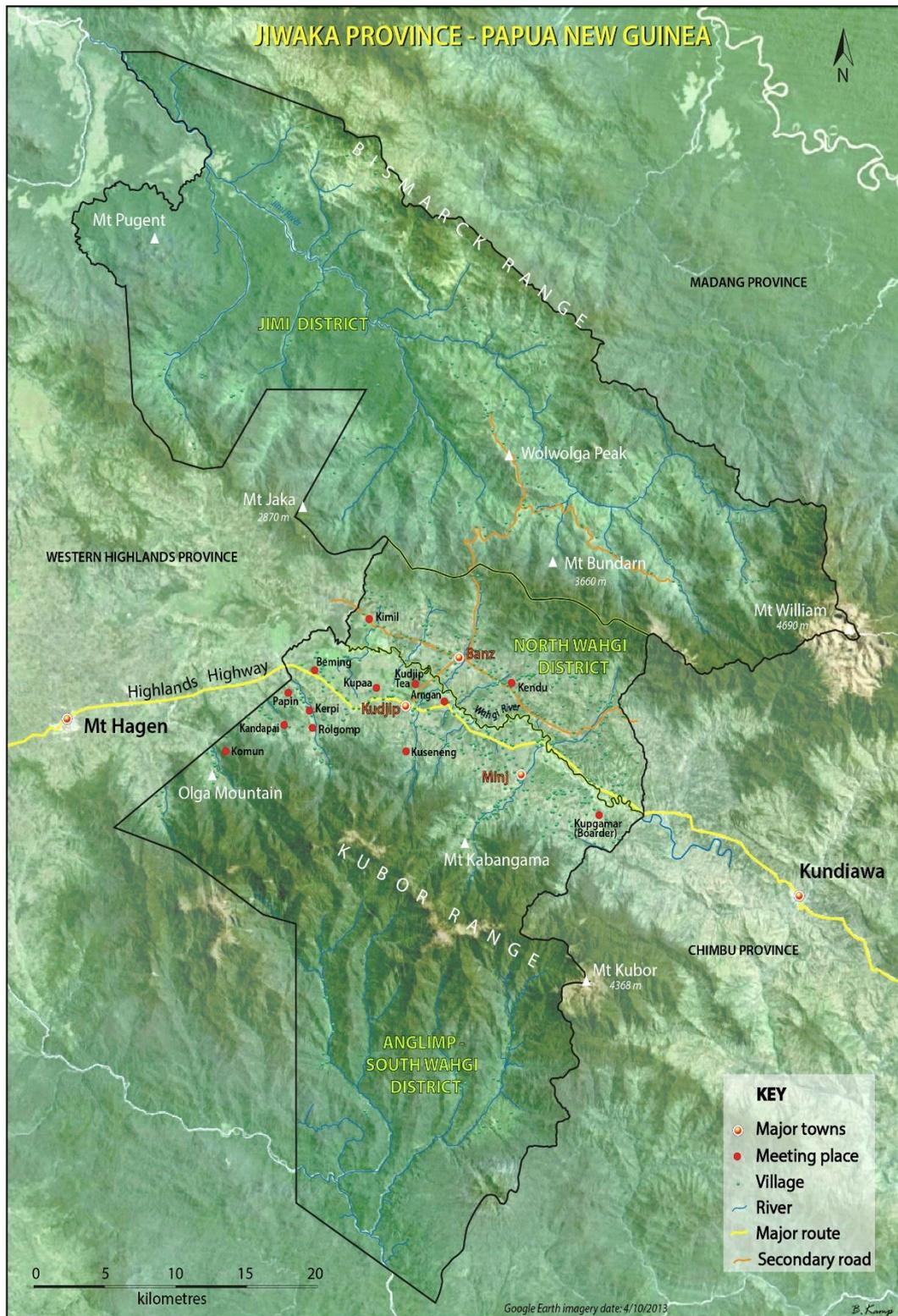


Figure 1. Map of Jiwaka Province showing districts and geographical features.

Source: Betty-Ann Kamp, Cartographer, University of Waikato, Hamilton, 2014

2.2.1 Social and geographical structure

This research focused on tourism development in Jiwaka Province in the Highlands of PNG. Jiwaka Province spreads across the fertile Wahgi Valley, the birth place of modern agriculture, 10,000 years ago (Haberle, Lentfer, O'Donnell, & Denham, 2012; UNESCO, 2014) with the Wahgi River running through the Valley. The province is bordered by the Bismarck Range to the north, which forms part of the highest mountain peak in Papua New Guinea, Mt William (4960m) (Central Intelligence Agency, 2011) in Simbu Province. The Bismarck Range acts as the natural boundary for Jimi district, with Simbu to the east of Jiwaka and Madang Province further north of Jiwaka. This part of the province is relatively mountainous and very sparsely populated and has the least infrastructure development. The southern part of Jiwaka, Kambia, is naturally bordered by the Kubor Range, which is part of the central backbone mountain range of Papua New Guinea. The mountain range divides Jiwaka from the Bomai, South Simbu people, and further southwest to the South Wiru people of Pangia district, Southern Highlands Province. These areas are also very mountainous and are the least developed in terms of infrastructure and economic development.

The province covers an area of 4,798 km² and there are 343,987 inhabitants (National Statistical Office, 2011). The South Wahgi-Anglimb electorate has a population of 93,107 inhabitants, Jimi has 33,998 inhabitants, and the North Wahgi electorate has a population of 38,464 inhabitants (National Statistical Office, 2011). The Kambia and Jimi areas are very sparsely populated because of their mountainous nature. The land in the Wahgi valley is very fertile and therefore is very densely populated. This investigation will identify if, how and where tourism can be a catalyst for development for the Jiwaka Province involving community participation.

In July 2009, the National Parliament of PNG passed legislation to create two new provinces by 2012 (MacPherson, 2009; MacPherson, Kwa, & Anere, 2011). Parliament amended the organic law on National and Local Level Government Councils Elections and preparations have been underway since 2009. One of these new provinces is Jiwaka Province, and it was created by removing a number of electorates from the Western Highlands Province (WHP) (MacPherson, 2009;

MacPherson et al., 2011). These electorates include the Jimi electorate, North Wahgi electorate, and the South Wahgi-Anglimb electorate. In other words, the Jiwaka Province covers areas of the middle Wahgi, Jimi and East Kambia. The name Jiwaka stands for Jimi, Wahgi and Kambia, which are three areas that make up this province. The location of the provincial capital is yet to be decided. In the meantime, all provincial matters are handled in Banz, because no provincial headquarters have been established as yet. Each electorate is called a district and they have their own district capitals. The South Wahgi-Anglimb district capital is in Minj. Jimi District has its district capital in Tabibuga, and North Wahgi District has its district capital in Banz (National Research Institute, 2010).

Each district has one or more local level government (LLG) areas. South Whagi–Anglimb has two local level government districts. These are Anglimb Rural and South Wahgi. The South Wahgi LLG starts from Konfarm Balge, the border of Western Highlands Province, to Kupgamar, sharing boundaries with Simbu Province and Kambia. Jimi District has two local level government districts and they are Jimi Rural and Kol Rural Local Level Governments. The North Whagi electorate also has two LLG and they are North Wahgi Rural and Nondugl Rural Local Level Governments. North Wahgi spreads from Kerowahgi, Simbu Province, to Kimil Kondapina, Dei District of the Western Highlands Province. The LLG areas are further subdivided into a total of 184 Council Wards (National Research Institute, 2010). Each ward is represented by an elected councillor, who represents his/her people and who are further separated into tribal/clan groups. The clan and tribal groups are structured into villages. Natural geographical boundaries, such as rivers and mountains, mark these ethno-political groups with their unique customs and traditions. There are two main languages spoken in Jiwaka Province, with various dialects in each area. The people in the Western part of South Wahgi district speak the native Melpa Language. The rest of the people speak the local Jiwaka language. The differences in the dialects clearly define different tribal groups within the province.

Currently, the Jiwaka provincial government has an elected governor facilitating the administrative affairs of the province. There are departments in the province, with caretakers on the ground, whilst positions are being advertised and the human

resource (HR) processes are underway to appoint public servants to manage and run the affairs of the new province. Jiwaka Province has minimal political and administrative development, as they are still at an embryonic stage.

Jiwaka Province has a colourful traditional dance associated with different ceremonies and rituals, which could potentially attract tourists (Lonely Planet, 2012). The people take pride in their many unique customs and traditions and are very much attached to their environment and the traditional ways of life. The unexploited cultural rituals and practices, sacred grounds, ceremonial grounds, and customs are unique to Jiwaka. The people have been exposed to Western civilization but are still very attached to their indigenous practices. Tourism assets, such as the Wahgi River, the Wahgi Valley with tea and coffee plantations, rich native fruits and vegetables, the towering misty covered tropical mountain ranges with large caving systems and scenic views, the crystal clear waterfalls, beautiful natural scenery, and the unique Jiwaka way of life, have the potential to attract tourists.

The Jiwaka people live in tribal/clan and family groups on customarily owned land. They rely on their land within their own tribal boundaries for their livelihood (Anderson, 2011; Landu, 2012). Distinct geographical boundaries, such as cliffs, hills, trees, native plants, creeks and rivers, distinguish the boundaries between tribal groups, clans and family groups. Therefore, land is an important cultural asset of the tribal/clan and family groups, as this provides a sense of belonging, cultural identity, status and security. Significantly, all the resources on the land are customarily owned by traditional landowners, and indigenous knowledge of land boundaries is common knowledge for customary landowners (Anderson, 2011; Landu, 2012). Given this scenario, current or potential tourism products in PNG are often dependent on the environment and the land. The development of these products, such as kayaking down rivers, trekking, caving, and a road through a village to name a few examples, is usually on tribal and customary land. That is why community consultation, involvement and participation are necessary for tourism development.

The highlands highway runs through Wahgi Valley in Jiwaka Province. This is the major road that links the coastal parts of PNG to the rest of the seven highland

provinces. The national highway connects Lae, Morobe Province and Madang Province on the coast of PNG to the ends of the Hela and Enga provinces in the highlands of PNG (National Research Institute, 2010). There are smaller road networks branching off from the main highway to different areas in the highlands and Jiwaka Province. The conditions of the smaller roads range significantly and generally require upgrading and maintenance. The road network within Jiwaka connects most parts of the district, except for the Jimi and Kambia areas that are very difficult to access by road (National Research Institute, 2010). The road network to Jimi from Banz has reached the district station of Tabibuga, but its condition is always poor. The rest of Jimi can be reached by traditional footpaths and long hours of walking. Kambia is another large area in the South Wahgi District that has limited infrastructure and other basic amenities and government services. There is no road network connecting the rest of Jiwaka to Kambia (National Research Institute, 2010), except through traditional bush tracks over the Kubor Range that would take days and weeks of walking to reach Minj, the nearest town.

There is one airstrip in Kambia, where small third level airline aircrafts, such as Missionary Aviation Fellowship (MAF) aircraft operated by missionaries, can access. The remoteness of the place hinders development of all forms. There are three airstrips in Jimi accessed by MAF. The nearest airport is Kagamuga Airport in the Western Highlands Province, which can easily be reached within an hour from the furthest end of Jiwaka Province by road. Other nearby airports are Kundiawa in Simbu Province, which is three hours away, and Goroka Airport, four hours away from Jiwaka Province. People can reach Jiwaka by sea at Lae or Madang Ports, by road through the highlands highway in nine hours, and by air using any of these airports within 25 to 30 minutes.

Communication infrastructure is relatively good in the Jiwaka Province. Digicel Pacific is a telecommunication company that provides mobile reception to the remotest part of PNG. People out in the remotest areas can still call, Skype, message and access the Internet as long as their SIM cards have credit. PNG Power Company supplies electricity to all the provinces. Solar appliances and generators are also used. Fortunately, Jiwaka Province has a hydro plant that is currently under construction at Kudjip to supply power to the whole of Jiwaka Province, and that

should be an added advantage to the province. More so, banking facilities can be accessed at Mt Hagen, WHP and the other major centres in Jiwaka Province. Finally and fortunately, Jiwaka has one of the best hospitals in the highlands region, Kudjip Nazarene Hospital, to care for health related issues.

Having covered these facilities and amenities, it is important to note that currently, Jiwaka provincial government has yet to put in place public service mechanisms with government departments, where tourism development could be administered. The site for the provincial headquarters has been chosen, but the provincial headquarters is in its very early stages of construction. Tourism development is most likely to progress with the growth of the province.

2.3 Papua New Guinea

This section describes Papua New Guinea, its geographical location, and tourism in the country from a national perspective. Tourism in the Jiwaka Province is placed in context of Papua New Guinea, political structures and tourism status, products and facilities in PNG.

2.3.1 The political structure of Papua New Guinea

Papua New Guinea is not a popular tourist destination in the Pacific. Though mostly mountainous in nature, people could seek leisure, pleasure and recreation at this destination (DNPM, 2010a; ICCC & PNGTPA, 2006). It is a country rich in natural resources as well as its wealth of tradition, beauty and history. Papua New Guinea has the largest land mass of all the island nations of the Pacific region, covering 465,000 km² (Nations Online, 2014). This includes some 600 islands, atolls and coral reefs that guard the nation's coastline. It also has the highest population of all the Pacific Island states, with 7.3 million people (National Statistical Office, 2011). There are three official languages - English, Tok Pisin and Motu - and approximately 830 other native languages (Feeny, Leach, & Scambary, 2012). There are thousands of ethno-political tribal groups, and 22 provinces, each with its own distinct culture and boundaries. Papua New Guineans are friendly in nature and are much attached to their environment, land and culture (Imbal, 2010).

Therefore, beauty also lies in the people who, still today, observe their traditions and culture. The ethnic composition of the people is Melanesian, Papuan, Negrito, Micronesian and Polynesian (Central Intelligence Agency, 2011). The government of PNG is a constitutional monarchy with parliamentary democracy. It gained independence from Australia on September 16th, 1975. The capital city of PNG is Port Moresby, and the two other major cities are Lae and Mt Hagen. Mt Hagen is very close the densely populated area of Jiwaka Province.

Papua New Guinea's national non-renewable export resources include gold, copper and other minerals, with renewable export resources being mainly agricultural products such as coffee, tea and copra. The country also has a manufacturing sector for crude oil production and wood chip production. The provinces of Papua New Guinea are the primary administrative divisions of the country. Provincial governments are branches of the national government. Papua New Guinea is not a federation of provinces. The country has 22 province-level divisions: 20 provinces, one autonomous region, Bougainville and the National Capital District. Parliament approved in 2009 the creation of two additional provinces by 2012: Hela Province, which would consist of part of the current SHP, and Jiwaka Province, which would be formed by dividing the WHP. The two new provinces officially came into being on May 2012 (MacPherson, 2009; MacPherson et al., 2011).

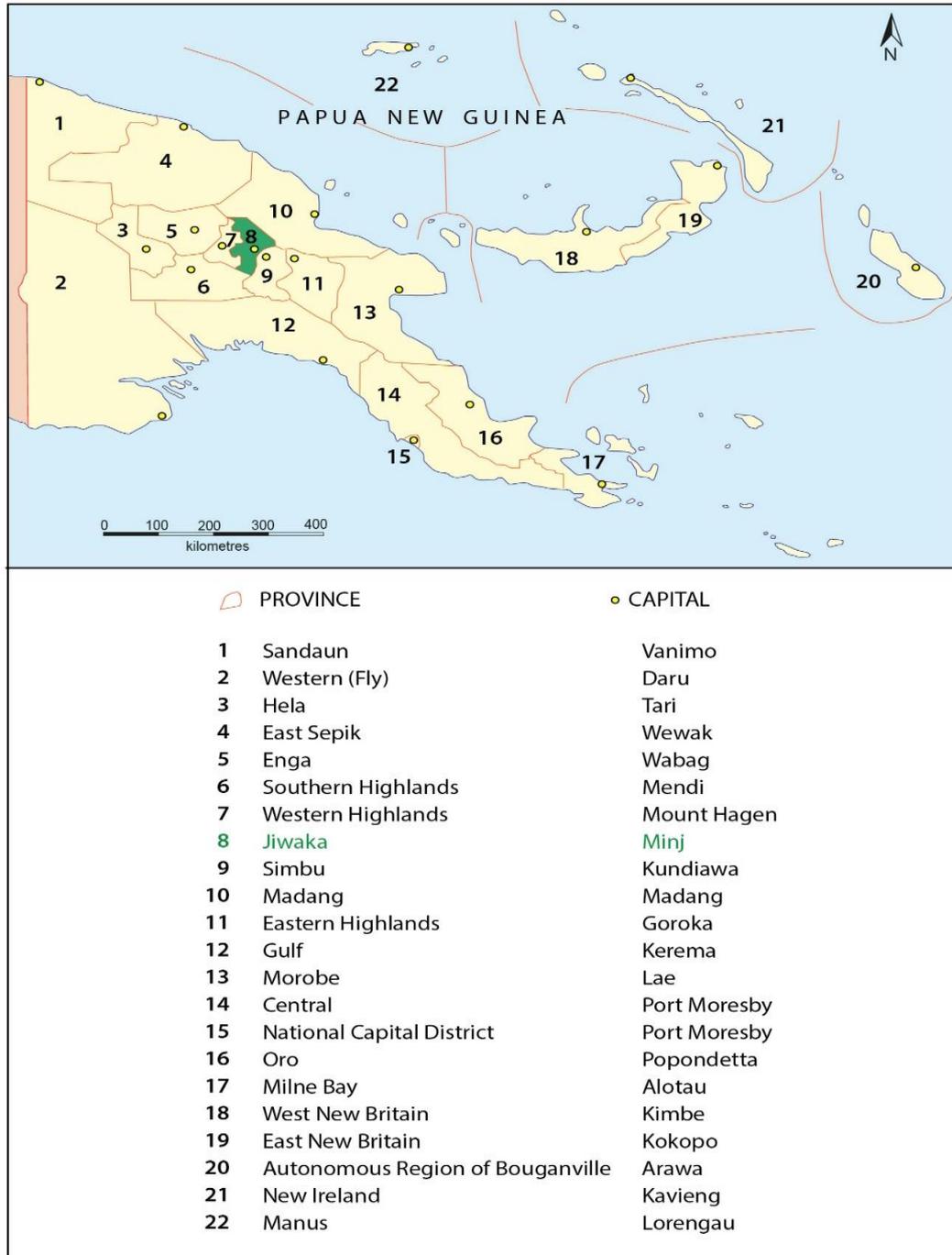


Figure 2. Map of PNG showing Provincial political boundaries

Source: Keith Edkins at *en.wikipedia*. Available under Creative Commons license.

2.3.2 Tourism in Papua New Guinea

Papua New Guinea has untapped natural and cultural resources, but tourism is still at an emergent stage (ICCC & PNGTPA, 2006) and yet to develop to maximise the potential that exists to deliver more benefits for the indigenous people of PNG, like other Asia Pacific countries (DNPM, 2010a; ICCC & PNGTPA, 2006). Many potential tourism market opportunities exist in the remote and rural areas of PNG. Globally there is an increasing interest in adventure based tourism activities and PNG has some competitive advantages in this market (ICCC & PNGTPA, 2006). Whilst PNG's tourism assets are many and varied, the core products are essentially based around nature and culture; these include diving, culture and village based tourism, special interest flora and fauna including bird watching, trekking, sport fishing, surfing and heritage tourism such as WWII history (ICCC & PNGTPA, 2006). Since 90% of Papua New Guineans live in remote and rural areas, tourism development has the potential to reach more people than other sectors. The government has highlighted a need for general community participation, support and commitment in undertaking and facilitating new tourism related ventures (ICCC & PNGTPA, 2006). The development of the tourism industry is reliant on a partnership between the government, the tourism industry, and the people of PNG (ICCC & PNGTPA, 2006). The commitment by government needs to occur at national, provincial and local levels to encourage the growth of tourism development and for it to become a key driver in the national economy.

The development of the tourism sector in PNG could generate many benefits to both the rural and urban areas of the country (DNPM, 2010b; ICCC & PNGTPA, 2006; United Nations Development Assistance Plan (UNDAP), 2012). However, the growth of tourism in PNG is not stable (Hall & Lew, 2009; Harrison, 1992c). Tourism growth started picking up in 1995 but declined after 1999. With new product development picking up again in different markets, tourism growth picked up to create a healthy upward trend again in 2005 and has since been gradually increasing over the years (Figure 5) (PNGTPA, 2011b). Currently, the tourism industry in PNG is supported by the business travel market, which accounts for almost 72% of all visitors and provides the major market for many hotels, as well as the international and domestic airlines (Figure 7) (PNGTPA, 2011b). The source

market for inbound tourists to PNG is mainly Australia, followed by the USA, Japan, Asia, UK, Germany, New Zealand, China and Canada (Figure 5) (PNGTPA, 2011b). The different places PNG tourists visit are led by Morobe Province, followed by SHP, then Madang and Rabaul. Jiwaka Province was part of the WHP at that time and the number of tourists were in the 3000 range (Figure 6) (PNGTPA, 2011b), with a slight increase from 2010 to 2011.

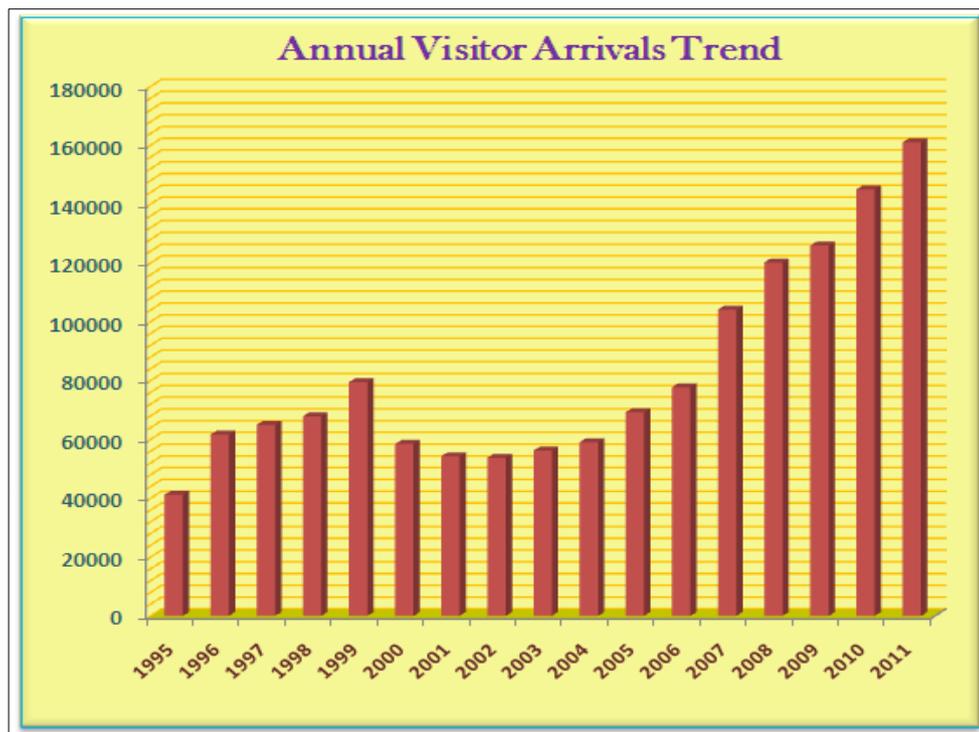


Figure 3. Annual visitor travels – 1995 to 2011

Source: PNG Tourism Promotions authority – Visitor arrivals report, 2011.

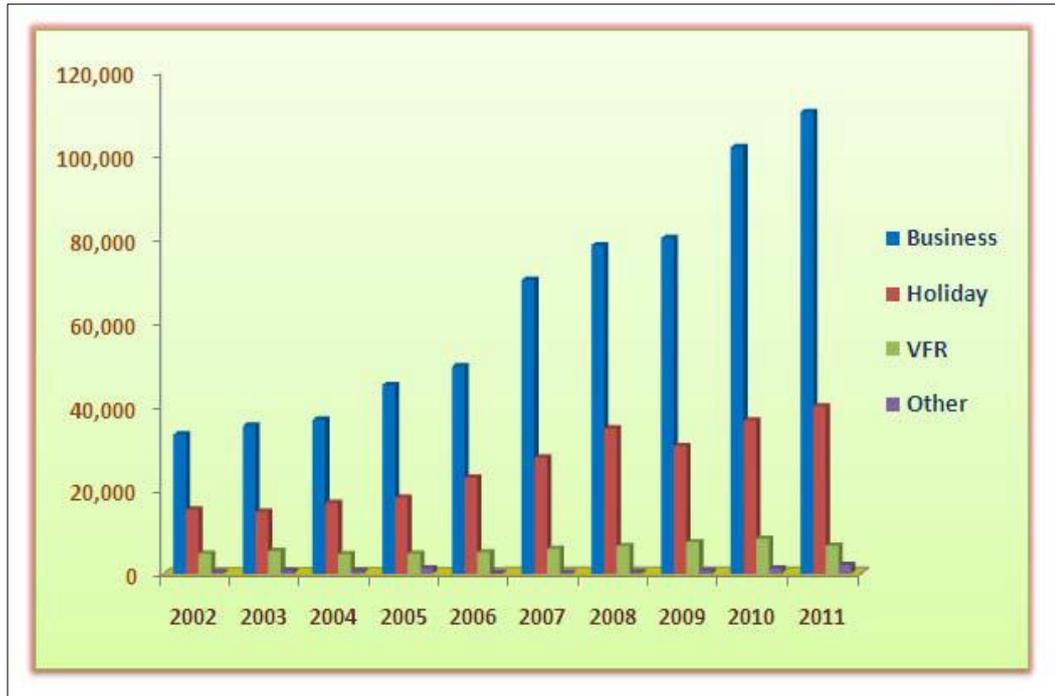


Figure 4. Percentage distribution by purpose of visit (2002 – 2011)

Source: PNG Tourism Promotions authority – Visitor arrivals report, 2011.

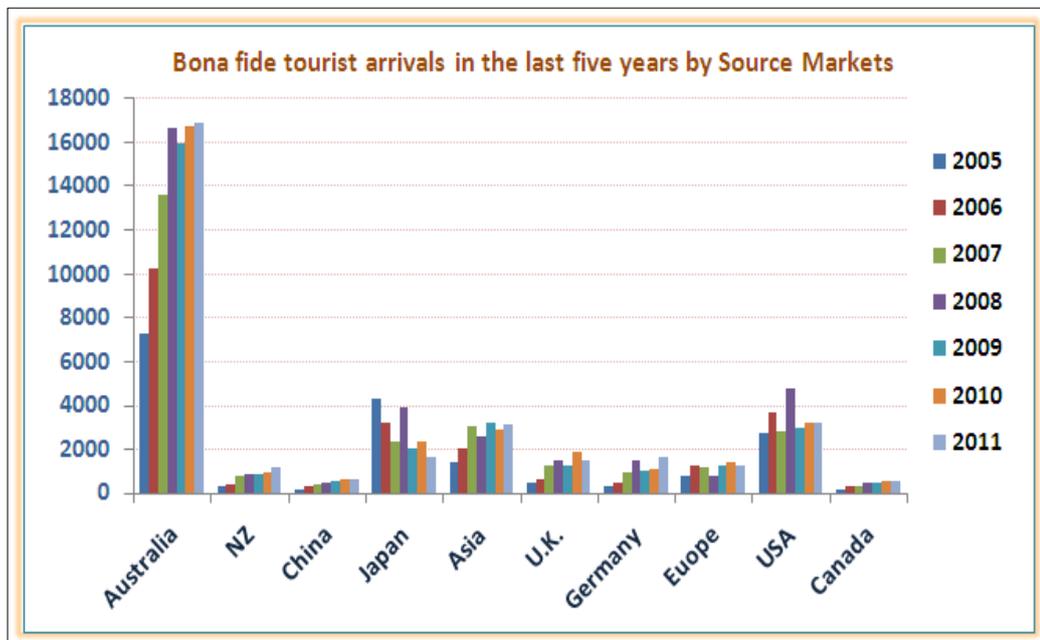


Figure 5. Tourist arrivals by source markets – 1995 to 2011

Source: PNG Tourism Promotions authority – Visitor arrivals report, 2011.

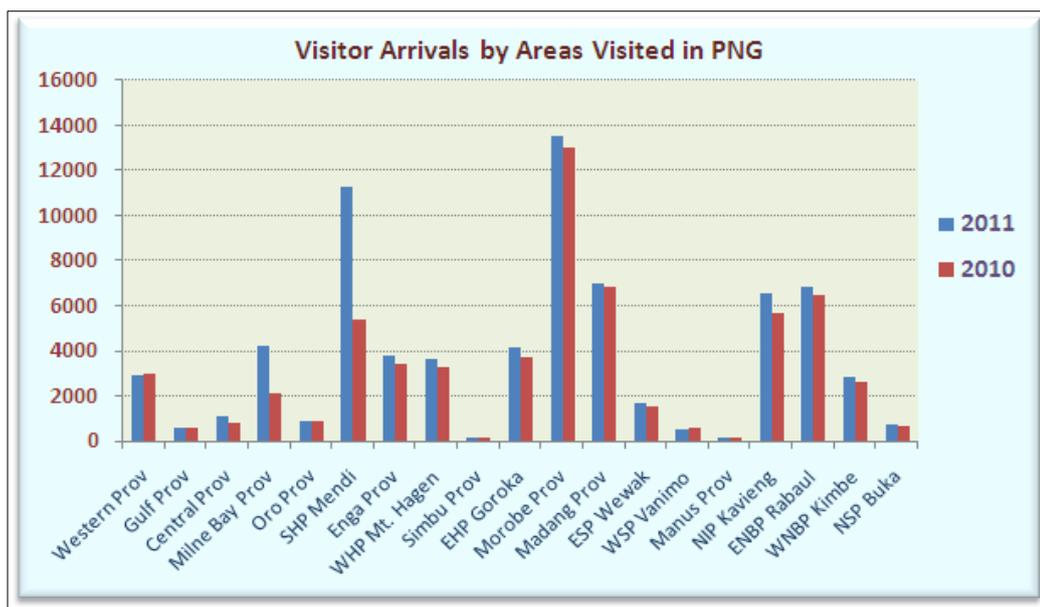


Figure 6. Visitor arrivals by areas visited in PNG

Source: PNG Tourism Promotions authority – Visitor arrivals report, 2011.

2.3.2.1. Tourism products, amenities and facilities

This section describes the tourism products, amenities and facilities found in PNG.

2.3.2.1.1 Tourism products

Papua New Guinea tourism products are mainly special interest or “niche” market based. This offers advantages in terms of marketing, as these segments are often focussed in terms of visitor profile (ICCC & PNGTPA, 2006). All the tourism products are branded into four major segments. Firstly, diving is a growing sector, which is well organised through the Dive Industry Association (DIA). This association coordinates the promotion of diving and has been successful in gaining recognition for the quality of diving in PNG. The second group of products are branded as special interest tourism. This includes caving, trekking, climbing and kayaking. Within these are adventure sports that have an ideal base in PNG, such as sailing, biking, caving, motor biking, rallying, surfing and trekking. Surfing represents an emerging market for PNG. Although surfing is seasonal, it is estimated that the number of surfers has grown from 100 to 1500 per annum. Thirdly, there are tourism interests in flora and fauna, bird watching and sport fishing. PNG has a range of specialist flora and fauna products which have the

potential to attract a great number of tourists. PNG is able to offer a significant diversity and concentration of many rare plants and animals, including orchids, insects, butterflies and bats. PNG has approximately 13 percent of the world's exotic bird species (equates to 1,296 species of birds). Thirty-eight of the forty-three known species of exotic birds of paradise are found in PNG, and that is what makes it unique. Bird watching is an extremely significant segment within the nature based recreation market (ICCC & PNGTPA, 2006). PNG has an excellent sport-fishing product (e.g., for spotted bass and barramundi), which is gradually developing, together with game fishing. .

The fourth segment of products is culture and village based tourism. PNG's diversity of culture is unique in the world and provides the destination with a unique selling point. PNG has 7.3 million people with over 830 different languages, and well over 200 distinctive cultures, each with different traditions (ICCC & PNGTPA, 2006). The impact of modernisation brings daily change to PNG, but the majority of people remain dependent on subsistence farming and live in small villages. Ancient rituals are still performed for important social events (ICCC & PNGTPA, 2006; PNGBD, 2012). Papua New Guinea's art forms are as diverse as they are distinctive. Artistic expression will differ in style just as dramatically in PNG where language varies from village to village (PNGTPA, 2006). WWII history is heritage tourism. Although focused primarily on the Japanese and Australian markets, the WWII history product impacts upon all the other major segments such as diving, climbing, trekking and caving (PNGTPA, 2006).

In addition to these products, the cruise ship market is one of the fastest growing segments globally for the tourism industry. The market has been growing, from a relatively small base in PNG, and is receiving increased attention from Papua New Guinea Tourism Promotion Authority (PNGTPA), the marketing and development arm of the National Tourism and Culture Department. On a smaller scale, PNG is well positioned to bid and host regional (Pacific and APEC) conferences (ICCC & PNGTPA, 2006).

2.3.2.1.2 National parks

National parks are created for conservation of wildlife and flora and fauna throughout PNG (PNGBD, 2012). There are 12 national parks in PNG. Table 1 shows the names of these parks and what they offer for tourism.

Table 1. National Parks of Papua New Guinea

Province	Name	Purpose/specialisation
Central/N CD	National Capital Botanical Gardens	Largest orchid collection in the southern hemisphere. Over 3,000 species unique to PNG, with many new and unidentified orchid species.
	Varirata National Park	Conservation of natural plant communities and animals in the wild and the protection of scenic area and the Koiari Culture.
Oro Province	Moitaka Wildlife Sanctuary	Zoo with native birds and animals. Protection of endangered species of wildlife in captivity.
	Namanatabu Historic Reserve	Preservation of the military design of the area's landscaping and other significant historical relics.
	Horseshoe Reef Marine Park	Conservation of rare marine habitat found only in Horseshoe Reef.
	Kokoda Trail	Preservation and protection of historical 90-kilometre track.
EHP	Mt Gahavisuka	National Park for conservation of montane species of mountain orchids and rhododendrons in the natural habitat.
WHP	Baiyer River Sanctuary	Protection in captivity of endangered species of wildlife fauna and to encourage breeding whilst in captivity (1968).
Jiwaka	Jimi Valley National Park	Preservation of original forest area (1986).
ESP	Cape Wom International Memorial Park/Wewak	Site of the Japanese surrender on 13th September, 1945. A memorial park has been established to preserve the remnants of the Japanese troops.
Morobe	McAdam Waif	Protection of the last virgin stand of Arancarta, Hoop and Klinki forest.
WNBP	Talele Island, Kimbe	Established in 1973 as a nature reserve for the conservation of land and marine habitat.
Total: 12		

2.3.2.1.3 Tour operators and travel agencies

The PNGTPA estimates that there are approximately 13 travel agents and 25 tour operators in PNG. The names, location and what they offer for tourism purposes are shown in Table 3. However, research indicated that 20 known travel agents operate throughout PNG (PNGBD, 2012). The majority of tour operators are small and focus on tour operations. There are approximately ten operating as inbound operators. The larger tour operators include Melanesian Tourist Services and Trans Niugini Tours, who own and operate their own resorts as well as their own tours (ICCC & PNGTPA, 2006; PNGBD, 2012). Additional information, assistance and points of call regarding tourism while in different provinces can be obtained through the respective provincial tourism offices (PNGBD, 2012).

The highlighted tour companies in Table 3 are operating in the Western Highlands and Jiwaka Province through the tourism and culture centres in operation.

Table 2. Tour operators and travel agencies

Tour operators	Location	Specialisation
Sepik Adventure Tours	Wewak, East Sepik Province.	Arranging special expeditions.
	Kiunga, Western Province, sharing international land border with Indonesia (West Papua).	An ecotourism business engaged in promoting bird watching and other tourism activities.
Tufi Dive Resort	Cape Nelson, Tufi, Oro Province.	Diving, there are plenty of options at Tufi: bushwalking, deep-sea fishing, and snorkelling, swimming and canoe trips.
Paivu Tours	Rabaul, East New Britain	Visits to see World War II wrecks, relics, graveyards, caves and others, including historical sites.
Milne Bay Magic Tours	Alotau, Milne Bay Province	Offering tours on authentic Milne Bay experience culturally enriched with traditional Milne Bay lifestyle.
Island Adventure Tours	Alotau, Milne Bay Province,	Operates as PNG's only glass-bottom boat complete with canopy and the latest navigational aids for a safe and comfortable cruising experience.

The Rainforest Habitat	Lae, Morobe Province	PNG's largest zoological institution, working in the areas of environmental education, research and training.
Ecotourism Melanesia Ltd	Ecotourism experiences in PNG and Solomon Islands.	Encourages overseas visitors to travel to the rural areas for community benefit.
Sicklebill Safaris	United Kingdom	Bird watching and general history tours.
Travel Express		Building and continuously maintaining relationships with PNG and South Pacific nations in all tourism facilities.
True North Journeys	Based in Brisbane	
Highlands Tours	Eastern Highlands Province, Goroka	Specialising in Highlands tours to see Birds of paradise, orchids, original mud-men, Kainantu pottery, village excursions, four wheel drive tours and other activities
Massim Expeditions & Tours Ltd	Samarai. MBP	
Melanesian Tourist Services	Based in Lae, Morobe Province.	Operates the "Melanesian Discoverer," which offers cruises in 5-star hotel accommodation up and down the Sepik River and the islands of Milne Bay, Madang, and Morobe.
Morobe Tours	Lae, Morobe Province	Arranging both land and sea tours of the Morobe Province.
Sepik Adventure Tours	Wewak, East Sepik Province	Sepik Adventure Tours allow customers to see the Sepik River and its inhabitants in comfort aboard traditional Sepik canoes.
Timstar Travel Service Ltd	Mt Hagen. WHP	
Trans Niugini Tours	Based in Port Moresby	Trekking programs through PNG and Irian Jaya.
Tribal World Tours		Tribal World offers cultural tours, trekking tours, and soft adventure tours.
Taklam Tours Pty Ltd	Based in Kokopo, East New Britain Province.	They conduct land tours, dive and fishing tours.
Total number recorded: 20		

2.3.3 Hospitality and accommodation facilities

The hospitality sector is an important part of the tourism industry and can play a major role in the experience of the visitor (Holloway & Humphreys, 2012). Hospitality creates a home-away-from-home experience for visitors where accommodation is provided for tourists. The accommodation sector can be commercial or non-commercial and includes hotels, motels, mobile homes, apartments, private yachts, hired and guest houses. Some forms of this accommodation are serviced, whereas others are self-catering (Cooper, 2012; Robinson, Lück, & Smith, 2013).

The Papua New Guinea hospitality and accommodation sector is developing rapidly. In general, room rates are considered to be expensive, and the quality of facilities and level of service are inferior compared to many other developing Pacific and Asian countries. There are approximately 212 hotel and accommodation outlets in PNG, although only 102 are featured on websites. There has been a general increase in provision of accommodation facilities with amenities such as car parks, Internet services, restaurants and banking facilities. The hotels are rated according to viewers' comments (Lonely Planet, 2012; PNGBD, 2012)

There are recommended restaurants around Papua New Guinea, of which nine are in Port Moresby, six in Lae, three in Kavieng, five in Madang, four in Alotau and two in Goroka. The data has not been provided for other centres of PNG. All accommodation has some form of service for their visitors to dine (PNGBD, 2012).

Table 3. Accommodation facilities

Region	Province	Total
Highlands Region	Western Highlands	7
	Southern Highlands	5
	Eastern Highlands	6
	Simbu	4
	Enga	2
	Hela	2
	Jiwaka	2
		28
Momase Region	Madang	9
	Morobe	5
	East Sepik	7
	West Sepik	4
		25
Southern/Papuan Region	Oro	2
	Milne bay	5
	Central	14
	Gulf	5
	Western	2
		28
New Guinea Islands	East New Britain	8
	West New Britain	3
	New Ireland	4
	Manus	1
	North Solomons	7
		23
Four Regions	21 provinces	104 Facilities

2.3.3.1 Transportation

Tourism is the outcome of people travelling, and the development of transport infrastructure is a key factor in its growth (Holloway & Humphreys, 2012). The provision of adequate, safe, and convenient public transport is a prerequisite for tourism. A tourist destination's accessibility is the outcome of two main factors: the price for the service, and the time taken to travel between points of origin and destination (Robinson et al., 2013). Various forms of transport to access the tourist destination are by air, road, rail and water; however, all are highly capital intensive. The building, maintaining and re-equipping of transport facilities and amenities require massive capital investments (Cooper, 2012).

a. Airline service

Airports play an important role in linking PNG's widely fragmented population. Properly planned and prioritised rehabilitation and maintenance of the existing air transport infrastructure is a priority for PNG. A quality air transport industry is critical for access to services by citizens and in attracting tourists and foreign investment to help build the future. There are major and third level airlines servicing and connecting the different parts of PNG (PNGBD, 2012).

Air Niugini, the national carrier of PNG, commenced operations in 1973. It operates between 20 airports both nationally and internationally. The international ports include Brisbane, Sydney, Cairns, Hong Kong, Manila, Singapore, Honiara and Jayapura. Air Niugini also has sales offices in Los Angeles, Tokyo and Frankfurt (PNGBD, 2012).

The third level airlines in PNG service the remote areas of PNG on smaller airstrips. These are Airlink Airlines of PNG (MBA), Islands Airways, Missionary Aviation Fellowship (MAF) and Mangi Lo Ples (Pāpua New Guinea Business Directory [PNGBD], 2012). Airlink is the largest airline servicing the Island Regions of PNG, and travel centres handle both international and domestic travel and are located in Rabaul (Kokopo), Kimbe and Madang (PNGBD, 2012). Islands Airways is based in Madang Province and aircraft charter is available nationwide. Its Cessna 402 and Islander Aircraft have operating flight schedules throughout Madang. Its regular passenger and freight services are found throughout PNG, linking major ports in

Central, Morobe, Eastern and Western Highlands, Sepik, Sandaun, East and West New Britain, and New Ireland provinces (PNGBD, 2012). Missionary Aviation Fellowship (MAF) has been strategically positioned to assist church and community development, especially in remote areas of PNG, since 1995. Other smaller airlines are North Coast Aviation, Regional Air, South West Air, Trans Niugini Airways and Tropic Air. Mangi Lo Ples is a more recently introduced airline, domestically owned and is based in Madang and operates within PNG (PNGBD, 2012).

There are helicopter charter services operating that include Bell Long Rangers in support of petroleum, mining and other industry sectors. There are ground handling facilities for international, VIP and corporate flights, and special weekend and family fares are also available (PNGBD, 2012). Helicopter charters are provided by Heli Niugini Ltd, Hevi Lift, Islands Nationair and South West Air. Aircraft Medevac services are provided by Airlines of PNG, (Formerly MBA - Milne Bay Airlines), Niugini Air Rescue and VIP Corporate Charters. There are sufficient air transport facilities; however, they require maintenance and upgrading (PNGBD, 2012).

b. Land transport, rental car services and roads

Land transport infrastructure enables community development and economic growth (Robinson et al., 2013). It enables improvements in international competitiveness, exports, imports, investment, and employment, accessibility to vital services and markets, and increases in household incomes. Poor land transport infrastructure is an obstacle to these developments and imposes high economic and social burdens, especially on the poor. Well-maintained land transport infrastructure is essential for the efficient flow of produce to markets and for the flow of consumer goods and services to village communities. There are approximately 30,000 km of roads in PNG. Of these, 8,460 km are national roads and about 22,000 km are provincial and district roads (ICCC & PNGTPA, 2006). The condition of roads in PNG is measured by the Roads Asset Management System (RAMS). Currently, the national roads are assessed as 29% in good condition, 37% fair and 34% in poor condition, while other roads are in critical need of urgent maintenance. The national, link roads and economic corridor roads require

rehabilitation, maintenance and upgrading to enhance accessibility (ICCC & PNGTPA, 2006; PNGTPA, 2006). Road maintenance has been done on many of the national highways and upgrading done due to booms in the mining industry with additional new road networks throughout PNG.

Rental car services are available in different centres of PNG to enable transportation for convenience and easy movement. These include: Avis Rent-a- Car, Budget Rent-a-Car, Hertz Rent-a-Car and Thrifty Rent-a-Car, with branches in various major centres of PNG providing a variety of vehicles. They provide chauffeur driven service and airport transfers in Port Moresby and Lae. Budget is Air Niugini's preferred car rental company (DNPM, 2010a; PNGBD, 2012). Other car rentals not listed under the PNGTPA website include Kanda Rent-a-Car, Apa Car Rentals, and many private and smaller fleets of car rental companies throughout PNG that have arisen due to economic growth and development.

c. Sea transport and ports

Papua New Guinea's maritime infrastructure supports the nation's domestic and international trade. Seventeen commercial ports, mostly very small, and innumerable small wharves, jetties and beach landings provide the basic infrastructure for maritime services. However, the majority of these are in poor condition and carry very little traffic. Based on the current schedule of fees and user charges, only Lae and Port Moresby ports are financially viable. The other 15 ports are smaller and are supported by these two operations. The current condition of the international ports limits the accommodation of an increased number of vessels, and as such the handling time for transiting vessels is high (DNPM, 2010b; ICC & PNGTPA, 2006; PNGBD, 2012).

2.4 Tourism in Pacific region

This section compares tourism development stages between different nations within the Pacific region, aiming to contextualise tourism in Papua New Guinea.



Figure 7. Map of PNG in context to South East Asia and the South Pacific

Base map sourced from Wilkinson (2003). Adapted by Betty-Ann Kamp, Cartographer, University of Waikato, Hamilton, New Zealand.

In the Pacific, tourism provides a major opportunity for small island nations to increase their economic base, expand foreign exchange earnings and enhance the standard of living for their people (Hall, 1997). The stages of tourism development in the Pacific Region vary between the island nations (New Zealand Tourism Research Institute et al., 2013). Table 4 shows the development report for each Pacific nation. The islands of Fiji, Samoa, the Cook Islands and Vanuatu are at an advanced stage of tourism development. The tourism industry is well positioned in those island nations, and it is a key element to their national economy. The next category is regarded as the developing stage, and the Pacific countries in this stage include Tonga, Federated States of Micronesia, Palau and Papua New Guinea. Tourism is the fastest growing industry in these countries, but there are still

untapped and unrealised potential in tourism product development. Papua New Guinea's tourism industry is growing very rapidly in physical tourism capacity and business travel sector, due to the booming mining industry. PNGs' share of the (South Pacific) regional market is very small at only 5% of total arrivals, and less than 2% of the holiday market (New Zealand Tourism Research Institute et al., 2013). This shows the low level of development of this market compared to other neighbouring countries and the importance of the business market to PNG. The other stage for Pacific nations is that of those struggling to get tourism development off the ground. These countries include Kiribati, Solomon Islands, Tuvalu, Niue, Marshall Islands, Nauru and Timor-Leste.

Table 4. Regional overview of Tourism – 15 PACPs

Country	Tourism GDP % (SPTO 2002)	No. of air arrivals 2011	Tourism GDP % (estimates 2011)	Tourism % Employment (SPTO 2002)	Tourism % Employment (estimates 2011)
Cook Is	47.0	112,881	50	?	55
Fiji	12.8	675,050	30	9.5	18
FSM	?	28,000	?	?	?
Kiribati	14.5	4,000	14.5	1.7	10
Marshall Is	?	6,000	?	?	?
Nauru	?	2,000	?	?	?
Niue	13.0	6,000	20	?	15
Palau	49.0	109,057	50	?	50
PNG	6.3	35,700	7	3.2	6
Samoa	9.5	127,604	20	10.0	18
Solomon Is	2.9	22,941	3	1.6	4
Timor Leste	?	36,643	?	?	?
Tonga	5.0	46,005	12	3.2	15
Tuvalu	3.0	1,232	3	?	0.7
Vanuatu	16.6	88,742	35	12.0	32

Source: ABD Pacific Tourism report on Individual countries. South Pacific Community annual statistics for tourism for member countries, National Bureau of Statistics and through consultation with NTO officials.

2.5 Conclusion

This chapter aimed to provide a snapshot of Papua New Guinea and details from Jiwaka Province, since this study is focused on this province and PNG's tourism sector. Tourism development in Papua New Guinea has made a good start but has yet to realise its full potential. On the other hand, tourism development in Jiwaka Province is yet to start. It has a lot of potential, but the new provincial government and its public service mechanisms are yet to be put in place for provincial government tourism development to begin. This research aims to identify the roles of tourism as an agent for community development beneficial to all stakeholders, comprising the national government, the provincial government, the local people, individual entrepreneurs, and clan and tribal people of Jiwaka Province.

Chapter 3: Literature Review

3.1 Introduction

My research examines how tourism can be used as a catalyst to promote community participation in the development of Jiwaka Province in Papua New Guinea. The first section of this chapter reviews the literature on tourism development in less developed countries and rural areas. Tourism development is discussed in the context and role of tourism markets, tourism products, tourism assets, amenities, the relationship between tourism supply and demand and impediments to tourism development. The next section of the literature focuses on the significance of tourism development policy in less developed countries at the regional, national and provincial levels to identify tourism knowledge and policy implementation to enhance tourism development at the community level. The importance of indigenous tourism development in less developed and rural areas is then reviewed. This section on indigenous tourism focuses on tribal issues and tribal governance, as these are fundamental components in the PNG context that need to be considered in community involvement and participation in tourism. Tourism advocacy is then explored, as this precedes community development. The community needs to be aware of what tourism is all about before they can involve themselves and participate in tourism development. Finally, community participation and consultation is reviewed in relation to the role of tourism in community development.

3.2 Tourism development in less developed countries and rural areas

This section reviews the literature related to the fundamentals of tourism development in the context of policy, indigenous tourism and tourism advocacy required for community development with participation of local people. It then highlights the different aspects of tourism development, which includes tourism market and impediments to tourism development.

Tourism is widely regarded as a means of achieving development in destination areas (Graci & Dodds, 2010; Holloway & Humphreys, 2012; Liburd & Edwards,

2010). Indeed, the development of tourism, the justification for its promotion in any area or region within the industrialised or less developed world, is its alleged contribution to development (Beeton, 2006; Dwyer, Forsyth, & Dwyer, 2010). This role of tourism is officially sanctioned, inasmuch as the WTO asserts in the Manila Declaration on World Tourism (Page & Connell, 2009) that world tourism can contribute to the establishment of a new economic order that will help to eliminate the widening economic gap between developed and developing countries and ensure the steady acceleration of economic and social development and progress, in particular in developing countries (Beeton, 2006; Cooper, 2012). In this context, tourism is seen not only as a catalyst of development but also of political and economic change (Tisdell, 2001). It is further emphasised that tourism development relies on a variety of factors, including the tourism resource base and the general social, economic and political environment (Dwyer et al., 2010; Gartner, 1996). Tourism development situations in different tourism destinations vary accordingly.

Attention is most frequently focused upon the developmental role of tourism in the lesser developed, peripheral nations (Connell & Rugendyke, 2008). The benefits of tourism include both tangible (e.g., job creation, state and local tax revenue) and less tangible elements, such as social structure, quality of life and community effects (Choi & Murray, 2010; Hall, 1997; Harrison, 1992a, 1992b, 1992c; Ngowi & Mselle, 1998). In addition, tourism can, and often does, result in less desirable effects on the economic, social, and environmental fabric of communities (Gartner, 1996; Southgate & Sharpley, 2002). Tourism can contribute to detracting from a healthy sustainable community. Thus, tourism is seen as development in all countries of the world (Hall, 1997; Harrison, 1992d) and provides benefits, such as: higher employment opportunities (Harrison, 1992d); income generation activities (Rajotte, 1978; South Pacific Peoples Foundation of Canada., 1987), which will lead to a reduction in poverty levels and in law and order problems; a decline in rural-urban migration as rural economies become developed through tourism and become part of the mainstream economy (Choi & Murray, 2010; Robinson et al., 2013), a sustainable alternative which contributes to the management and preservation of PNG's natural resources; contributing to growth of sectors such as agriculture and fishing that provide inputs to tourism; and direct and indirect tax revenue for the government (Hall, 1997). Ideally, tourism should be developed in a

way so that it benefits the local communities (Bahaire & Elliott-White, 1999), strengthens the local economy, employs a local workforce, and wherever ecologically sustainable, uses local materials, local agricultural products and traditional skills (Cooper, 2012; Holloway & Humphreys, 2012; Tareen, 1997).

Tourism development similarly involves the development of tourism products, amenities, facilities and assets (Robinson et al., 2013). That is because all destinations require adequate attractions, amenities and accessibility, if they are to appeal to a large number of tourists. The more attractions a destination can offer, the easier it becomes to market that destination to the tourists (Holloway et al., 2009). It is emphasised (Page & Connell, 2009) that demand creates supply, and tourism supply focuses on tourist attractions as they are fundamental to the very existence of tourism. It is argued that without attractions there would be no tourism, and without tourism there would be no tourist attractions (Cooper, 2008). Accordingly, Goeldner and Ritchie (2006) confirm that the demand side is the market for tourism and attractions and facilities, which includes the reasons why people choose to travel and why they prefer some activities over others (Page & Connell, 2009). Looking at it from a particular destinations point of view, such as Papua New Guinea, the tourism office knows who the client or market is for the destination (Page & Connell, 2009) and consequently, the supply side of tourism relates to the destination facilities and resources that are available for this market (Cooper, 2008).

The tourism market also responds by creating more commodities (Cooper, 2008) for tourists, knowing the needs and the motivations that drive people to consume them. Attractions are the reason why people travel, and without attractions drawing tourists to destinations, there would be little need for all other tourism services such as transportation, boarding, lodging and food distribution (Cooper, 2008; Goeldner & Ritchie, 2006; Page & Connell, 2009).

Tourism demand is defined from different perspectives, as tourism is multidisciplinary in nature (Cooper, 2012; Goeldner & Ritchie, 2006). It will be concluded that tourism demand is the relationship between the motivation of individuals to travel and their ability to do so (Page & Connell, 2009).

Tourism supply refers to composite products established and available to meet demands and needs of the tourism market (Cooper, 2008, 2012; Page & Connell, 2009; Swarbrooke & Horner, 2007). The services and products marketed in the tourism industry possess the characteristics of inseparability, intangibility, perishability and variability (Lockyer, 2007). Therefore, it is vital to market the tourism industry's products appropriately for the success of the organisation. Marketing in tourism is also different, because tourism is a fragmented industry which needs coordination (Page & Connell, 2009), and that requires managers and planners to have abundant responsibility to understand, firstly, the products for the market and the marketing process (Middleton, Fyall, & Morgan, 2009), and secondly, the marketing mix. Customers' needs, wants and demands, guests and market segmentation and techniques on how to differentiate markets are all considerations (Swarbrooke & Horner, 2007). Then, consideration is required in applying the techniques of marketing appropriately to target customers. Marketing is a linking mechanism between supply and demand and must be strategically planned (Middleton et al., 2009). Because of the intangible nature of tourism products, it is relatively important to enable seamless and smooth movement of tourists to ensure that tourists are satisfied with the consumption of the tourism products that have been purchased (Page & Connell, 2009; Swarbrooke & Horner, 2007). It also includes supporting facilities such as infrastructure, which includes transportation, hotels and restaurants, and support services such as travel agents, tour guides and recreation programs and activities (Cooper, 2008; Goeldner & Ritchie, 2006; Page & Connell, 2009). If the infrastructure and service facilities are present, demand can create supply and the market will respond to create products to meet the market needs (Cooper, 2012; Holloway & Humphreys, 2012).

The development of the tourism sector in PNG, including support services, will generate many benefits to both the rural and urban areas of the country, as emphasised and stated in the national policies and plans in PNG, (DNPM, 2010a; PNGTPA, 2006; United Nations Development Assistance Plan (UNDAP), 2012). However, a number of challenges and obstacles to tourism development have been identified and highlighted (Imbal, 2010).

A key problem is political instability resulting from frequent changes of government through votes of no confidence (Harrison, 1992c; Imbal, 2010). Frequent restructuring and policy reversals, ad hoc decision making processes (unclear policy setting and weak development strategies all contributed to a breakdown in the delivery of vital services such as health, education and infrastructure (Imbal, 2010)). Interruptions to political stability, on the other hand, undermine investor confidence and economic growth (Feeny et al., 2012). The big challenge is to introduce constitutionally valid legislative settings that will give effect to political stability and set the conditions for positive economic growth aided by clear strategic development policy thinking and settings (Imbal, 2010).

The second major obstacle is the issue of law, order and justice, which has a significant impact on the social and economic development of PNG (Milne, 1990). Organised crime, fraud and illegal trafficking of guns and drugs are all rising threats, raising the cost of doing business in PNG and ultimately deterring investment (ICCC & PNGTPA, 2006; Milne, 1991). Even for semi-subsistence village communities, the rule of law is essential for encouraging participation in the market economy. The quality of life in both rural and urban communities also is compromised by crime and violence. Therefore, there are security risks for tourists in cities and a negative perception/image (DNPM, 2010b).

Most importantly, transport infrastructure facilitates for social development and economic growth is vital (Cooper, 2008; Hall, 1997). Transport infrastructure facilities enable improvements in international competitiveness, exports, imports, investment, employment, accessibility to vital services and markets, and increases in household incomes (Holloway & Humphreys, 2012). Poor transport infrastructure is an obstruction to these improvements and imposes high economic and social burdens, especially on the poor (Butler, Harrison, & Filho, 1996; Graci & Dodds, 2010). Well-maintained transport infrastructure is essential for the efficient flow of produce to markets and for the flow of consumer goods and services to village communities (Harrison, 2003a). The decline in the quality of PNG's transport infrastructure over the years has had a major adverse impact on service delivery and on the capacity of Papua New Guineans to access their dispersed population, as PNG's coastal shipping services take on special

significance in providing access to rural areas (DNPM, 2010a; ICCC & PNGTPA, 2006). PNG's maritime infrastructure also supports the nation's domestic and international trade. Seventeen commercial ports, mostly very small, and innumerable small wharves, jetties and beach landings provide the basic infrastructure for maritime services, but the majority of these are in poor condition and carry very little traffic (DNPM, 2010a; United Nations Development Assistance Plan (UNDAP), 2012). Accordingly, Hall (1997) and Harrison (2003a, 1992d) confirm that this is common in small island nations.

Airports play an important role in linking PNG's widely fragmented population. Properly planned and prioritised rehabilitation and maintenance of the existing air transport infrastructure is an essential part of PNG's relationship with countries in the region and indeed the global perception of PNG (DNPM, 2010b). A quality air transport industry is critical, not only for access to services by citizens but in attracting tourists and foreign investment to help build the future. However, there is relatively high cost of international and domestic airfares and reliability of domestic and international air services for access within Papua New Guinea; the mountainous geographical setting of the country is another obstacle to tourism development (DNPM, 2010a; ICCC & PNGTPA, 2006; United Nations Development Assistance Plan (UNDAP), 2012).

Access to public utilities, such as water and sanitation, postal services, electricity and communication, is becoming an increasing necessity in today's modern society (Imbal, 2010). PNG's ability to provide these services is well below international standards for a developing country (ICCC & PNGTPA, 2006; UNDAP, 2012). In some cases, the level of electricity services has been deteriorating because of insufficient funding (DNPM, 2010b; ICCC & PNGTPA, 2006).

The complexity of land tenure systems and site access systems is an important issue and a big challenge for all forms of development in Pacific island nations (Cukier, 2002; Hall, 1997). Significantly, the social fabric of many of the islands weighs against strong economic growth (Harrison, 2003a). It is further emphasised that socio-economic structure well suited to preindustrial society is now hindering modern economic development. Central to all Pacific island societies is land (Anderson, 2011). Over the centuries, land ownership evolved for the benefit of

self-sufficient communities (Landu, 2012). Land is held in common ownership, facilitating fair access and use of the land but working against sale or disposal. This is well illustrated with a study from the Eastern Highlands Province on the importance of land (Landu, 2012). Considerable difficulties have been encountered in modern times by developers wishing to construct roads, hotels and resorts on custom held land (Hall & Page, 1996).

Approximately 95% of land is customarily owned with all the resources on it, and only 5% is alienated land for the government of Papua New Guinea (DNPM, 2010b). The indigenous people are very much attached to the land and they rely on the environment for their living.

In addition, Strengths, Weaknesses, Opportunities, Threats analysis (SWOT) and Political, Economic, Social and Technological factors (PEST) analysis done by PNGTPA under the PNG Tourism Plan identifies additional obstacles (ICCC & PNGTPA, 2006): low levels of holiday visitation and low market awareness; lack of market research and weak statistical base; limited capacity within government to plan and market the tourism sector; low community and government awareness of tourism benefits and needs; lack of market research and weak statistical base; weak provincial tourism bureaus and associations; no system of accommodation and product standards; high cost of operations, such as security and utilities; poor access to Internet facilities in rural areas; poor coordination and historically a low government priority for tourism; limited private sector involvement in destination marketing; increased adverse publicity; reduced funding for development and promotion; airline failure/reduction in services; and a lack of sustainability for tourism operations and increasing global oil prices (DNPM, 2010b; United Nations Development Assistance Plan (UNDAP), 2012). A study by Basu (2000), indicates that there are conflicts and hindrances in development, but tourism can be a mainstream economic activity for Papua New Guinea, and he argues that tourism is based on natural, environmental and cultural resources, which are being affected by other economic activities such as logging and mining.

Due to tourism development hindrances, mechanisms, including policies and legislation, should be introduced to ensure the flow of benefits to local communities (Ngowi & Mselle, 1998). It is emphasised by Choi and Murray (2010), that tourism

activities should respect the ecological characteristics and capacity of the local environment in which they take place. Moreover, all efforts should be made to respect traditional lifestyles and cultures (Hall, 2007). Recent tourism research in PNG has found that tourism should be developed using the bottom-up approach to ensure tourism sustainability and stakeholders' benefit (Sakata & Prideaux, 2013). Tourism policy usually underpins tourism development. This prompts discussion in tourism policy in particular and this leads to the next section of the literature on tourism policy in less developed countries.

3.3 Tourism policy in less developed countries

Much of the tourism policy literature has focused on how tourism policy in less developed countries affects tourism development in rural communities (Hall & Jenkins, 1995; Zahra, 2004, 2006, 2007, 2008). Tourism development strategies reviewed are set within the framework of the national tourism policy by the government of a nation, as tourism often plays an important part in the nation's economy (Graci & Dodds, 2010; Holloway et al., 2009; Whelan, 1991). Governments need to establish an effective policy environment and play a stronger regulatory role of sustainable equity, if enhancing tourism is to emerge (Hall, 1999; Hall & Jenkins, 1995; Hall & Page, 2000; Hunter-Jones, Hughes, Eastwood, & Morrison, 1997; Scheyvens & Momsen, 2008).

Any country in which tourism plays a prominent role in national income and employment can expect its government to devise policies and plans for the development of tourism (Hall & Jenkins, 1995; Holloway et al., 2009). This includes generating guidelines and objectives for the growth and management of tourism, both in the short term and long term, and devising strategies designed to achieve those objectives (Dwyer et al., 2010). The government may see the need to invest in the tourism industry in order to stimulate investment, development and growth in a sector of the economy, the mode and extent of public intervention will be dependent on and reflected by a country's system of government (Dwyer et al., 2010). Therefore, Dwyer and Edwards (2010), recommend that governments at all levels have at least five tasks to fulfil to provide a supporting context for the implementation of sustainable tourism planning. These are coordinating promotion and co-operation, enacting legislation, policy setting, education and training, and

monitoring. However, centrally planned economies, such as in the case of the former Soviet Union, choose to exercise virtually complete control, from policy making and planning to the building and operating of tourists facilities (Holloway et al., 2009; Whelan, 1991). However, private enterprise in tourism planning and consideration of the benefits of private investment are important for inclusion for holistic economic development (Tisdell, 2001). Thus, differences in tourism structures are observed between different countries, consequently resulting in differences in the effectiveness of tourism policy implementation (Cooper, 2012).

Coherent policy conception, formulation and implementation are not yet well structured in most developing nations (Dredge & Jenkins, 2007; Hall & Jenkins, 1995). This is particularly true in tourism, which is a multi-fractured industry requiring a good deal of coordination, organisation, planning, motivation, sound utilisation of resources and proper implementation by all governments (Jenkins, 1980). Appropriate difficulties for government are usually significant in developing countries, and the capacity for rigorous public management of available and potential resources is not usually well developed (Telfer & Sharpley, 2008). This results in an ad hoc reactive approach to solving problems, and generally governments impose these on the community, through artificial policy rather than facilitating practical bottom-up approaches, such as empowerment. It can be argued that development only happens when development ceases to be a top-down process (Timothy, 2012).

General tourism policies are those policies which serve as a framework specifying the national tourism goals, objectives, priorities, and actions that will provide the basis for future development of tourism in the destination area (Dredge & Jenkins, 2007; Gartner, 1996; Tisdell, 2001). Significantly, tourism policy determines the climate in which the country functions economically, socially, culturally, politically and environmentally (Edgell & Smith, 1994). Tourism policy is an integral part of a nation's overall economic policy and must be coordinated with the policies of all other sectors, which directly or indirectly are related to tourism through local, regional and national levels (Micu & Diaconu, 2010; Zahra, 2011).

Despite the indispensability of tourism policy to guide future tourism planning and development, many developing countries have yet to develop policy statements for

tourism (Jenkins, 1980). Typical tourism goals are economic goals, sociocultural goals, environmental goals, market development goals and government operations goals (Gartner, 1996). Having established the tourism policy in one form or other, various tourism strategies and programs are needed to achieve the policies, goals and objectives (Tribe, 2010). Examples of such strategies include specific details of the tourism facilitation strategies, investment incentives, development research, marketing research, priority tourism areas and zones, marketing and promotional strategies in various niche markets including domestic tourism, air transport and cruise strategies and a tourism education and training strategy (Tribe, 2010).

A major consideration for tourism policy is the question of quality verses quantity, which appears at the forefront of tourism development strategies (Tribe, 2010). Besides the prominence given to quality as a major tourist destination attraction at the micro and macro levels, reasonable preference may be given to attract the visitor with the highest daily expenditure who accordingly adds most to the national income, such as the visitor with special interests in culture or the incentive visitor (Dwyer et al., 2010). The importance of tourism and hospitality human resource development to help maintain service standards and greatly improve the benefits from tourism to the local community is shown in a study by New Zealand Tourism Research Institute et al. (2013). This study emphasised human resource development aspects that make significant contributions towards the quality and quantity of tourism products, services and amenities in island nations of the Pacific. The human resources need to be embraced in tourism development plans and strategies at both the regional and national levels.

The respective roles of the public and private sectors as entrepreneurs in tourism are matters of political decisions in the light of a country's economic and social system, forming an integral part of the tourism development policy (Wahab, 1997). Entrepreneurs are key stakeholders in tourism development and thus are considered in the development of tourism policies and strategies. A study in Indonesia (Saufi, 2014) shows that the deficit of state tourism agencies and private sector providers resulted in a lack of tourism infrastructure and limitations for host community opportunities to participate in tourism development and businesses. In another case, there is a call for involvement in Namibia in an article by (van Smeerdijk, 2007). Tourism policy and planning has been very broad, covering a number of different

hierarchical levels, types and scales of tourism activity, and extending into the special areas of economic/social/cultural, environmental land use and other aspects of the general ability of planning tourism policy (Hall & Page, 1996). In this respect, tourism planning is barely more than a specialised type of development planning in which the principle drive is to achieve systematic development in planning (Hall, 2005; Robinson et al., 2013) to avoid or mitigate potentially detrimental consequences of tourism activity and to achieve the systematic integration of tourism with all other aspects of the governance of a locality, region or nation (Moscardo, 2011). These are discussed in regional tourism in New Zealand (Zahra, 2006) and at the local level (Zahra, 2008). Effective policy implementation is possible and can be coordinated with national, regional and local tourism planning for development, destination management, domestic and international marketing and the facilitation of services to tourism. A similar advocacy for systematic planning is evident in (Inskeep, 1991).

Effective tourism policy formulation and implementation is significant, as tourism is an attractive option as a path to development, as tourists from richer nations show a growing urge to visit faraway places, consequently contributing to the benefits of income redistribution and employment, and it is a major social and economic phenomenon of modern times (Sharpley, 2002; Telfer & Sharpley, 2008). Many studies have confirmed the economic importance of tourism (Hall, 1997; Hall & Page, 1996; Wahab & Pigram, 1997). For instance, Stace, Brown, Purushothoman, Schar and Weichselbraun's (2007) study on national indicators of wellbeing from Pacific island countries revealed that tourism is making significant contributions to the socioeconomic development of many Pacific Island nations through its role in expanding their economic base and increasing foreign exchange and earnings and providing employment. Other studies have confirmed these findings (Hall, 1997; Hall & Page, 1996; Wahab & Pigram, 1997).

There is extensive literature on the economic importance of tourism (Dwyer et al., 2010; Gartner, 1996) as it can be a crucial means of promoting income redistribution and thus contribute to more balanced development, as is documented in the study by (Bhanugopan, 2001). It is supported by another study on developing the tourism potential in PNG (Imbal, 2009). Tourism is generally perceived as a

great tool for development in less developed countries (Harrison, 1992d) and is an important economic sector in the Pacific (Wong, 2013). Graci and Dodds (2010), however, argue that developing countries have little influence on the total tourism demand and they may suffer from challenges and obstacles. These challenges are associated with land issues, the environment, social and cultural aspects and the economic linkages (Connell & Rugendyke, 2008). Research has explored some of these challenges (DNPM, Basu, 2000; 2010a; Hall, 1997; Harrison, 1992a, 2003a). Consequently, uncontrolled tourism has negative impacts on host communities and can cause long term social, cultural, and environmental problems where development plans have primarily been based on short term economic profit rather than long term viability (Beeton, 2006; Graci & Dodds, 2010; Holloway et al., 2009). Therefore, decision-making processes with respect to tourism development need to be considered. Often in developing countries, tourism planning and development occurs through a top-down planning approach (Telfer & Sharpley, 2008). Central/national governments need to intervene to achieve the full benefits of tourism. Consequently, it seems that while tourism acts as an effective means of development, there are often negative impacts on host communities, and this may depend on the tourism policies governing tourism practices through the top-down planning approach, as documented in a various sources (Edgell & Swanson, 2013; Inskip, 1991; Mason, 2003).

However, there are arguments that the appropriate approach for tourism development to be beneficial to all stakeholders should be bottom-up (Inskip, 1991). This is proven to benefit all stakeholders in a recent study by Sakata and Prideaux (2013) on governance and social enterprise in Papua New Guinea, examining a bottom-up approach to community based ecotourism. With the bottom-up approach of policy and planning, there is support for community projects that contributes to community welfare, and it generates economic benefit and positive conservation outcomes. Participant observation and in-depth interviews through action research with key local participants proved to be successful. The bottom-up approach to tourism development requires collective decision making, community representation, and community participation enhancing tourism development beneficial to inhabitants of a tourist destination. This argument is supported by (Tisdell, 2001), claiming that the bottom-up approach to tourism policy planning

and implementation consequently results in capacity development (Brown, Turner, Hameed, & Bateman, 1997; Kostopoulou & Kyritsis, 2006; O'Reilly, 1986; Tisdell, 2001) and in tourism marketing and destination branding (Zouganeli, Trihas, Antonaki, & Kladou, 2012) that emphasises the significant role of local stakeholders in branding to shape the identity of a tourist destination.

Government intervention in tourism policy planning and implementation requires an understanding of the systems of tourism and planning accordingly to target the prime objectives of tourism. (Butler & Suntikul, 2010) confirm that an important first step in developing a tourism development plan is to define the tourism system based on an audit of the destination's resources, which can be termed as an asset inventory. Whatever the final plan is, it will need to be sensitively phased so infrastructure constraints can be addressed incrementally along with human resource issues. One example is a study (Wong, 2013) which researched the policy environment for the tourism sector's adaption to climate change in the case of Samoa in the South Pacific and categorised two groups of policies: explicit and implicit. Explicit policies are those that were wholly or partly formulated to address climate change issues and how they affect tourism. Implicit policies are those that were formulated with the intention of addressing issues other than climate change but have components that are pertinent to climate change and tourism. (Butler & Suntikul, 2010).

Ultimately, sustainable tourism planning concerns planning of the organisation in order to manipulate future events (Mowforth & Munt, 2009). According Hall and Page (1996), there is further emphasis that tourism has increasingly been recognised as requiring the application of the principles of sustainable tourism development. Sustainable tourism development requires the integration of economic, social and environmental considerations (Beeton, 2006; Hall & Page, 1996). This form of planning is based on the best possible practices considering social, cultural, environmental and economic aspects of tourism development which are focused on tourism products (Mureşan & Cristescu, 2009). It is a continuous process and focuses on producing positive outcomes for benefit to all stakeholders (Cooper, 2012). Sustainable tourism development planning is an essential component and careful co-operation and coordination of both the public and private sectors is

required. Community development can be achieved through planned, democratic, cooperative means, including community involvement in decisions about the environment and development with coordination from different levels of governments (Hall, 2011). Significant in achieving these aims at the local/community level is local government. Effective community consultation and involvement are central to the hopes for a sustainable development in the future for the global village (Ritchie & Jay, 1999). Hence, policy planners need to make community involvement central in the implementation of strategic sustainable development initiatives and programmes (Goeldner & Ritchie, 2006). An example of a tourism activity is how surf tourism can be managed to achieve sustainable host community benefits in the context of a developing country (Goeldner & Ritchie, 2006; O'Brien, 2013).

Planning should see its primary objective as being to improve the quality of life for local residents (Dredge & Jenkins, 2007). Tourism planners need to re-examine their core values and purpose and need to respond to a wide range of economic and social needs (Haywood, 1998, as cited in Bahaire & Elliott-White, 1999). People affected by tourism development want to be involved in the planning and development process (Brent & Ritchie, 1993, as cited in Bahaire & Elliott-White, 1999). Additionally, an empowered community would have real influence and control over local resources, accountable and representative local leadership and decentralised and democratised services, with a context supported by the principle of fairness, as shown in this study by (Mendoza-Ramos & Prideaux, 2012). Accordingly, Cooper (2012) states that the interaction between the local and the foreign factors within the host environment and the planning and management process should aim to secure the maximum positive benefits as indicated by the planning objectives while incurring minimum costs (Gartner, 1996). The more successful the planning and management, the lower will be the level of negative impacts and the greater will be the carrying capacity (Gartner, 1996; Holloway & Humphreys, 2012).

In summary, tourism development requires good policy planning that should be based on sound research (Tisdell, 2001) to assess the level of demand or potential demand in a particular region, to estimate the resources required in order to cater

for that demand, and finally to determine how those resources should best be distributed (Holloway et al., 2009). The tourism potential of Jiwaka Province can be assessed based on information identifying potential demand and on the tourism supply side (Jiwaka) to make an assessment of the resource base. The assessment required is the objective of this thesis, but this needs to be underpinned by an understanding of indigenous tourism and how this impacts on community development and community participation. This now takes the literature review to the next section on indigenous tourism.

3.4 Indigenous tourism

The previous sections covered tourism development for less developed areas, such as PNG, and the tourism policy required for development to occur. The literature on various aspects of the relationship between tourism and the indigenous peoples has increased exponentially in the last decade (Butler et al., 1996). There has been a large number of case studies on the effects of tourism on indigenous peoples (Butler & Hinch, 1996; Connell & Rugendyke, 2008; d'Hautesserre, 2010; Hall & Page, 1996; Page & Connell, 2009), and this has been reflected in the increasing attention being paid to the identification of appropriate policy and development options for tourism in the context of indigenous peoples, as shown in a study of New Caledonia (d'Hautesserre, 2010). The umbrella term *indigenous people* is used to describe races of people who are endemic or native to a destination region (Higgins-Desbiolles, 2009; Johnston, 2006; Smith, 1996; Sofield, 1993). Hence, indigenous tourism refers to tourism activity in which indigenous people are directly involved, either through control and/or by having their culture serve as the essence of attraction (Butler & Hinch, 1996). It is argued that the scale, speed and nature of development are determined by whoever has control. In addition, an indicator of indigenous tourism is the extent to which attraction is focused on indigenous culture.

There are three categories of indigenous tourism (Smith, 1996). Culture controlled tourism enterprises are controlled by indigenous people and feature an indigenous attraction theme. There are examples of studies done in PNG which illustrate this theme: one indicates the unchanged ethnic issues and lifestyle of the indigenous Sepik River (Lutkehaus, 1990; Silverman, 2012); the cultural canoe festivals of

Western Province (Dundon, 2013); people of the Crater mountain area in the Eastern Highlands Province and tourism in PNG (Saldino, 2013; West, 2008). Diversified culture refers to tourism enterprises which are controlled by indigenous interests but which do not feature the culture itself as a central attraction, being a middle group between the two extremes. An example of this is the Kaikoura whale watch in the South Island of New Zealand. The third category is portrayed in the case study of (Miyazaki, 2005), which focused on the two extensions of indigenous Fijian gift-giving. The contrasts were drawn aiming to train indigenous Fijian souvenir traders in a properly Fijian manner of engagement with tourists. However, culture dispossessed refers to a substantial level of tourism activity that is developed around indigenous attraction themes but in which indigenous people themselves have little or no controlling interest, and that is clarified with the case study of the Bekal Tourism Project in India (Ghimire, 2001). Tourism authorities moved into Keralam village with no consideration of the indigenous people and their way of life and giving them no controlling interest in this project.

Tourists have always been fascinated by the opportunity to see and experience other cultures (Connell & Rugendyke, 2008). Therefore, tourism is spreading into formerly ignored peripheral and remote areas, the home areas of the indigenous populations who had not previously been exposed to such development (Connell & Rugendyke, 2008). The spread of tourism has been driven in part by a perceptual search for new destinations and in part by an increasing interest in marketing of things natural and unspoiled (Butler & Hinch, 2007). Examples include the areas such as Antarctica and the Arctic, in planning and developing ecotourism in a traditionally forest-dependent indigenous community in central British Columbia (Nepal, 2005), remote Pacific Islands, interior forests (Ramos & Prideaux, 2014) and mountains of Asia, and the outback of Australia (Yi-fong, 2012) and the Great Barrier Reef of Australia. This process in many situations, dominated as it is by interests in the developed world, largely justifies the labelling of tourism as a new form of colonisation (Finney & Watson, 1977). Therefore, many indigenous people throughout the world face challenges because of potential exploitation; although they may have similar traditions, they do not share the same culture. This is the case of the study on the Maori people of New Zealand (McIntosh, 2008).

Indigenous tourism involves four interrelated elements. These include the geographic setting or habitat, the ethnographic traditions or heritage, the effects of acculturation or history and the marketable handicrafts (Smith, 1996). Further elaboration into the four Hs - habitat, heritage, history and handicrafts - describe the indigenous tourism phenomenon as a culture bounded visitor experience, which quite literally is a micro study of human relationships. Each tourist site should differ according to the varied role and inter-relationship of the four elements in that one community, although habitat is usually the underlying flat form (Smith, 1996).

Habitat is the primary element in indigenous tourism development, as this involves important elements of surface features, climate, water, wild vegetation and soils/land (Smith, 1996). Thus, the environment is used extensively in tourism activities to gain economic benefits, as illustrated in this study, that help transform ecological consciousness (Higgins-Desbiolles, 2009); however, in any tourist destination there are indigenous people who are members of that habitat, who live and work in it (Smith, 1996). Land is a contested issue in the social, economic and political spheres (Olanya, 2013). There are unusual attachments, understandings and a relationships between the humans and environment of an area, physically and spiritually, and for some their livelihood depends entirely on the environment (Middleton & Hawkins, 1998; Olanya, 2013). This is very true for less developed countries such as the Pacific Island nations (Butler & Hinch, 1996, 2007; Hall, 1997), with indigenous/native people with their unique cultural practices and customs. Obviously, the human environment and the natural environment are interwoven, and human activity is both affected by and has effects on the natural environment (Stabler, 1997; Stabler & Goodall, 1997).

Heritage is used in indigenous tourism as the body of knowledge and skills which ensure human survival with the beliefs and values that give meaning to life in an indigenous society (Boswell & O'Kane, 2011). This includes language, values, cultures, norms, and traditions of different indigenous societies that are linked to the environment in which they live (Smith, 1996). There is an extensively large range of studies and literature on the elements of heritage, habitat, history and handicrafts in indigenous tourism in different societies throughout the world

(Blasco, Guia, & Prats, 2014; Boswell & O'Kane, 2011; Gentry, 2013; Loulanski & Loulanski, 2011; Ming-Ming & Wall, 2012; Yankholmes & Akyeampong, 2010).

The element of history in this context refers to the post-contact relations between different tribal, clan, and community groups (Smith, 1996). History of an indigenous community relates back to the ancestral heritage and the significance and connection to their habitat, such as (Yankholmes & Akyeampong, 2010) slave trade relics of Ghana. Each society provides unique raw materials from the environment for native craft work (Smith, 1996), and these are the mediums in which traditional skills were acquired, with the forms derived from survival needs and inspiration from the belief system.

Land is a prime element in native communities such as the Pacific (Smith, 1996) and other indigenous communities (Olanya, 2013), where people prefer to live on their land because they have sacred symbols which reinforce their cosmology, and they have that special attachment to the ancestral land and the environment (Smith, 1996). There are two important goals of indigenous tourism and these are to ensure that the values which bond the native society may endure as long as they serve the members well, and to establish outsiders' respect for customs and values that support and guide a culture different from their own. However, for a native population, an understanding and use of their habitat and heritage, their history of culture contact (the myths, folklore and account of origin of their cultures) and their attitudes and values towards their creative arts are of prime importance (Smith, 1996).

Tourism has positive impacts; however, many studies reveal negative impacts of tourism on indigenous communities, native people and their social, cultural, economic and environmental structures (Butler & Hinch, 1996; Hall, 2007; Hall & Page, 1996; Page & Connell, 2009). The impacts (short and long term) are beneficial and good or negative and detrimental to different standards and capacities, depending on how tourism activities are planned, implemented and managed (Holloway & Humphreys, 2012). The case study of tourism in Nepal (Butler & Hinch, 1996) showed significant changes to the environment and traditional lifestyles. This is similar to the case for Hawaii (Hall, 1997; Harrison, 2003b). There are cases of exploitation of indigenous populations in Tanzania, Botswana and

Myanmar and examples of such exploitation involving wholesale removal of locals from their tribal lands by tourism developers to maximise their interests (Holloway & Humphreys, 2012; Holloway et al., 2009).

Culture is defined as a collection of intangible values, beliefs and perceptions of the world shared with people in a community and material artefacts (Clarke, 2008; Prideaux, 2008). There are cross-cultural issues in indigenous tourism (Butler & Hinch, 1996, 2007; Clarke, 2008). It is further emphasised that culture is flexible and ever changing through the process of interaction (Podolefsky & Brown, 2001, as cited in Prideaux, 2008). A key influence of these impacts is who is involved, and the nature of activities engaged in will be significant for both visitors and host populations, and that is illustrated in a case study about changes in the Solomon Islands (Sofield, 1993). The interaction between the two groups will be a major issue in affecting the types of impact, as the study by (Su, 2014) indicates how community members receive benefits with minimal participation in decision making in China. The beneficial impacts are the creation of employment (Wearing, 2010; Wiltshier, 2011), revitalisation of poor regions (Nepal, 2005), rebirth of local arts and crafts and traditional and cultural activities (West, 2008), revival of social and cultural life of the local population (Pleumarom, 2012), renewal of local architectural traditions and the promotion of the need to conserve areas of accepting beauty which have aesthetic and cultural value, such as land (Dundon, 2013; Olanya, 2013; Yi-fong, 2012).

Tourism and environmental relationships are complex, as there is a mutual dependence between the two in which tourism benefits from being in a good quality environment, and this same environment should benefit from measures aimed at protecting and maintaining its value as a tourist resource. This study shows environment protection techniques (Stabler & Goodall, 1997). Managing the social, cultural and environmental impacts of tourism on indigenous communities can be addressed through sustainable tourism policy implementation (Holloway et al., 2009). An example of this idea is in a study which represents a stage of introspection by people actively engaged in current ecotourism activities and seeks to chart a course forward that takes into account the specific ecological, social, cultural, and political context of this region. Recommendations are made for sustainable tourism

in terms of social impacts (Hitchner, Apu, Tarawe, Galih@Sinah Nabun Aran, & Yesaya, 2009).

A recommendable alternative to sustainable tourism for benefit to indigenous communities is through indigenous ecotourism practices (Dimanche & Smith, 1996; Zeppel, 2006). Ecotourism can allow native people their ethnic perspectives on different issues on tourism in their environment, ensuring ideal possibilities and techniques for environmental sustainability and economic development (Higgins-Desbiolles, 2009). Hence, indigenous ecotourism helps people to live more sustainability through the emphasis on the concept of ecological consciousness (Saarinen, 2011). More so, indigenous people hold a special relationship to the environment or place in which they live, providing knowledge to their younger generation and others about sustainable lifestyles (Higgins-Desbiolles, 2009). Accordingly, consideration is given to people, their social/cultural structures, and their environment in all stages of planning to enhance sustainable development opportunities, training for mutual participation, and revenue for the government (McIntyre & Gosford, 2011; Middleton & Hawkins, 1998). However, there are criticisms of ecotourism (Dimanche & Smith, 1996) and tourism awareness with indigenous people on the impacts with tourism development (Saarinen, 2010). It is further argued (Saarinen, 2010) that while ecotourism has been seen as providing direct local benefits, the specific conditions are not made known to local people with indigenous knowledge, and that environmental costs are local and the real economic (Ngowi & Mselle, 1998) gains are elsewhere (Connell & Rugendyke, 2008).

However, indigenous tourism cannot be sustainably practised without tourism knowledge. Therefore, tourism awareness and advocacy is necessary to stimulate tourism development and that is where the literature review next leads to.

3.5 Tourism advocacy

Tourism development in less developed countries with indigenous communities requires policy formulation and tourism knowledge. Tourism advocacy is necessary to provide the knowledge and information for people to participate meaningfully in community development.

With any form of tourism development, perceived impacts of tourism at the local level are not usually made known to the local communities (Aref, 2011; Butler & Hinch, 1996; Ghimire, 2001); therefore, studies have been done in less developed countries on tourism advocacy and tourism awareness. There are several documented studies on tourism advocacy, such as the case of guest houses in Tufi, of the Oro Province in PNG, where many local people lacked the access, resources and skills to participate even if they were anxious to participate (Connell & Rugendyke, 2008). A study in Namibia aimed to confirm that local awareness of tourism is a crucial element in the process for empowering local people in community based tourism (Saarinen, 2010). Another study shows how indigenous people form their own perceptions on tourism development based on knowledge they have on the subject (Ojong, Eja, Undelikwo, & Agbor, 2013); thus, tourism awareness and advocacy is crucial for development, as indicated by these studies.

Thus, the role of community based tourism has been highlighted in the national development policies, and the focus is on tourism awareness and advocacy in community based tourism (Dundon, 2013; Feeny et al., 2012). It is documented in this study on the case of Pamilacan Island, in the Philippines, where the advocacy coalition framework is used (Dela Santa, 2013) to examine the complexity of tourism policy implementation. In this case, tourism awareness can now be defined as the level of local knowledge on tourists, tourism and its impacts. Tourism advocacy on the other hand is defined (Jenkins, 2008) as any activity that a person or organisation undertakes through campaigns, public speeches, media or publishing research, as this study by (Palangchao, 2008) indicates. This is where a direct approach is made to legislators to initiate change in people's participation and a vision of a just society. For legislators, advocacy represents the series of actions taken and issues highlighted to change the what is into what should be (Jenkins, 2008). In such a case, policy implementation is questioned and significant issues are raised targeting political systems, because those systems are not responding to people's needs. These advocacies are inclusive and engaging, propose policy solutions and open up space for public argumentation. An example of an advocacy group is Tourism Concern, an NGO organisation, which was established to create a platform for the voices of the marginalised and dispossessed (Anonymous, 2005). Its foundations lay within the development paradigm, as

opposed to a purely business and market paradigm. It has focused on raising awareness in both the formal and informal educational spheres about the role of tourism (Barnett, 2008) and its negative impacts on local people in developing countries in the Southern Hemisphere . (Anonymous, 2005; Barnett, 2008; Botterill, 1991; Page & Connell, 2009)

The Pennsylvania Association of Travel and Tourism is another such collaborative tourism association delivering one voice focused on tourism education and product development ("Gov. Rendell, Pennsylvania tourism industry observe national tourism day," 2007). This association and Tourism Concern have had no influence in PNG either. However, the issue of local tourism awareness has not been studied widely in the community based tourism or ecotourism with indigenous people of PNG and the Jiwaka Province.

There is literature on tourism advocacy and awareness in the Pacific and PNG. A study on awareness and training, are provided through formal arrangements incorporated with the plans of human resource development (New Zealand Tourism Research Institute et al., 2013). However, this illustrates a career-oriented approach. The focus of tourism awareness is on the overall upgrading of the standards of service throughout the Pacific Region through formal training. This training is integrated into schools, colleges, universities and the Technical Vocational Education Training institutes (TVET). Another study (Imbal & Murki, 2011) is on tourism education formally integrated into school curricula in PNG to provide knowledge for students to find a career opportunity in tourism upon completion of studies. There has also been an option for South Africa to integrate tourism awareness into formal high school education (Niekerk & Saayman, 2013). However, there is a case study documented that is an informal education setting that has proven to be effective. That is volunteer involvement in tourism, with its role in creating conservation awareness tourism awareness (Rattan, Eagles, & Mair, 2012).

Much of the emphasis is on the importance of tourism in the community and how to ensure tourism success at the destination point. It is further suggested that the options of a career in tourism and its development are minimal and restricted to the formal education section (Saarinen, 2011). Therefore, that does not allow for indigenous people with fewer or no skills and formal education to fully participate

in tourism development. Consequently, this reduces the aims of community participation in empowerment and self-determination. There needs to be an appropriate approach for holistic integrative indigenous tourism education (Courtis & Mylonakis, 2008). Thus, this indicates that tourism advocacy and education is an important research tool in tourism that can be effectively implemented with indigenous societies

However, tourism education, human resource development and capacity building are inter-related and necessary for tourism development in developing nations with indigenous people (Butler & Hinch, 2007). For tourism to be sustainably developed, awareness and advocacy are significant (Butler & Hinch, 2007). Lack of awareness can hamper tourism development, as reported ("Davao tourism lack of awareness," 2004) in the Davao Region. This is further supported with the study on low awareness and attitude as a gap to tourism development (Antimova, Nawijn, & Peeters, 2012). Awareness is relatively important for tourist destinations that aim to meet tourist satisfaction and can consequently create loyalty, as lack of awareness creates a gap in tourism development as indicated in this study by (Lai, 2013). It is recommended that to further support the empowerment and self-determination of indigenous people in tourism, tourism and hospitality education should address four tourism levels of education (Butler & Hinch, 2007). These are public awareness, vocational skills training, professional management education, and entrepreneurial development. With these, sustainable community development is possible with community participation for mutual benefit (Butler & Hinch, 2007).

3.6 Community development

This final section on the literature review covers community development, where tourism acts as a catalyst, combines with tourism knowledge, skills and policies as significant contributing features to promote community development with the participation of indigenous people.

Community development stems from governmental policies and plans implemented for the benefit of stakeholders in many different aspects and disciplines (Page & Connell, 2009). Research has shown that tourism is a viable option for community development in developing countries (Bahaire & Elliott-White, 1999). There are

extensive studies on the benefits of tourism for community development (Connell & Rugendyke, 2008; Hall, 1994; Harrison, 1992d; Ngowi & Mselle, 1998; Richards & Hall, 2003).

Community development results from the development of tourism activities in tourist destinations (Gartner, 1996). Community development refers to a set of values and practices, which plays a special role in overcoming poverty and disadvantage, knitting society together at the grassroots and deepening democracy (Beeton, 2006). It is seen as an occupation and a way of working with communities purposely to build communities based on justice, equality and mutual respect. In this context, community development seeks to empower individuals and groups of people by providing them with the skills they need to effect change in their own communities (Wilson, 1996). The growth of community tourism perspectives is based on growing awareness of the need for more resident responsive tourism, which involves more participation of grassroots members of a destination community in tourism decision making, and they psychologically feel empowered (Christens, 2012). As a consequence, the acceptance and involvement of the local people is crucial in order to determine the success of community based tourism development (Gartner, 1996). Active participation of locals will enable the community to manage and control the tourism development as well as gain maximum profit (Aref, 2011). Hence, the success of tourism development must be based on the local value, interest, needs and local setting (Kenny, 2011). It is further elaborated that local participation in tourism planning and management is essential, because whenever the development does not fit with local aspirations, values, needs and capabilities, then it will create tension and conflict among the local people towards the development (Beeton, 2006). In general, community development involves changing the relationships between ordinary people and people in positions of power, so that everyone can take part in the issues that affect their lives (Gartner, 1996). It starts from the principle that within any community there is a wealth of knowledge and experience which, if used in creative ways, can be channelled into collective action to achieve the communities' desired goals, and that is using the bottom-up approach (Zouganeli et al., 2012).

Community is a term used by many different disciplines in their context to mean different things and is defined as any combination of living things that share an environment (Beeton, 2006). Communities are truly defined by the acts of sharing mutuality and interaction realised in various ways. Beeton, (2006) further asserts that in human communities, intent, beliefs, resources, preferences, needs and a multitude of other conditions may be different for some community members, which in turn influence the mixture of that community. Nonetheless, the absolute driver of community is that all individual subjects in the mix have something in common. Such complexity can be seen in any community group, particularly those based in geographic boundaries, which is often the case in tourism, as people tend to visit places or destinations, as their members are continually changing, evolving or developing. It is emphasised by Beeton (2006) that tourism relies on visiting places and people and it cannot exist outside a community. Importantly, it is argued that both tourism and the communities must be viewed simultaneously, because any change to one will affect the other (Hall & Williams, 2008). Tourism can be a significant community tool, particularly in marginal or peripheral communities such as indigenous, remote and rural communities (Connell & Rugendyke, 2008).

A significant aspect of community development is capacity building (Krishnaveni & Sujatha, 2013). This means that by developing communities through tourism, members build the capacity to achieve their own or common objectives, such as to take part in local development partnerships and schemes funded by local government and other public sources (Kapucu & Demiroz, 2013; Mohamad et al., 2012) in terms of tourism, where the focus is on capacity building and training to assist all stakeholders. Community capacity building can be achieved through sustainable tourism development and has an emphasis on sustaining communities (D'Agostino & Kloby, 2011). Thus, destination and host communities are continually interacting with visiting communities. Therefore, all residents are regarded as part of a local community and should not be ignored in community and tourism development in the processes of consultation and participation (Beeton, 2006). A study in the Kokoda trail of PNG (Wearing, 2010) was successful with involving indigenous people on how to best develop the war track and benefit from it. This has proved to be beneficial with participatory planning.

Equally, tourism relies on visiting places and people; it cannot exist outside a community (Beeton, 2006). Consequently, both tourism and the communities it is in must be viewed instantaneously, as any change to one will affect the other. Tourism, therefore, is an integral element of national development policy planning in many countries (Telfer & Sharpley, 2008). There is increasing recognition of the intrinsic role that the host community plays in the creation and delivery of tourism experiences. This participation in the delivery of tourism products at the tourist destination is seen as development, since interactions are between host communities as well as visiting communities, where people and the environment are evolving and changing simultaneously (Beeton, 2006). Tourism products are situated within the environment where host communities live and are a part of people living within that community; subsequently, it is obligatory for consultation and participation with them before tourism products are developed (Connell & Rugendyke, 2008). As a result, community is developed sustainably for the benefit of all stakeholders, with participation from human beings as important elements of that community.

In the development of a community through tourism, empowerment and power distribution is the relationship between those with various levels of power (Sofield, 2006). As elaborated, empowerment of and by communities cannot occur without social forces at some point in time combining with political forces of the state to arrive at a new balance of power relations (Sofield, 2006). This means that political forces such as policy and planning, together with social forces such as involvement, corporation and results, is required in understanding its functions and empowerment for the people (Sofield, 1993). The question is what governments can do when it should be up to the people to decide if they wish to develop tourism. This study provides the response that recent UK policies emphasise increased community participation in decision making (Adamson & Bromiley, 2013), and all forms of government have a special role to play. What communities do in tourism depends on the opportunities and power they have, and community development is shown to occur only when a compromise is reached between local people and the entrepreneurs and the government policies (De Souza Mello Bicalho & Hoefle, 2010), the incentives and prices they face, and their access to skills training, capital and markets (Adamson & Bromiley, 2013). All of these are shaped by government policy, regulation and taxes (Beeton, 2006).

In summary, consultation and participation of indigenous peoples in tourism projects enables empowerment, and people take ownership to develop tourism sustainably to benefit all stakeholders, as highlighted in this study (Ramos & Prideaux, 2014). This emphasises the need to consult locals at all levels during the process of community development, encourage their participation and ensure that indigenous populations benefit economically from incoming tourism by the provision of employment at all levels and ownership of tourism activities. From here, it is logical to discuss community participation next as the final section to wrap up the literature review in this study.

3.7 Community participation

The final section is on community participation, a component of community development. Knowledge of tourism is very necessary to contribute towards tourism development in less developed areas such as PNG and Jiwaka Province.

Community participation and consultation is an important element of sustainable tourism planning and community development (Bahaire & Elliott-White, 1999; Briguglio, 1996; Inskip, 1991; Mowforth & Munt, 2009). The recipients of any facility in a community need to have a say in the decisions concerning projects in any locality (Wiltshier, 2007, 2011), and, where possible, to take part in its development and the management of it on completion (Ngowi & Mselle, 1998). Fundamentally, this can only be achieved through community participation that has a focus on the participation of local residents, and not that of government personnel (Bahaire & Elliott-White, 1999).

Community involvement is an essential ingredient to a large extent (Bahaire & Elliott-White, 1999) and seeks to serve the community in obtaining specific objectives. Firstly, community participation is perceived as an instrument of empowerment (Ngowi & Mselle, 1998). People in any community are empowered so that they are able to initiate actions on their own and thus influence the process and outcomes of development in any development activity. This brings change in the balance of power amongst the stakeholders (Bahaire & Elliott-White, 1999). More so, local people who are usually beneficiaries may share the management tasks of a project by taking on operational responsibility for a segment of it

themselves. This gives them the sense of community, which is the quality of the human relationship that makes it possible for people to live together in a healthy and sustainable way and effectively build up community projects (Aref, 2011).

People in any community are empowered so that they are able to initiate actions on their own and thus influence the process and outcomes of development in any development activity. Local people who are usually beneficiaries may share the management tasks of the project by taking on operational responsibility for a segment of it themselves. Consequently, community participation is an essential tool to promote agreement, co-operation, and interaction (Aref, 2011) among beneficiaries and the implementing agencies and the government. This partnership can reduce unnecessary delays and thus reduces costs (Aref, 2011). Community based tourism seeks to increase people's involvement and ownership of tourism at the destination end. Without community participation and sense of community, tourism development could not be achieved. For example, the lack of community involvement is a major barrier to sustainable tourism development in the Cayos Cochinos (Graci & Dodds, 2010).

Prior to community participation is community entry, which is nevertheless a major component and is an essential step in the process of community participation (Nottingham, 1975). Community entry refers to the process, principles and techniques of community mobilisation and participation (Nottingham, 1975; Tareen, 1997). This involves recognising the community and its leadership and people and adopting the most appropriate process in meeting, interacting and working with them (Tareen, 1997). This is gradual and time consuming, and thus it depends to a great extent on how the community is approached and worked with (Tareen, 1997).

Research into community consultation in tourism development indicates that it is a principle widely accepted as a vital process involving all stakeholders (Canning & Holmes, 2006; McKinlay, 2006; Ngowi & Mselle, 1998). The study on the approach to effective community consultation processes for community development for all stakeholders in New Zealand local councils is an example (McKinlay, 2006). This shows how decisions are shared among local government, local citizens, architects, developers, business people, and planners. The

beneficiaries of any facility in a community need to have a say in the decisions concerning projects in their locality and, where possible, take part in its development and manage it on completion (Canning & Holmes, 2006; Ngowi & Mselle, 1998). This involves consulting with them and allowing them to participate at every stage of the development: from the planning stage through to the development of the final product. For a tourism project or other to be accepted, this process must be carried out in a structured and open manner (Su, 2014). It is argued that the collective involvement of local residents in groups is a guarantee of community participation, and that community consultation refers to a process and not a product in the sense of sharing project benefits (Tareen, 1997).

Consequently, consulting with a community includes eliciting feedback, criticism, and suggestions (Canning & Holmes, 2006). Community consultation is designed to recognise and accommodate the appropriate accuracies of a given community for a specific project, as in this study on reducing the climate vulnerability of coastal communities in Samoa (Daly, Poutasi, Nelson, & Kohlhase, 2010). Planning should see its primary objective as being to improve the quality of life of local residents. Tourism planners need to re-examine their core values and purpose and need to respond to a wide range of economic and social needs (Bahaire & Elliott-White, 1999). People affected by tourism development want to be involved in the planning and development process. Therefore, an empowered community would have real influence and control over local resources, and involve accountable and representative local leadership and decentralised and democratised services with a context supported by the principle of fairness, as illustrated in these studies (Adler, McEvoy, Chhetri, & Kruk, 2013).

Good community consultation and participation is a powerful tool for achieving sustainable development (Canning & Holmes, 2006; Chiabai, Paskaleva, & Lombardi, 2013; Hunter-Jones et al., 1997). Consultation is necessary to enhance involvement with communities in planning and implementing projects. Thus, participation is a vital means of interaction and development; however, it does not automatically or necessary lead to a change in the underlying structures of power (Middleton & Hawkins, 1998). Community involvement has a powerful discourse and must be exposed to a critique. That is because it is targeted at local people who

should have direct benefits. Consequently, this encourages community based participation and environmentally sustainable development which rests on gaining local support for any tourism project (Durey & Lockhart, 2004).

Local people have so often been left out of the planning, decision making and operation of tourism schemes (Middleton & Hawkins, 1998). One of the criteria frequently approved as crucial to the conditions of sustainability and development in any new tourism scheme is the participation of local people (Barbaro, 2006; Liburd & Edwards, 2010; Sofield, 2006). Participatory development with local communities evolved together with the idea of sustainability, ecotourism, indigenous tourism, and sustainable tourism development in the 1990s (Briguglio, 1996; Chiabai et al., 2013; Connell & Rugendyke, 2008). Consequently, this has encouraged development project plans that were to adopt a participatory approach involving bottom-up planning, acknowledging the importance of indigenous knowledge and claiming to empower communities (Barbaro, 2006). This is illustrated in a study on e-participation in sustainable cultural tourism management using the bottom-up approach (Chiabai et al., 2013).

In addition, it is argued that there are communities managing to take a degree of control of, and to exercise power over, the developments of tourism in their localities (Bahaire & Elliott-White, 1999; Su, 2014). The communities call for actions which would balance the negative impacts of tourism development. This is when people in a community openly speak up about their disappointments about the negative impacts. Community consultation and participation is required for evaluation and implementation to offset the deteriorating reputation of tourism projects (Canning & Holmes, 2006). That poses a difficult situation where the communities realise the impacts that projects have had. This situation now warrants consultation in every process for any new project before implementation (Canning & Holmes, 2006). Conversely, indigenous practices of culture, hospitality, traditions and norms and values are being affected. These are distinctive and consequently need to be maintained, and revival of indigenous cultures is important for the future generations. Moreover, environmental damage, including pollution of all sorts to land and waterways, extinction of wild life and flora and fauna, has been discussed in many other literature sources (Cooper, 2012; Gartner, 1996; Robinson

et al., 2013). Hence, sustainable ecotourism practices are essential to save the environment from further damage and preserve and sustain it for future generations (Page & Connell, 2009).

Positive tourism impacts, on the other hand, include cross-cultural understanding and preservation of culture and heritage, and social wellbeing and stability includes flow-on from economic growth, more political stability and benefits of infrastructure, roads and bridges (Page & Connell, 2009). Subsequently, failure in community participation and consultation increases cost, time delays and legal issues, and decreased reputation and image as illustrated in this study by (Cruse, Dollery, & Wallis, 2005). These outcomes will not help organisations to achieve their vision and are stripping their operations of enormous value. Therefore, sustainable tourism planning concerns planning of the organisation in order to manipulate future events and is recommendable with community based tourism projects (Mowforth & Munt, 2009). Sustainable tourism development planning is an essential component, and careful co-operation and coordination of both the public and private sectors is required (Middleton & Hawkins, 1998); the concept is increasingly evident in tourism policy and practiced at a variety of levels, from local to the international level.

3.8 Conclusion

The literature reviewed in this chapter focused on relevant themes on the topic of this research: the role of tourism promoting community participation in the development of Jiwaka Province in Papua New Guinea. There were three main research aims in this topic and the discussions were in the light of these aims. The first aim was to identify to what extent there is tourism demand in Jiwaka Province. In the light of this aim, the literature review firstly focused on tourism development in less developed countries such as PNG and Jiwaka Province. That led to the discussions on the importance of tourism, the role of tourism in developing countries, tourism demand and supply and hindrances to tourism development. This was relevant as it provided information to do an asset inventory of the resource base, to situate Jiwaka Province. That aimed to provide answers to the first aim of the research, and that was to find out to what extent is the demand for tourism in Jiwaka Province. This then led to tourism policy in less developed countries, as government

intervention is a significant part of tourism development. This section covered the importance of tourism policy, the different types of policy and how to implement policies effectively for tourism development. Importantly, the obstacles to tourism development identified in the first section were linked to the relationship of tourism policy, planning and implementation to tourism development, community development, community participation and indigenous tourism. This is the third research aim, which is to identify the obstacles in tourism development in Jiwaka Province. Following this aim was to find out how people of Jiwaka province would be involved in tourism development. The people of Jiwaka are native and devoted to their environment through their history, habitat, heritage, and handicrafts. That is why indigenous tourism was reviewed. Indigenous people require knowledge and tourism awareness to utilise indigenous knowledge for tourism development through community participation. The sections on tourism development and community participation were done to wrap up the literature review. All these sections were appropriate and focused on the research aims.

The literature reviewed summarises that tourism is one of the fastest growing industries globally, as it plays a major role in increasing the wealth of nations. It is an important broad-based sector for developing countries like PNG, since it can provide more income and employment opportunities, which, in turn, can improve the living standards for many people. Tourism policy is essential for tourism development and should be beneficial for the indigenous communities. Communities have enormous unexplored tourism potential but require the proper knowledge to develop the tourism resources sustainably. The existence of tourism markets comprise of components that work together for the tourism industry to progress. However, there are many challenges and obstacles to tourism development. The government of PNG has taken steps to formulate the PNG Tourism Master Plan and PNGMTDP to assess the development of PNG in all industries, including tourism, and to address the pertaining issues accordingly. However, major challenges and obstacles to tourism are yet to be addressed and targeted in Jiwaka Province and therefore require research into this area. There has never been any comprehensive research and literature on the role of tourism in community development framed against the availability of the tourism demand, supply and potentials of Jiwaka Province of PNG. Tourism promotion and

advocacy is very essential to enhance community and tourism development in indigenous and rural societies such as the Jiwaka Province, if tourism is to be a catalyst of development.

Indigenous tourism is a significant concept to be adopted in planning and implementing policies of tourism practices in order for the future generations to benefit. The primary importance of planning and adopting the principles of indigenous ecotourism is based on various explanations. Therefore, indigenous ecotourism practices are essential for the native people, their ethnic perspectives on different issues in tourism in their environment, ensuring ideal possibilities and techniques for environmental sustainability and economic development. Hence, indigenous ecotourism helps people to live more sustainability through the emphasis on the concept of ecological consciousness. More so, indigenous people hold a special relationship with the environment or place in which they live, providing knowledge to their younger generation and others about lifestyles which are sustainable. Therefore, consideration is given to people, their social/cultural structures, and their environment in all stages of planning to enhance sustainable development opportunities, training for mutual participation and revenue for the government (Middleton & Hawkins. 1998). This allows financial stability for management practices and protection systems for all parties concerned in the tourism operation, targeting short and long-term objectives, to address direct and indirect impacts at all levels. In conclusion, tourism planning and tourism management take place in the real world, where there are different individuals and groups, different value systems, varying and often conflicting interests, and the processes of negotiation, coercion, compromise and choice all collaborate to ensure that these activities are not necessarily logical or straightforward. Planning and management in tourism were linked with ideas on sustainability in the twentieth century. There are still gaps between theory and practice and thus requires more careful planning, management and analysis of policies, and management practices in tourism. My thesis is that if the supply and demand trend in Jiwaka Province is identified with the current market trend, and policy is implemented effectively for the benefit of all stakeholders and tourism advocacy is promoted, it will consequently lead to tourism as a catalyst to promote community participation in the development of Jiwaka Province. With that, these are the aims of the research.

3.9 Research questions

The aim of this study is to identify the role of tourism in the development of Jiwaka Province in PNG. The following questions will guide this study.

1. What is the extent of tourism demand for the Jiwaka Province?
2. What are some of the obstacles in tourism development in Jiwaka Province?
3. How can people and smaller communities become involved in tourism development in Jiwaka Province?

Chapter 4: Methodology

4.1 Introduction

This chapter describes the methodology used in this study to collect data and analyse the results. The chapter explores the research framework that outlines the philosophical perspective behind the choice of research methodologies and data collection and analysis techniques used in this study. The rest of the sections in this chapter describe the specific techniques used to collect data and analyse results. The choice of research methodology is related to what data was needed to answer the three research questions of this study. Therefore, before the methodology of data collection is outlined, the following section describes what and from whom data were targeted to answer the three main research questions presented in Chapter 3. The first research question - “Is there demand for tourism in Jiwaka Province?” - guided this study and targeted the data that will help identify tourism demand in Jiwaka Province. The data needed was collected from people who were already in the tourism industry and government agencies to ascertain the level of tourism demand in Jiwaka Province. The second question – “What were the obstacles in tourism development in Jiwaka Province?” - sought data that will help identify limitations and hindrances in tourism development within Jiwaka Province, with the purpose of presenting mitigation measures to overcome these obstacles within the guidelines set by the national tourism development policy. The final question – “How are people of Jiwaka involved in tourism development in the Province?” - sought to determine the potential involvement of the people of Jiwaka in tourism and its development. This research question sought to find out if and how much the people of Jiwaka wanted to participate in tourism, and if so, what type of tourist activities were they interested in. The purpose of this third part of the research was to facilitate suggestions for more creative involvement of the Jiwaka people in tourism development in the province. The aim was to facilitate the people and communities to be active participants of the province’s development but also to enhance their living standard through employment provided by tourism.

Before identifying data collection methods to answer these questions, there was a need to identify an appropriate research paradigm that will inform the research process. The following section describes the philosophical framework behind the choice of research methodologies and techniques to collect suitable data to answer these research questions.

4.2 Research framework

A research design or framework is the procedures and approaches of inquiry used by researchers to study a topic (Creswell, 2014), and it ranges from broad assumptions to detailed methods of data collection, analysis and interpretation. The selection of a research approach is based on the nature of the research problem or issue being discussed, the researcher's personal experiences and the audience for the study. This includes paradigms, ontology and epistemology or broadly conceived research methodologies and the assumptions made about the social space which is being examined. The paradigms or philosophical worldviews generally inform the research design: quantitative and qualitative (Dwyer, Gill, & Seetaram, 2012). The research process is presented in Figure 9.

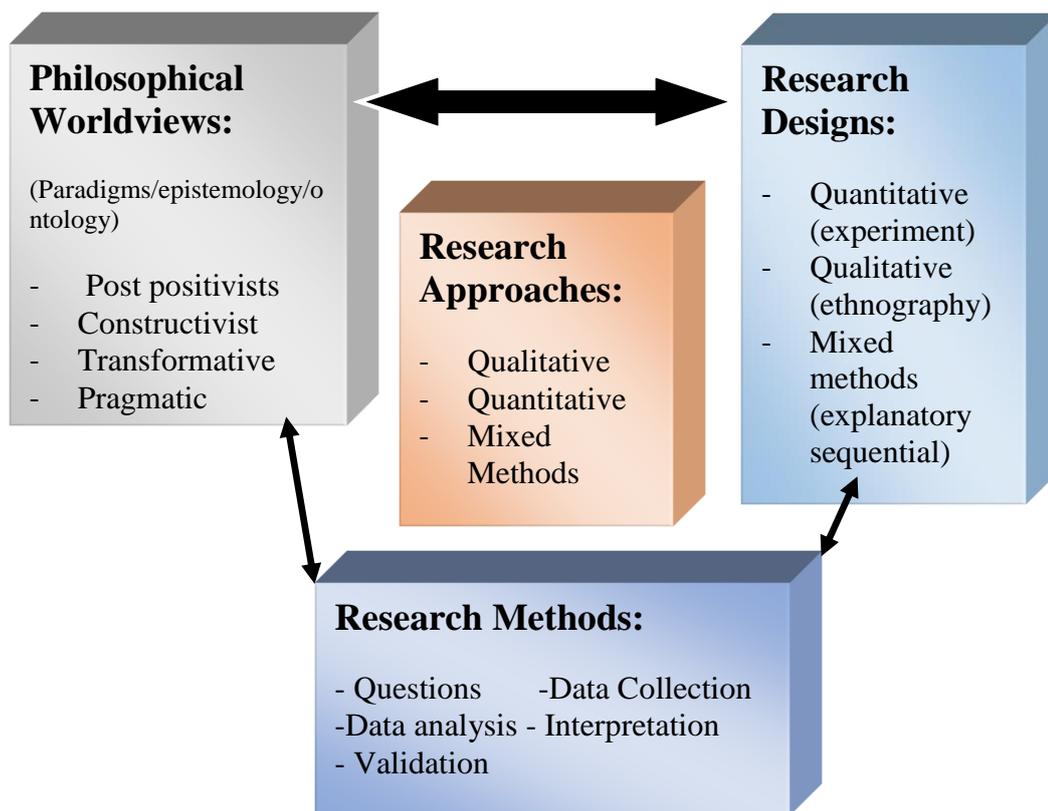


Figure 8. Research Framework - The interconnection of worldviews, design and research methods

Source: Creswell, 2014, p. 5

The research design appropriate for use in a piece research should be considered prudently, as it will ultimately guide, and in some cases limit, the scope of research. Ritchie and Goeldner (1994) described the research design as the plan to carry out the research work. It is a framework, model (Barbou, 2008; Bouma & Ling, 2004) or general structure for a study used as a starting point for determining goals and specific methods (Dwyer, Gill, & Seetaram, 2012; Ritchie & Goeldner, 1994). It is intended to address what questions to study, what data are relevant, what data to collect and how to analyse the results. The general traditional types of research design are exploratory, descriptive and casual, and they can serve more than one purpose. Choosing the right design type depends on the research question (Creswell, 2009, 2014).

Exploratory research is used if the research question asks for discovery or clarification (Ryan, 1995). Ryan further explains that descriptions of quantities, amounts, or extent of variable relations are suitable for descriptive research design.

Consequently, statements on cause and effect use causal research design, whereas change-oriented research is suitable for change (Ritchie & Goeldner, 1994; Bouma & Ling, 2004). The other factors that influence the design are decision accessibility and quality of required data, ethics questions, time, cost, and the researcher's experience (Dwyer, Gill, & Seetaram, 2012; Creswell, 2014; Creswell, 2009). Exploratory research serves to increase familiarity with the problem, clarify concepts, and formulate a problem for more precise investigation and for developing hypotheses. It establishes priorities for further research (Ryan, 1995; Dwyer, Gill, & Seetaram, 2012). This type of research is appropriate to any problem about which little is known because tentative explanations are developed, not demonstrating the viability of a given explanation and is characterised by flexibility in methodology use. The typical methods used are literature search, experience surveys, focus groups and analysis of selected cases. More so, descriptive research describes the characteristics of certain groups, processes and phenomena. Proportions are estimated in specified populations and predictions are made. This often follows exploratory research to describe the particularities of the properties identified and may use structured data collection or in-depth investigation. Structured data collection through focus groups, interviews, case studies, questionnaires or combinations are done in this type of research with in-depth investigation methods including ethnography, grounded theory and case study.

4.3 Quantitative & qualitative research

Quantitative data is any data that is in numerical form, such as statistics, percentages and so on. Quantitative research design refers to the systematic empirical investigation of social phenomena via statistical, mathematical or computational techniques (Dwyer et al., 2012). The objective of quantitative research is to develop and employ mathematical models, theories and/or hypotheses pertaining to phenomena. Quantitative researchers ask a specific, narrow question and collect numerical data from participants to answer the question. The researcher analyses the data with the help of statistics. The researcher is hoping the numbers will yield an unbiased result that can be generalised to some larger population (Creswell, 2009, 2014; Dwyer et al., 2012).

Qualitative research, on the other hand, examines words and actions, but not mathematical symbols (Barbour, 2008). Qualitative research design sees the world as complex and interconnected. It seeks deeper meaning and understanding of the social world (Dwyer et al., 2012). It is subjective, seeks the experiences and perspectives of the participants and findings are used for theory building. Data analysis seeks to identify themes and patterns in the data (Creswell, 2009, 2014). Meaning is co-constituted, whereby the reality is socially and subjectively constructed rather than objectively determined (Veal & Ticehurst, 2005). Qualitative research emphasises tactical knowledge over explicit knowledge (Barbour, 2008; Creswell, 2009, 2014).

The type of data needed to answer each research question cannot be in numerical form but chiefly in descriptive and explorative form. The data needed is a description and list of tourism activity in Jiwaka Province, identifying existing tourism demand, obstacles of tourism development and views of people's interest to participation in the sector. Therefore, qualitative research is more relevant to this research study, given the role of the researcher in collecting the data in action research (Barbour, 2008; Yin, 2011). The following section describes action research and the details of these techniques and how these techniques were used to collect data for this study.

4.4 Action research

Specific approaches are required for certain methodologies, when believed appropriate for the study taken, which involve methodologies in different research designs (Dwyer, Gill, & Seetaram, 2012). The methodologies chosen to fit the research question in this study are action research focused, with the use of a reflective journal, structured interviews, semi-structured interviews, focus group and participatory observation. The common data collection methods are survey, case study, interview, observation, group assessment, expert or peer reviews and portfolio reviews. In addition, testimonials, tests, photographs, videotapes, slides, diaries, journals, logs and document review and analysis are methods to use for research.

According to Tobert (2001), knowledge is gained through action and for action. Action research is as much about creating a better life within more effective social contexts as it is about knowledge creation and discovering true facts. It is an approach in which the action researcher and the client subject collaborate in the diagnosis of a problem of genuine concern and in the development of a solution based on the diagnosis (Brymer, 2004). Action research is known by many other names, including participatory research, collaborative inquiry, emancipatory research, action learning, and contextual action research is “learning by doing,” where a group of people identify a problem, do something to resolve it, see how successful their efforts were, and if not satisfied, try again (Hesse-Biber & Leavy, 2011). It is different from consulting, general professional practices, or daily problem-solving, as it emphasises scientific study and the researcher studies the problem systematically and ensures the intervention is informed by theoretical considerations. Many researchers refine the methodological tools to suit the needs of the situation, collect, analyse, and present data on an on-going, recurrent basis. Action research turns people involved into researchers too, as people learn best and more willingly apply what they have learned when they do it themselves (Hesse-Biber & Leavy, 2011). It also has a social dimension: the research takes place in real-world situations, and aims to solve real problems. The initiating researcher, unlike in other disciplines, makes no attempt to remain objective but openly acknowledges their bias to the other participants. The action research model starts with: diagnosing the problem; action planning, evaluating alternative courses of action; taking action in selecting a course of action, evaluating which involves studying the alternatives of a course of action, and specifying learning in identifying general findings (Hesse-Biber & Leavy, 2011; Susman, 1983). The various principles of action research that guide action research are reflexive critique, dialectical critique, collaborative resource, risk, plural structure and theory, practice and finally transformation. Reflexive critique explains that action research is a form of self-reflective enquiry undertaken by participants in social situations in order to improve the rationality and justice of their own practices and the situations in which those practices are carried out (Barbour, 2008). There is a dual commitment in action research to study a system and meet and agree collaboratively, where the whole group is actively involved in the change process. This process aims to be

educative and empowering, which consequently results in change and transformation (Barbour, 2008; Hesse-Biber & Leavy, 2011).

Action research is also grounded in the interpretive paradigm (Yin, 2011). However, the most common tools of action research are that it is a holistic approach to problem solving and is common to the qualitative research paradigm. It is essentially important in keeping a reflective journal. There is also a requirement for document collection and analysis, participant observation recordings, questionnaire surveys, structured and unstructured interviews and case studies. The roles of the action researcher are as a planner, leader, catalyser, facilitator, teacher, designer, listener, observer, synthesiser and reporter. The researcher nurtures local leaders to take responsibility for the process to carry on when action researchers leave.

In addition to the usual ethical considerations in action research, decisions made about the direction of the research and the probable outcomes are collective (Hesse-Biber & Leavy, 2011). Significantly, researchers are explicit about the nature of the research process from the beginning, including all personal biases and interests. There is equal access to information generated by the process for all participant and the outside researcher and the initial design team must create a process that maximises the opportunities for involvement of all participants.

4.5 Data collection technique used in this study

This section presents information on the ethics application process for the research, methodology used in the research and information on participants of the research.

4.5.1 Ethics application

The research proposal required ethics approval from the ethics committee. The participants were informed of the project through the participant information sheet. The privacy of information and the respect for individuals as participants were an important part of the application process. The participant consent form was used to seek consent from participants. This assisted participants to identify their rights as participants with the information they provided, or images taken of them during the research. The participant information sheet and the consent forms are attached in appendix B, C, D, E, F and G. The attached participation form is in English, but

was translated to “Tok Pisin,” the official PNG language, Melpa or Jiwaka languages according to preferred language participants were comfortable to communicate in. The consent form did ask consent to allow photos to be published in the thesis; however, people wanted their photos in the thesis as the information in the thesis was going to be presented to the Governor of the province as this was action research, change oriented and driven for the benefit of the people of Jiwaka Province. The use of the photos was important because they provide evidence of participation according to tribal and clan groups in Jiwaka Province.

The incentives used in this study were traditionally appropriate and regarded as acceptable culturally, as the study was with indigenous and ethnic communities of Jiwaka Province. It is the natural, geographical, and political setting of the communities of Jiwaka, like many other parts of Papua New Guinea that required time and effort to move from one village to another. Therefore, as an indigenous researcher, I fully understood the settings and ensured that appropriate arrangements were made to gather participants in central villages and locations. This was done with the assistance of relatives and kinship relationships throughout the province. I also ensured that a big meal was provided with each group interviewed, as an incentive. This was appropriate because culturally food is an important element in any local PNG and Jiwaka gathering of people, whether it is family, friends, visitors and meeting of different tribal groups.

4.5.2 Methodology

The qualitative techniques adopted as part of action research to collect data for this study were interviews and participatory observation. The interview techniques used in this study included structured, semi-structured interviews, and focus group interviews. On the other hand, the participant observation adopted a silent observation technique accompanied with active note taking practices. Figure 10 shows the summary of the techniques of data collection used in this study.

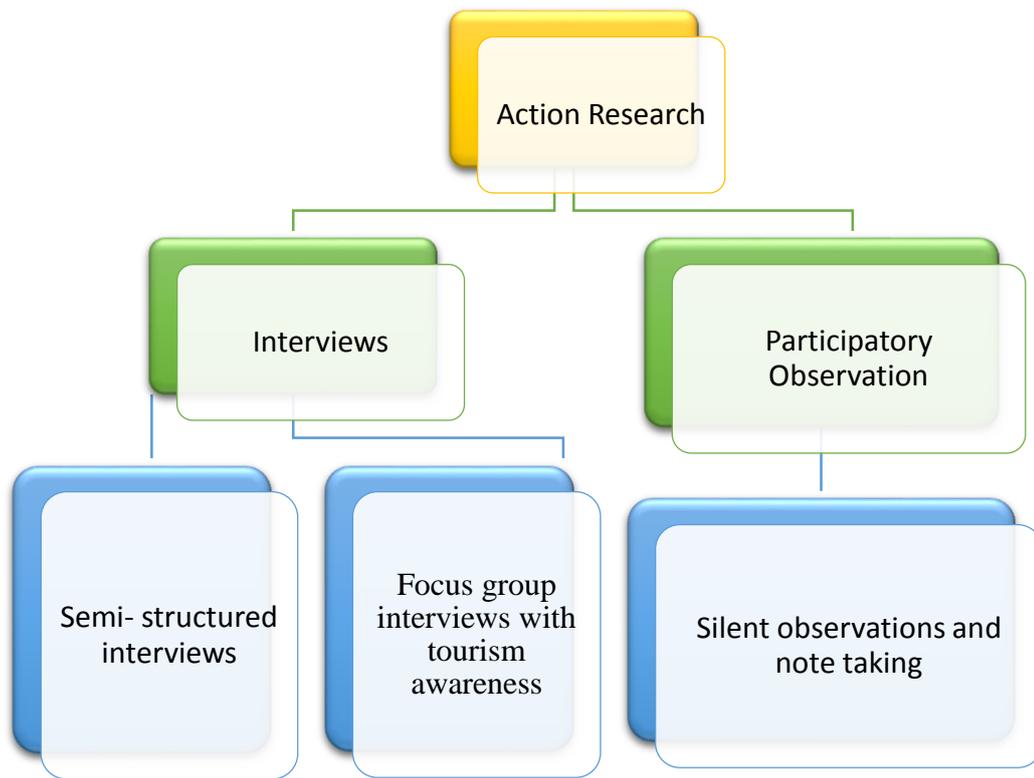


Figure 9. Data collection methods used

4.5.3 Participant information

There were practical approaches used in the research for data collection. In the summer of 2012, I talked to the participants of PNGTPA, the governor of Jiwaka Province and the electorate member of Anglimb South Wahgi District in person, at different times. Key people (relatives) representing different tribal groups were identified at that time too and were casually informed that I would be coming to do research and that their help would be required. Therefore, they were prepared for their engagement in the research in the later part of 2013. Their contact details were obtained and I kept in touch with them when I returned to university.

Most of the research period was spent on focus group interviews that required lots of organisation. I firstly established contact points throughout the province through local calls by phone, messages through third persons, or inviting certain relatives to visit to discuss and confirm arrangements and explain the research before the actual visits. I also made the arrangements and had meetings with selected relatives in strategic locations at different times. Those people then went back to their

respective villages and arranged meeting venues, identified appropriate participants and confirmed dates. Figure 11 shows the order of interviews in this research. I zoned Jiwaka Province into 17 focus groups according to clan and tribal structures and local organisation. These sessions were facilitated at 14 different locations. Each focus group session consisted of 12 or more participants at any one time. The number of participants varied for different groups, totalling 261 participants. Figure 12 indicates focus group locations along with the table (Table 5) providing information on tribal groups.

There were four key samples of people who were selected to participate in this study. First, the national tourism office in PNG, second the Jiwaka provincial offices, third the councillors or the community leaders representing clan and tribal groups, and the final group were the individual entrepreneurs in tourism. With this representative sample, it was anticipated that the data would be sufficient to provide a realistic scenario of tourism development in communities. The channel of communication observed was that the communities were represented by their councillors in the government, and therefore they were involved. Sample size is determined considering statistics to be used in the analysis of data and the number of questions asked, and that determines the number of participants (Bouma & Ling, 2004). The larger the sample, the more sufficient the data is (Oliver, 2010). Therefore, this study involved 271 people as participants. Table 2 shows the techniques used to collect data from each of the group of participants. Figures 13 and 14 shows the actual number of key participants.

The research started with semi-structured interviews in Port Moresby, followed by interviews of provincial leaders in Banz, Jiwaka Province. This was then followed, with semi-structured interviews within Jiwaka Province and finally with the local people in focus group interviews using snowball techniques (Creswell, 2009, 2014). Information on research methods, participants and sample size, classification of participants and number of participants are provided in Table 6, Figures 11, 12 and 13 respectively.

Table 5. Summary of research methods, population, sample size and duration

Participants	Methodology	Details of Setting	Sample size	Duration
Government officials	Semi-Structured Interviews	PNGTPA; Policy officer and Researcher officer	2	45 minutes to 1 hour per person
		Governor of Jiwaka Province and Member for Anglimp South Wahgi	2	45 minutes to 1 hour per person
		Total:		4
Community agents	Semi structured interviews	Community leaders, councillors and entrepreneurs	6	45 minutes to 1 hour for each participant
Tribal/Clan groups.	Focus group interviews	Village elders	2	2 x 17 zones = 34
		Church elders	2	2 x 17 zones = 34
		Village leaders (older)	2	2 x 17 zones = 34
		Village leaders (young)	2	2 x 17 zones = 34
		Individual entrepreneurs	2	2 x 17 zones = 34
		Councillors	2	2 x 17 clans = 34
The number of participants exceeded the expected figures of 204 to 261.				
TOTAL: 271 PARTICIPANTS				



PNGTPA- The marketing and tourism promotion arm of National tourism in Papua New Guinea



Jiwaka provincial political representatives to the national government, PNG

-



Community & Local Level Government (LLG) representatives to the provincial government



Tribal and clan representatives within Jiwaka province

Figure 10. Classification of participants.

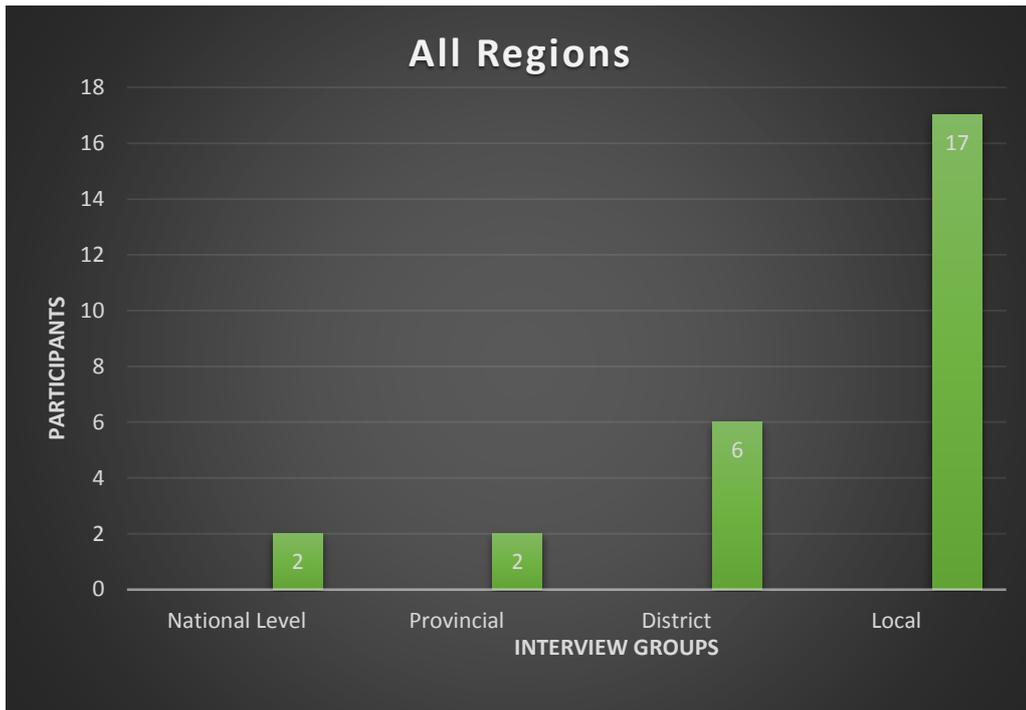


Figure 11. All participants.

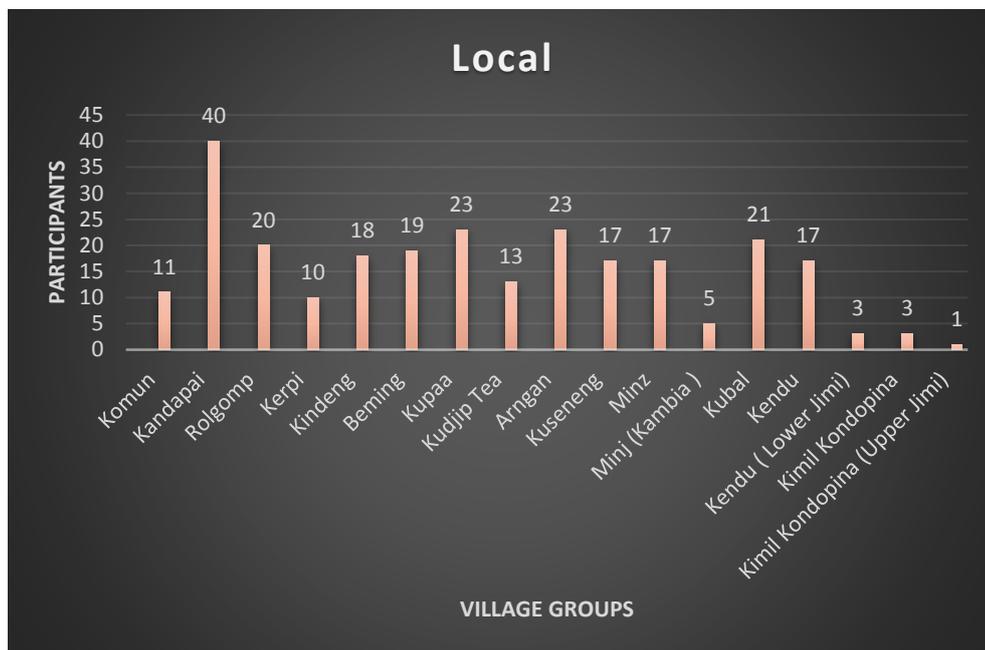


Figure 12. Focus group participants.

4.5.4 Participatory observation

The participatory observation technique was extensively used as part of the action research approach, because this study was change oriented and grounded in the interpretive paradigm. This included contextual action research, where the researcher needed to become part of a group of people studied. The researcher participates in identifying the problem, takes part in solving the problem and participates in examining how successful the efforts were, and if not satisfied, participates in the plan to try again. This meant that the researcher became part of the planning, designing, facilitating, listening, creating tourism advocacy and awareness, observed what was happening in the communities and synthesised information to help formulate strategies for tourism development in Jiwaka Province. While actively participating and observing, the researcher collected needed data to answer the three research questions described earlier. Part of the arrangement with people was to spend at least a night in each meeting area with relatives to make observations. That gave the researcher the needed time to rest as well before moving on to the next meeting venue. The technique used to collect data during this process was keeping a research journal, recording all the plans, ideas, events, dates and evaluations. In addition, such a technique helped identify the tourism assets found within the local environment and observed how people participated in the development of these tourism products that also brought about community development. The researcher also actively participated in tourism advocacy and awareness. This did not only help collect data but nurture local leaders to pursue tourism options well after the research was completed. The people developed the ability to identify their values and how they valued the potential tourism products available to them, became aware of the potential opportunities they have missed and helped identify ways to participate in tourism activities to boost development for their communities. The diagram (Figure 12) shows the order of visits to different villages, where a day and night was spent with relatives to make observations.

The second major technique of data collection used in this study was through interviews. The details are described in the following section.

4.5.5 Interviews

The second main technique of collecting data for this study was through interviews. The approach included structured and semi-structured interviews with individuals and also used focused group interviews. This technique targeted people in certain positions, sought a description of what people did for tourism development and identified obstacles they faced. The researcher set pre-established questions. These were formal and in-depth interviews, done one-on-one and within office settings. The aim of the semi-structured interviews with PNGTPA was to establish results in PNG office tourism in the country's future growth, current problems and what tourism issues were for the highlands and Jiwaka Provincial government and government policy. The semi-structured interviews with Jiwaka provincial government were to look at the specific problems in the province, the political will for tourism, what are the major policies and participants' knowledge of tourism. The two participants from PNGTPA were the policy officer and research and marketing officer. The participants at the provincial level were the governor for Jiwaka Province and the member for Anglimb South Wahgi.

Semi structured interviews were done with six local leaders and entrepreneurs in Jiwaka at the district level. They promote tourism and may or may not contribute meaningfully to community development through their different entrepreneurial activities. These six participants were the Women's Representative to Jiwaka Provincial Government, district officers for Jimi and North Wahgi districts, owner of Komun Culture and Tourism Centre, the Peace officer and leader from Kambia and owner of Minj Guest House and president of Jiwaka Council of Churches. These interviews were semi-structured and conducted in a relaxed atmosphere to identify individual leaders' knowledge and perception of tourism development through community involvement. The interviews were conducted in a way that would make the participants feel that their contributions were treasured. That prompted them to feel at ease to provide worthy feedback without hesitation. These sets of semi-structured questions were designed for them representing their communities and people. The framework of themes to be explored was based on community representation questions, tourism policy questions, tourism knowledge questions and community participation questions.

All interviews facilitated open ended and probing questions and they varied in length. It took 45 minutes to one hour for each interview. The samples of some questions asked are shown in Appendix A in this thesis. Semi structured in-depth interviews were one-on-one with the interviewees.

A less structured process was involved when carrying out focus group interviews. This involved representatives from each tribe from selected districts of the province. Jiwaka Province was zoned into 17 groups according to community structures. Map 2 shows the places and different zones. There were 17 strategic locations chosen as a central meeting places for different tribes and clans for group interviews and to create awareness of the role of tourism in community development. The ultimate goals of these gatherings were to probe the role of tourism in community development in depth to see how people discuss this issue as members of a community. Awareness and educational information on the importance of tourism as a catalyst of development, community participation, product identification, product development and product marketing were important points raised and discussed during this time. The group interviews involved representatives from all sectors in the community. Focus group interviews were organised and facilitated to get collective feedback on the theme of tourism development for communities and community participation according to tribal groups, as presented in Table 6.

The focus group interviews had fewer semi-structured questions, as the purpose was to illicit issues during the discussions. These questions were written in English language; however, they were translated into pidgin language (official PNG language) and further translated into Melpa and Jiwaka languages during the interviews as was appropriate. The participants were allowed to communicate and provide feedback in the mode of language they were comfortable with and understood. The researcher spoke and understood all languages used by participants so data collection was easy in this process. These were questions to identify their understanding of tourism and draw out their ideas of tourism and potential problems and opportunities in the different communities throughout Jiwaka Province. Figures varied for each group due to many interested people's attendance to learn about tourism. Meals were provided after each session to show appreciation, as that is the appropriate Melanesian way.

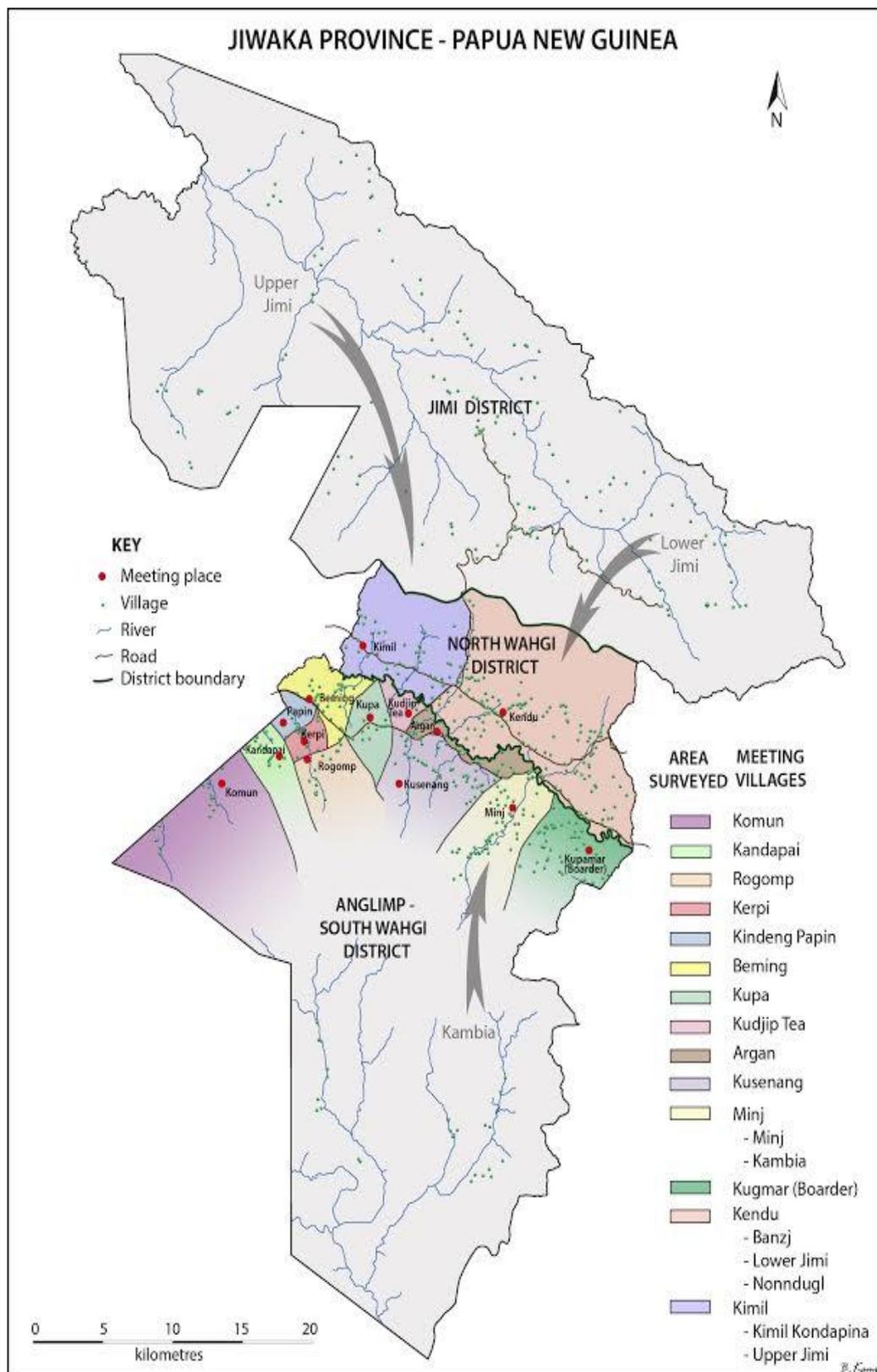


Figure 13. Focus group research locations in Jiwaka Province.

Source: Betty-Ann Kamp (2014). Cartographer, University of Waikato, Hamilton, New Zealand.

Table 6. District, LLG, Tribe, Clans, Map reference and village of meeting

Dist rict	LLG	Tribe	Clan names	Map Ref	Village of meeting
ANGLIMP SOUTH WAHGI	Anglimp Rural	❖ Kopi ❖ Nokpa	Unsure	1	Komun
		❖ Kuli	<ul style="list-style-type: none"> • KuliKonda • KuliRalgipi • KuliPaldake • KuliNuuporpee • Polgitipe 		
			<ul style="list-style-type: none"> • KuliPean • Warkie • Nalpie 	2	Kandapai
		❖ Menge	<ul style="list-style-type: none"> • Kenapulg • Mombele • Epnie • Mengie 	3	Rolgomp
		❖ Ondalkei	<ul style="list-style-type: none"> • Peke • Moe'ee • Papree 	4	Kerpi
		❖ Onbe	<ul style="list-style-type: none"> • Kuipe • Ekelkie • Rondope • Kulimbe • Kondimbe 	5	Kindeng Papin
	Anglimp South Wahgi Rural	❖ Rongoi	<ul style="list-style-type: none"> • Mamelgie • Komunambe • Atkee 	6	Beming
		❖ Mentipe ❖ Walpie ❖ Meke ❖ Walgie	Unsure	7	Kupaa
		❖ Sekanga	Unsure	8	Kudjip Tea
		❖ Kumai	<ul style="list-style-type: none"> • Kurupkee • Meamkee 		
			<ul style="list-style-type: none"> • Ngenekee 	9	Arngan
		❖ Kesu	<ul style="list-style-type: none"> • Demankee • Kanelgg 		Kuseneng

		❖ Berepkee	Unsure	10	
		❖ Minj Kumai	<ul style="list-style-type: none"> • Kunumbka • Kondika 	11	Minj
		❖ Kambia	Unsure	11	Minj
		❖ KupGaamar Boarder	<ul style="list-style-type: none"> • Kupgamar • Raimakup • Golakup • Kopanka • Yuri 	12	Kubal (Kupgamar-Boarder)
NORTH WAHGI	Nondugl Rural	❖ Tsenglap	<ul style="list-style-type: none"> • Aikup • Kupuskup • Ghilghal • Baiman • Tsenglap No 2 • Dangekane • Kombaltalkanem • Kumukane • KulpalWahgi Dam • Kombillikanem 	13	Kendu
	North Wahgi Rural	❖ Komblo	Unsure	14	Kimil Kondopina
		❖ Sekaka			
		❖ Andpangs			
		❖ Kulaka	<ul style="list-style-type: none"> • Kippgaa • Krangae • Kimiee • Komunkee 		
JIMI DISTRICT	Jimi Rural	Pala Kaulaga	Unsure	13	Kendu
	Kol Rural	Mulma Kaulaga	Unsure	14	Kimil Kondipina



Figure 14. The order of focus group interviews.

4.6 Data analysis

The qualitative data analysis aimed to make sense, interpret, and critique and or theorise texts (Yin, 2011). According to Barbour (2008), texts involved in this study were transcripts, contacts and visual images, which involved creating categories or themes (Barbour, 2008). The analysis of these texts involved noting patterns and consistencies in the subjective data, while also observing similarities and differences between individual narratives, group interviews, and observations. The analysis focused on any contradictions or tensions within individual narratives, which may represent coinciding positioning and ideological ideas and

misinterpretations within conflicting discussions on tourism development in different communities in Jiwaka Province.

All forms involved a method or procedure to ensure rigour and credibility (Schostak, 2006; Yin, 2011). The skills demanded of the researcher to effectively do qualitative data analysis were to have an open mind and a willingness to be surprised. It was a systematic and rigorous approach, which involved careful organisation and documentation. The researcher was required to think comparatively, comparing incident to incident and incident to theory. Furthermore, consideration was given to multiple viewpoints related to tourism, and the researcher must be willing to step back and ask, "What is going on here?" (Barbour, 2008). The qualitative data analysis used in this research is consistent with the interpretivist approach. The two components of this approach which occurred concurrently throughout the data analysis were data reduction, and data display, which rested mainly on the operations of coding and memoing and drawing and verifying conclusions which assisted in developing further (Chapman, Francis, & Birks, 2008). Initial coding involved putting tags, names or labels against the pieces of data, which were referred to as descriptive codes (Holton, 2010). These codes were valuable in initiating analysis, and in enabling me as the researcher to get a feel for the data. These less abstract, more descriptive codes were brought together at the second level of pattern coding. From this second level of coding, it was possible to put together plans for further discussion and analysis.

Memoing was another component that happened simultaneously with coding and was substantive and theoretical (Chapman et al., 2008). These memos suggested still deeper concepts than the coding had so far produced. They also elaborated on a concept or suggested ways of doing something, or they may have related different concepts to each other. This last type of memo produces propositions or explanations. Instead of simply describing data, substantive and theoretical coding relate to conceptual analysis. One important methodological practice encouraged was to constantly record ideas as they occur as memos (Bouma & Ling, 2004). The third stage of analysing data involved developing propositions from the process of drawing conclusions and verifying. The three stages in reality happen simultaneously. The aim of this stage was to integrate what has been done into a

meaningful and coherent picture of the data. Generally, the aim of this approach was to condense extensive and varied raw text data into a brief, summary format. This is then used to establish clear links between the research objectives and the summary findings derived from the raw data and to ensure these links were both transparent and were able to be demonstrated to others and justifiable given the objectives of this research.

4.7 Reliability and validity of data

There were a number of probable threats to the reliability and validity of my data. The first was related to the geographical settings that made it difficult to access all participants. Data were targeted to be collected from 18 focus groups in 18 different locations of the province for the focus group interviews. Therefore, choosing a suitable strategic and central location for conducting the interviews was challenging. The geographical conditions and settings needed to be considered before locations were chosen. In addition, factors of transportation and current political and tribal differences were taken into consideration. At the time of data collection, from August to September 2013, the Local Level Government (LLG) elections were taking place. Thus, organising times and venues was challenging during election time as people live in tribal groups and they can have political differences as a group. I needed to organise meetings that were in public places rather than a meeting house in the village, where people from a single tribe or clan gather, to avoid local politics being discussed. Therefore, I arranged for group interviews in common locations such as Local Level Government Stations (LLGS) or Church denomination areas instead of gatherings in villages. These locations provide a meeting place for people from many different tribes and clans to witness important religious, educational, government, legal, and economic related events. However, even though I may have avoided negative connotations attached to gathering in villages, still not all participants were able to make it to the common locations. Therefore, the choice of such location limited all participants' participation in some way, and the views expressed in the focus groups may not be representative of all community members.

Secondly, time was another factor that impacted on data collection. The study took twelve weeks (three months) for data collection throughout Jiwaka Province and this timeframe was sufficient for data collection. However, mode of transportation

to the interview destinations was not easy due to the nature of the country and accessibility and limited infrastructure. Many remote villages were accessed through many hours of walking over hills, valleys, and across fast flowing highland rivers. To cover the entire province within time frame was challenging. A prime factor of time is the attitude of “island time/PNG time,” which refers to people moving at their own convenient time, which is usually one to three hours after the usual scheduled period.

The research was very costly. I needed to meet the expenses such as for photocopying, typing, and printing of instruments, accessibility by air and road, stationary, Internet usage, telephone bills and accommodation. There were also unseen costs involved for food and drinks during the interview for interviewees. The governor of Jiwaka Province funded this research, realising the importance of tourism as a catalyst of development for his young province. That has helped in the successful completion of the research. He has requested the findings to be presented to the provincial government upon completion of the thesis.



Figure 15. A walk from Kuli; over this mountain to Rolgomp; beneath that, the blue range for data collection.



Figure 16. A typical scenario of long walks to research destinations that required many stops for rests. This is over Kintimp range to Tuman.

4.8 Conclusion

In summary, the choice of research methodology is related to what data were needed to answer the research questions of this study. The qualitative techniques adopted as part of action research to collect data for this study were interviews and participatory observation. The participatory observation technique was extensively used as part of the action research approach because this study was change oriented and grounded in the interpretive paradigm: semi-structured interviews with both individuals and focus groups. The study involved 271 people as participants. There were hindrances, but each case was handled separately and reliable data was collected for this research.

Chapter Five: Results

5.1 Introduction

This chapter presents results based on the data collected in this study. The main aim of this study was to explore the degree of openness by the people of Jiwaka to participate in tourism development in the province. National policy and guidelines shape what happens in the provinces. This is the same for tourism. Therefore, this study gathered information related to tourism policy and aimed to understand how effectively the policy was implemented, particularly the role it played in stimulating tourism in provinces, including Jiwaka Province. These results are presented in section 5.2 for national tourism and 5.3 for Jiwaka provincial tourism. The results presented will show that there is a good national policy. Such policy should stimulate tourism activities in each province, where the people could actively become involved. The study sought to identify the marketing aspect of tourism at the national level to evaluate tourism's potential in the Jiwaka Province. The existing tourism activities in Jiwaka Province are listed in section 5.3. The description of what tourism activity already exists in the province, together with what products target domestic and international visitors, were also ascertained to help determine the demand for tourism in Jiwaka Province. The results show that there was limited tourism activity in Jiwaka Province; thus, there is limited tourism demand in Jiwaka Province. This study investigated the obstacles that might hinder more development in tourism and thus limit people's participation in tourism.

5.2 PNG National Tourism (PNGTPA)

This section presents the results of the national and provincial tourism policy of Jiwaka Province. An assessment and evaluation of these policies is made to identify implications for tourism in the province.

5.2.1 Policy and planning

I firstly enquired about the delegated role as a policy officer with PNGTPA. He stated clearly that one function of the PNGTPA is to identify products, write up policies and recommend how best they can go about developing all these products.

“We try to align the policies according to the government’s vision and strategies that the government puts forward.”

They make sure that the policies that they do are in line with what the government requires and aligned to the 10 to 15-year government plans, such as the 2050 goals. In addition, policy officers go out to the provinces and identify the products they think that would attract tourists and capture potential markets. Upon return, reports are produced about the products that they identified, and they follow up with special training that they arrange for product development, which is the most appropriate way to develop tourism products to meet the demands of tourists. They also obtain feedback from the locals, make recommendations, and evaluate and design the best strategies they can put in place aiming to bring these products up to market standards. Once they have all these products developed, they sell them to the marketing division. The marketing branch is the promoting and marketing agent of the PNGTPA, so they sell the products which the policy division had put in place in the different areas.

The policy division contributes to marketing by making their recommendations to the marketing branch of PNGTPA. PNG is more of a niche market; it is not a mass tourism destination. The market segment for PNG is unlike the tourism market in Fiji and other destinations, where there is interest in the sand, sea, and sun (the 3 Ss) in mass tourism. The kind of market in PNG is based on what tourists want in particular, whereby specific tourism products motivate tourists in their travels. It is further explained with the reasoning that the niche market in PNG is in the culture, where PNG has more than 800 cultures, and also kayaking, trekking, bushwalking and diving, as PNG has the best diving spots in the world. In addition, it is mostly in groups and not like other countries with independent travellers, where they go on an ad hoc basis. This means that tourists travel to destinations without much of a focus on particular or specific tourism products, which does not require good selling

points. However, the PNG culture and environment is one of the biggest selling points and these are big markets for tourists and they are basically culture and ecotourism based. During expos and conferences, they try to sell these niche markets to tourists and try to attract them to PNG.

The responses point out that there is very little or no knowledge of the tourism market in the new Jiwaka Province, as there is no contact with the PNGTPA. At the same time, the PNGTPA has only 5 model provinces and they cannot reach all the 22 provinces of Papua New Guinea. Interestingly, these model provinces are not always working with the PNGTPA: they work in isolation. So it was interesting to find out where the tourism policy side of things fits with each province, if they are not liaising with PNGTPA in policy implementation and assessment. The policy officer was not sure if the provincial offices of culture and tourism have policies, tourism strategies, contacts on the ground, the plans for tourism development, and what the goals are that they have in tourism for product development, capacity building and training, but they would like to better link the provinces with the PNGTPA.

“We do not know if all the provinces have tourism policies.”

I asked further to find out why he was not sure, and he responded:

“There are no funds to visit all the provinces.”

He went on to explain that the PNGTPA requires more funding to visit every province to follow up on tourism policy formulation, implementation and assessment. Therefore, the provincial governments are responsible for funding the provincial offices so that there is a link set up by the provincial government to PNGTPA. There is an enormous gap, he said. He continued to say that people also work with the mentality that revenue is well generated from coffee, tea, and other cash crops and unfortunately do not see tourism as an option for development.

However, tourism cannot work in isolation, as it is multi-disciplinary, and tourism needs to link people. Therefore, the participation of people in tourism development in PNG is very necessary. I enquired about his view on tourism participation at the national level and his very words were:

“I should say it’s not up to a 100% standard.”

This means that in PNG, people do not involve themselves and participate in tourism related projects. In other provinces that are not part of the model provinces, it is the private sector or individual tourism entrepreneurs working to develop a product who have their own websites through which they market their products. The website of PNGTPA only markets tourism products of tourism entrepreneurs and provincial governments that are affiliated to them. There is little government support for tourism activities to boost tourism development and a policy related to community participation in tourism is lacking. With the model provinces, ENB, Milne Bay and Madang are advancing because they have a local tourism board and they also have a financial budget from the Province; therefore, the model provinces are advancing people in rural areas of these provinces to know what tourism is.

He continued to explain that in the other 17 provinces, local people’s tourism knowledge in remote areas can be described as very minimal. They do not have knowledge of tourism, and besides ignorance, there is the problem of accessibility. The questions that require answers are how can they participate, how can the destination be reached, and how can people be educated to have a working knowledge of tourism? Tourism knowledge is also lacking in urban areas where one finds more educated people. He emphasised that people associate tourism with the “white men.” He commented that it is estimated about 50 to 55% of people in PNG have tourism knowledge.

When I spoke about Jiwaka Province regarding tourism development, PNGTPA can step in to develop tourism products in the province. PNGTPA is a statutory body wholly funded by the government of PNG and organised into three divisions. These divisions are the marketing division, policy and planning division, and the corporate services division. The PNGTPA’s primary function is to maximise the economic benefits of tourism in PNG through the provision of tourism policy advice, and its implementation and promotion of PNG as a desired tourist destination, and to encourage the provision, development and expansion of tourism infrastructure, facilities and products. They also assist, guide and facilitate new investment by local and international tourism entrepreneurs. In addition, they focus on increasing awareness, encouraging, assisting and promoting high levels of

service, education and management within the tourism industry, and monitoring and reporting the trends as well as the effects of international tourism on PNG.

I was informed there is no tourism office in the province for the PNGTPA to work with; however, the step-by-step process that needs to be followed was explained. They need to set up the provincial office, the provincial government needs to write to the PNGTPA advising that they have set up the office and that they have someone in the province to monitor tourism in the province. The onus is with the provincial government and they need to make an effort to seek assistance from PNGTPA. The following is an example of the problems the PNGTPA can have dealing with the provinces:

“The Western Highlands Province, where the former governor, Tom Olga, wanted a provincial tourism office.”

He went on to say that the PNGTPA came in and assisted the province to set up the tourism office. With the reshuffle in the government, the office closed due to lack of funding, because the new government did not fund tourism development in the province and did not regard tourism as a viable option for development in the province. He made special particular mention that constant changes in governments and inconsistent government policies and plans are another major hindrance to tourism development. There are many other obstacles and challenges to tourism development and policy implementation. There needs to be tourism awareness on TV and in the media to provide awareness to reach as many parts of PNG as possible. More so, stability in the government and the drive for tourism, apart from other resources, is important, as this is the driving factor for tourism development. In addition, there needs to be continuous funding from provincial governments, because the PNGTPA only funds training and capacity development.

Tourism policy review and assessment is yet to be done for the model provinces. Policy officers from the PNGTPA are waiting for the review to see the progress and identify the gaps to see how they can support and fill the gaps. The five-year timeframe has lapsed. The PNGTPA will not take on board the other 17 provinces, but all other provinces should observe what the model provinces are doing and should learn from them. It is a very expensive exercise to visit all parts of Papua

New Guinea, as it is so diverse and difficult to develop the products. However, the responsibility is with the different provincial governments to show their interest and work hand in hand with the PNGTPA for tourism development in their provinces.

It was important to find out how tourism benefited the indigenous people of PNG generally, from the PNGTPA's point of view. The interviews established that tourism has not benefited the native people, as indigenous tourism products are untapped, with little product development and no marketing. The local people receive some benefits, such as when tourists on the cruise ships buy local artefacts. With other tourism products, fees are paid for showcasing artefacts and products. This contributes significantly to the micro economy directly for the local people. Local communities can also sell the products to the travel agents.

However, people do not know how they can directly benefit from tourism activities. That is why tourism education and advocacy is needed for indigenous communities. For tourism advocacy and education to be a successful, all the parts of Jiwaka Province need to be reached to undertake the awareness and advocacy. The results show that the government of PNG stresses the importance of tourism as an industry with a lot of potential for economic growth, but there is insufficient government funding to support tourism awareness. Consequently, tourism awareness and advocacy is not done throughout PNG by the PNGTPA because of the cost associated with this. If funding was made for tourism awareness, as many as three provinces could be covered in one month. Unfortunately, funding to the tourism sector is very minimal, with the government not financially supporting its tourism plans and strategies

5.2.2 Research and marketing

Research is an important aspect for providing data to enable proper planning for tourism in PNG. Therefore, information was gathered through the the PNGTPA research officer.

Interestingly, statistics show that the future growth in tourism is growing slowly, as tourism statistics are updated biannually with statistics collected at Jacksons International Airport in Port Moresby. According to the responses from tourists, their concerns expressed on tourist arrival forms are mainly cleanliness, safety, and

access to facilities. The other major obstacle identified from that research is the very high cost of domestic airfares. Tourists have found Papua New Guinea to be a very expensive place to travel to.

On the other hand, the only research task that the research and statistics officer is designated with and tasked to do has been specifically defined in the areas of research, market research, product identification and product research in the five model provinces. Research into tourism products and asset inventory has not been done in the 17 provinces of PNG to identify the trend of tourism growth. These findings would be used to measure PNG's tourism demands against the supply at different destinations of PNG.

However, PNGTPA have overseas market representatives who promote tourism products for PNG abroad. International market representatives are employed on a contract basis to coordinate and deliver strategic marketing in key inbound markets. The officer in PNG is responsible for statistics and details especially on tourist arrivals in the country. There is a database with the PNGTPA, which he is fully responsible for, that provides information for stakeholders who want information about domestic and international tourist visitor arrivals. This information is linked to tourism markets and the demand and supply aspect of tourism.

However, he mentioned that a lot needs to be done in the highlands region, because people have a negative perception that highlanders are cruel and furious because of tribal fights. Security is a concern for prospective visitors going to the highlands of Papua New Guinea. Having established these findings at the national level, I then proceeded with my structured interviews with the provincial government representatives of Jiwaka Province.

5.3 Tourism in Jiwaka Province

The results from Jiwaka Province are presented in this section. It highlights the policy at the provincial level, the tourism products, amenities and facilities in Jiwaka Province. This leads to participation of local people in tourism development. The obstacles to tourism development are also highlighted.

5.3.1 Provincial government

All governments function and coordinate affairs within a policy framework. The governor for Jiwaka province provided information for this study on the provincial policy for the province he governs.

I firstly questioned the governor to find out if he thought tourism would be good for his young province. His response was quoted:

“Yes, tourism is an area seen as generating income for the province. Jiwaka is a beautiful province with colourful and rich traditional cultures, festivals and dances.”

He continued that he had many plans to develop tourism products for Jiwaka Province. Firstly, the main five-year provincial development policy includes strategies and plans for tourism development. He mentioned that specific tourism products would be promoted at the provincial level to attract international tourists into Jiwaka Province. There were plans on how to showcase the Kung Garr festival on an annual basis, to be hosted at different strategic locations around the province, aiming to give as many people of Jiwaka as possible a chance to participate in the cultural show. The pig festival (*Kung gar*) is a festival that every tribesman takes part in dancing, during which there are massive pig killings and exchange of pork meat with friends and relatives throughout the community and neighbouring villages (Muke, 2001). In the 21st century, the focus is on traditional dances by different tribes to show their strength and uphold cultural identity. At the time of the interview, 2013, the festival was held at Wara Kar in the Banz area, North Wahgi District. In 2014, the show will be staged at a different location in another district.

The provincial policy of Jiwaka Province was formulated, he said. He made particular reference that tourism is part of his plan. He continued to state that as a new province, after the split from the Western Highlands, there is an enormous task ahead to establish government departments, including a tourism and culture division. The different divisional heads of departments are only acting in their positions until the full human resource process is complete within the public service machinery. Therefore, tourism policy will be drafted aligned to the central provincial policy after a provincial tourism office is set up, with a provincial tourism

coordinator to coordinate all tourism activities within the province. The governor realised the importance of this research investigation and said it was timely and important for tourism development for the infant province. He funded this research showing his support for this action research project. The governor believed tourism would be a viable option for development in Jiwaka Province.

So, as I write this, there are plans being implemented slowly by the governor and individual members of different districts. The governor stated that:

“Jiwaka Province was selected at the national level for the intended international airport in the highlands as the Wahgi Valley is suitable for airport construction without any obstruction for aeroplanes landing and taking off.”

He went on to say that this airport will greatly enhance tourism movement and easy flow into the province and the rest of the highlands provinces of PNG. This would have huge ramifications for tourism development with international flights allowing for quick accessibility to Jiwaka Province. Potential tourism areas to link to the airport would be Bali in Indonesia and Japan. This airport will likely serve as a transit place for tourists travelling to a third country in the Pacific. The current Kagamuga Airport (WHP) is the biggest in the highlands with international charters to Australia only. This new airport would create competition, which will likely trigger a decrease in airfares. Consequently, more tourists will travel both domestically and internationally.

The main functions of the provincial government are handled from Banz district headquarters. The venue of the Jiwaka Provincial headquarters was announced in 2014 but is yet to be built; thus, establishing appropriate buildings and other necessary machinery for the public service will also be another contributor to delays. The changes are gradual and will get there over time depending on government funding, work commitment and continuous policy implementation and assessment in all areas of development. His final remarks were that:

“I would like to see tourism develop in Jiwaka province.”

Nevertheless, I have observed on my visits to the Jiwaka provincial office on numerous occasions that there were inconsistencies in daily operations. Firstly,

punctuality was among the many problems, as people arrived for duty and departed for home whenever time suited them. Interestingly, when the governor was not officially at office, the Jiwaka provincial headquarters would be very quiet with many empty offices and no officer on duty. There are other times when officers would not even come to work, and clients are kept waiting the whole day with issues to discuss. I have been one of the clients myself during the research to experience all the delays and the frustration. On the contrary, the provincial headquarters zone would be very full on days the governor was in office. The punctuality of officers improved greatly on those days. Interestingly, there were times when disgruntled village groups of people would front up to the office with complaints. They would start up fights, cause uproar and disturbance and this was observed as a typical practice. The people who seemed to get assistance from the provincial government and had easy access to lodging their grievances and to discuss issues were those that were closer to the governor or other officers in the Jiwaka provincial office through tribe/clans, or through political alliances. These issues were related to unpaid ward councillors, village court magistrates and peace officers and other delayed monetary issues. That meant that there were issues about the general operations of the province. My general remark on this observation was that there is corruption, lack of policy coordination, mismanagements and nepotism associated with the tribal or “wantok system” in Pidgin English. Corruption is a broad term that covers all forms of malfunctions and mismanagement on different scales, where illegitimate use of public power is used to benefit a private interest. Thus, corruption is observed unfortunately in the administration of the new Jiwaka Province. There are more than enough complaints on issues pertaining to the provincial government on Jiwaka group Facebook page every day.

The head of a district is responsible for the affairs of his district. Therefore, the current member for Anglimb South Wahgi provided information on how tourism is regarded as development in his electorate.

Firstly, the member felt that this topic of research was worth doing, as Jiwaka is a new province and tourism is an important area that can contribute towards development and the growth of the new province. In his district, the people are rich in cultural and environmental tourism products. He compared the type of

environment we have to his travels to Fiji and the Middle East and made comparisons with what we have and what he has observed in his travels. The key difference he pointed between Fiji and PNG in tourism was the product development and efficient marketing strategies that benefited the people of Fiji. Fiji is very small and has the sand, sea and scenes of the islands, whereas our island, PNG, is big and full of resources. He stressed that it is not impossible to develop the tourism products and market them efficiently as long as provincial policies and district plans are strategised and implemented efficiently aiming to achieve development beneficial to the people. Plans and policies of Jiwaka Province can be consistently implemented with the co-operation of all the elected members with the governor, as head of the province. I gathered and concluded from this conversation that there is no co-operation between the members. However, he stressed several other important points.

Firstly, as a member of the district, he would like to see his people benefit from government services. To have the people benefit fully, he stressed the importance of people's participation and involvement in developmental activities as much as possible. He wanted the people to initiate projects that can be beneficial to them, using available resources within their means, capacity and environment. Individuals cannot be helped, but groups can be better served through associations that people were asked to form. They would, firstly, identify a viable project that can be sustainably developed with involvement and participation of local people for the benefit of the community. Tourism is one such area that can be promoted through community projects where local people will participate meaningfully. This helps raise the standard of living and creates employment opportunities for local people. In order to have the people participate, he initially had the district plan to connect all road works throughout the entire district. With accessibility, people can have access to other important government facilities. With good road connections, people are able to visit different places, and that is tourism. The district development plan also incorporated rural development projects into other sectors, such as fisheries, agriculture, and tourism and gender development. He was prepared to counter fund the projects as long as local people formed associations and submitted proposals to his office. The ward councillor becomes an automatic

chairman of the association. That is because councillors are the link between the local people, through the local level government, and the provincial government.

The information gathered showed that the bottom-up approach of policy implementation and development is the member's main focus. From the time of the interview to the time of writing, road works were under construction linking all remote areas of the South Wahgi District (ASW). On the 6th of March 2014, the ASW national member launched a micro finance scheme. K1million was parked at NDB (National Development Bank) for the first ten applicants of the 100 associations launched. It has been partnered with National Development Bank (NDB) and Bank South Pacific. For a first start, each of the ten applicants is entitled to K1000 each, repayable after six months. Successful recipients then proceed to K2000 and so on. People were encouraged to form associations and participate meaningfully in activities they are able to do at their level (grassroots) with the assistance of the province in counter funding. The launching (Figure 20) is a major step towards promoting the bottom-up approach of development starting with the local people. This is the plan he was speaking of in August 2013, when I interviewed him, which has now become a reality. This approach involves local people taking initiative in development and participating meaningfully in community development activities.

In summary, there is the political will for the inclusion of tourism as a viable option for development. There are general policies in place at the provincial level for tourism. However, there are obstacles to development of tourism within the province. Major infrastructure is needed, such as roads to be upgraded and built to link different parts of the province, and for accessibility for other forms of development to eventuate, which requires a co-ordinated approach by government. The bottom-up approach is viewed as the paramount approach to implement development policies. The findings confirm that participation and involvement of people in development is targeted from the grassroots' level up. This approach is viable, and tourism or any other community based development projects will be beneficial to the local people. Jiwaka is at its infant stage of development, with limited infrastructural development. There are currently inadequate facilities and amenities for immediate growth of tourism in the province. Therefore, with the

growth of Jiwaka province with its establishments in all other departments, tourism has the potential to develop over time.



Figure 17. Picture showing the launching of microfinance at Komun, Jiwaka Province, for rural community projects.

The pictures show roadwork construction from Pean to Tuman, initiated by the member after my research, linking many parts of Anglimb South Wahgi District. Roads are a key part of infrastructure for accessibility and tourism development.



Figure 18. Road works at Embre to Katpa, Kuli, Jiwaka Province



Figure 19. Roadworks from Katpa over the Kintimp range to Tuman.

5.3.2 Districts' Local Level Governments

The councillors, village leaders, the churches and individual entrepreneurs are a fundamental part of the community and are very instrumental in community development. They understand their people, the situations, the problems and what is best for their people. They can analyse situations as indigenous leaders and make decisions for the benefit for their people. There were six participants in this category, a fair representation of all the districts, gender, the churches and individual tourism related entrepreneurs.

East Kambia is the remotest part of the Anglimb South Wahgi District and the least developed area in Jiwaka. A village leader and peace mediator of Kambia provided information for tourism in Kambia. He stated that he walked for many days over the Kubor Range to Minj, on his way to Mt Hagen, WHP, to collect supplies for the village mission station with a missionary three weeks before the date of interview. He was returning to Kambia by aircraft because he represented his people as a leader of four council wards, who came to take goods from the nearest town to serve his people. He was still awaiting confirmation of dates and travel arrangements with the MAF aircrafts that service rural areas of PNG. Information drawn from him was that there is a community school, an aid post to cater for health services, and churches run by a Christian denomination. There are no road links, but the only form of accessibility to the outside world is through the little airstrip or by walking. He said that his place is very isolated and culture and the environment are untouched, so there are untapped tourism products in Kambia. This is an area that has never had tourist contact and is isolated from the rest of the world. Modern technology and the changes of the Western world are very minimal. Unfortunately, tourism cannot be developed at this stage in Kambia as there is very limited infrastructure providing access to the area and no amenities and facilities to cater for tourists if they were to visit Kambia. Basic infrastructure and development is required before tourism development can be introduced to Kambia (See Figure 18 & 19).

The churches and business enterprises are important stakeholders in tourism development in PNG, and especially the Jiwaka Province. Therefore, the president of the Jiwaka Council of Churches and sole owner to Minj Guest House was interviewed. The findings show that he learnt to own, manage and operate a guest

house through the work of the church. He has had no formal tourism or business management education and training; however, he learnt the trade through the church over time. Through observation of how the Evangelical Bible Mission (EBM) operates the mission guest house, he decided to start his own guest house in Minj and operated it successfully ever since. Most of his family members and his many children are employed and work for the business. However, there are shortfalls in the operation of the business. He has emphasised that the skills of hospitality and catering are needed, especially since Jiwaka has become a province of its own, with the potential for development. I have established the fact that he very much wanted to send his daughters to do any form of tourism and hospitality training to receive the much needed skills, such as in food and beverage and room attendants, so they would return to assist with the guest house operations. He believed that training would help the growth of the business. He was also willing to welcome any form of assistance and training to be conducted at his venue. With that, he offered me his conference room to be used without any fees charged, as he believes tourism is a viable option for development and people need to be aware of tourism.

The owner of Komun Tourism and Culture Centre in the Anglimb, rural LLG of the Anglimb South Wahgi District, provided information for his tourism business. Firstly, I found out that the culture and tourism centre has been in operation for 25 years. He started the culture and tourism centre as a hobby, as he is fond of the environment and loves preserving culture. He therefore has established this centre and has invited tourists to visit the area through Trans Niugini Tours, one of the tour operating companies operating in PNG. Here, traditional and cultural activities are showcased to tourists when they visit the cultural centre. Traditional displays are very well organised and showcased, according to the owner, and he takes a lot of his time and effort in maintaining the cultural centre. However, his greatest concern was on the benefits of his cultural centre. Visits to the cultural centres are done depending on the number of tourists who are interested and visit as arranged through Trans Niugini Tours. It is usually less than five visits in a year and the number of tourists varies each visit depending on tourists' interests. The products were showcased at the destination, which involves his time and effort; thus, he is paid very little for all the tourism products as a package. It was explained that a

package included one payment for cultural dances, demonstrations in house building, gardening, various arts demonstrations and so on. He explained that this was not fair, as each should be regarded as a separate tourism product, because each activity is unique and has its own value. He stressed his disappointment and felt that a local tour company or locally owned and operated travel agent would understand the cultural value of the products. They would also help the owners with product developments that would be of more assistance to the people. With the new province, he saw a potential in tourism development and he was keen to work alongside tourism officers to develop his products to their full potential to benefit not just himself but his community.

From these two interviews, I have established the finding that tourism development is a viable option for development, as regarded by the tourism entrepreneurs. Tourism operations and businesses are initiated and operated boosted by three main factors. Some people start tourism, as in the case of the Minj Guest House, because they see the potential tourism has to generate revenue for them. On the other hand, other entrepreneurs start tourism projects as a hobby, as in the Komun Tourism and Culture Centre. The third way tourism is developed is through formal education, as with the officers with Trans Niugini Tours who have knowledge on tourism. For tourism to develop to its full potential, all the three factors need to be incorporated for successful tourism entrepreneurship.

The participation of women is essential in social, economic and political development for Papua New Guinea and the Jiwaka Province. Therefore, I interviewed the provincial women's representative to the Jiwaka provincial government. I aimed to find out her political will for the women of Jiwaka as a female representative to the provincial assembly. Firstly, she believed that women can contribute significantly to community development with their roles as mothers, wives and managers of families. Therefore, to have Jiwaka women participate, she has launched a 5-year development plan for Jiwaka women. Women were told to form associations in different districts, organise groups, elect office bearers and involve as many women as possible. Trainings in skills was to be organised for different groups to help the women folk. Interestingly, tourism development plans were minimal in her proposal that was launched. She also admitted that she knew

little about the tourism and hospitality industry and wanted to involve me to run trainings in such areas. I was invited to render my services in providing training after completion of my studies. That indicated that she regarded tourism as a viable option for development. Tourism is one such approach that requires awareness and education for the women so that they can equally participate in community development with the male population.

The community development officers of Jimi and North Wahgi districts provided information on the operations of their districts. These officers' roles were to identify potential areas for development in their districts and implement them accordingly. They had district development plans drafted and framed against the main provincial development plan. I have found that the plans for Jimi district are focused on road networks, education and agriculture. The findings also indicate that Jimi district is developing with the roadwork construction from Banz to Tabibuga in Middle Jimi; however, accessibility to other parts of Jimi is by foot or small aircraft operated by MAF. Infrastructure, such as roads, is important to link people and, therefore, there are plans to link lower Jimi to upper Jimi. This will help with accessibility in movement of people and goods and services to and from the main centres of Jiwaka and the rest of PNG.

North Wahgi District, on the other hand, is densely populated and advantaged in many areas with infrastructure and other basic services. Potential tourism products are plentiful and untouched and untapped in both districts. Jimi district has more unique tourism products yet to be developed. However, the local people in both districts have minimal knowledge of tourism and its importance, tourism development, how products can be developed and marketed, and meaningful community participation for mutual benefit. Tourism advocacy and education is required for the local people to enable tourism and community development. Tourism advocacy would be best arranged through awareness, as was the case in my research. In that way, people learn informally and help to pass on knowledge to others. The officers were interested to know that tourism can be a viable option for development, but the hindrances and obstacles to development will firstly need to be managed and to enable tourism development.

In conclusion, all the semi-structured interviews conducted established the general finding that tourism can be a viable option for development. However, these developments will come alongside the infrastructural, social, political, spiritual, and economic growth of Jiwaka Province. All sectors of the government and non-government sectors need to work together for all-inclusive development. The results confirm the fact that tourism is multi-disciplinary and therefore requires different disciplines to function well for efficient development.

5.4 Participation of People in Tourism

This is the final section of results and involves the major stakeholders of any tourism development in Jiwaka Province, the local indigenous people. Local people are key stakeholders in tourism development who need to participate and be involved in tourism growth for mutual benefit. The local groups interviewed in this study involved participant representatives from all districts of the province according to tribal/clan groups/structures. These 17 focus groups are classified into five major categories, according to the results produced and discussed in relation to themes. That provides a distinct scenario of the representation of clans and tribal groups from different parts of Jiwaka Province. It also provides a complete list of potential tourism products in each area of Jiwaka Province.

5.4.1 Groups with tourism knowledge

The first group consisted of tribal groups that have some basic tourism knowledge and experiences with tourism to some extent. They either have participated in or observed tourism activities in their areas. These areas also have good road network systems and infrastructural development. These groups are Komun, Kendu, Kudjip Tea and Minj. Tourism for these groups of people is not new; however, the encounters and experiences with them differ due to different situations. Even then, there are still shortfalls in tourism knowledge and awareness in many aspects of tourism, such as tourism management, tourism product development, and marketing to sustainably develop tourism for community development and community participation. The details in the operations of these centres are not the point of discussion here. The point is that, there is some form of experience and interaction with tourists.

Firstly, the Komun area is situated close to the Western Highlands Province and consists of local people who speak the Melpa language. They have access to good road facilities, health, postal, banking and other essential services from Mt Hagen City and are close to the Kagamuga Airport. Therefore, they are advantaged and have three cultural and tourism centres; that is, Komu, Avi Culture and Tourism Centre, and a third in the upper part of the Komun area, Kuna Kaip (see map for location). These are privately owned by individual entrepreneurs, who maintain their culture and tourism centres. The surrounding community is involved when tourists visit the cultural centres. The participation of local people depends on the interests of tourist and when they come. This means that people in Komun area require product development skills and knowledge to attract more tourists; targeting values is very necessary if tourism products are to be marketed well for the benefit of the people. Marketing is done by Trans Niugini Tours, and that determines the pricing of tourism products as well. People were asked if there were other tourism products they had that required development. This is the list of what unique products they have in their area, among traditions and culture (see map for details):

- River activities with their four rivers: Komun, Kuna, Kaip and Wahgi.
- Tours to Mt Olga and the cave system.
- Tours to Kurkur Koim, relating to the folklores of how the Kuli Tribes originated.
- Folklores of the Tekal mekal (the two sisters that turned into stone) at Mt Olga.

Next, the area from Banz to Kendu, Belue Nolg area as far as Nondugl, consists of people from the Tsenglap clan. There is a good road network system and accessibility to facilities from Banz town. In addition, they have a beautiful natural environment, mountains, rivers and a colourful tradition. In the Nondugl area, there is a tourism and culture centre owned by the community. It is well organised and they host annual cultural shows that attract tourists from all over the world. Tourists flock to the shows through the arrangements made by Trans Niugini Tours and Paradise Tours. There are also cultural activities and tours organised by the cultural group. Therefore, people participate in traditional dances, tours and other cultural activities. They provide accommodation at the cultural centre. The neighbouring

tribes had their opinions on tourism in relation to what they observe being practiced at that cultural centre. According to one elderly participant in Kendu, he states:

“Em ol lain blo mipla na mipla lukim wanem samting ol wokim stap. Ino gutpla lo mipla rasis wantaim ol lo hia”.

This means, “These are our people and we see what they do and we do not want to create a competition, as they are our neighbouring tribes.” Therefore, the neighbouring tribes have knowledge of tourism, and can develop other tourism products if they are able to; otherwise, they are pretty content with tourism development, as it does not disrupt the cultural way of life and still benefits them. They were asked if they would want to do something different from what their neighbours were into later in the future. This is the list of possible things they identified to develop:

- River activities at Belue Nolg and Wara Kar.
- Traditional activities from “Kopun,” the Jimi area.
- Tours to the Jimi, area as they have Jimi people living with them and the kinship relationship is very strong.
- Traditional dances and cultural practices.

Thirdly, the Kudjip tea area consists of the Sekanga tribe and the Kuma Kurupkaa and Meamkee tribes. People in these areas have access to the national highway, the Kudjip sub-centre and accessibility to other facilities. These include the Kudjip tea plantation, the only hospital in Jiwaka, Kudjip Nazarine Hospital and the Kana River hydroelectricity dam. They said that a cultural centre was established by an interested young man from the Sekanga tribe. He organised the people to participate in the activities in the late nineties. The community worked hard to set up the cultural centre; however, this place has shut down its operations because people were not happy with him. When prompted as to why the closure happened, this is a response from an elder:

“Mipla singsing, em kisim mani na painim white meri lo hausik kam tok meri blo em; why bai mipla wok nating blo em?”

This translates as the people participated in one or two activities he organised; however, he went with the earnings to look for women and finally brought home a foreign girl from the Kudjip Hospital, saying she was his wife. Therefore, people were unhappy and decided collectively to withdraw from participation, saying: “why should we work while he enjoys the benefits?” This is how the tourism and culture centre closed down. Despite that attempt, tourists regularly visit the waterfalls, the caves and take walks up the mountains. The pastor who was participating stated:

“Em lo Amerika ol kam stap wantaim ol missionary lo Kusip Hausik na go lukim ples tasol”.

This means, “These are Americans who are friends of our missionaries serving at the hospital going for sightseeing only.” The people of the Kudjip area have tourism knowledge but are not prepared to participate in tourism until they trust someone to work with for community development and feel that they will benefit from that project. They admitted that the tribal wars and its related impacts had enormous effects on them. They are slowly settling back in their homeland after being refugees in other areas for over ten years. After the tribal war, they have slowly returned to reclaim lost, damaged and destroyed property and land. The hurts and the experiences are still a part of their lives and need time to heal emotionally.

They have stated that they have possible tourism products in their area to be developed for tourism purposes in the future. These are (refer to map for details):

- Crystal clear waterfalls where missionaries love to visit.
- A large cave within the area of the waterfalls where bats live.
- Their mountain top, where you can view the whole of Jiwaka at a glance.
- Their cultural traditions.
- I added that tea would be a niche product and they would think about it.

The final group in this category is Minj, which is a big area, home to the Kumaa Kunumbkaa and Kondikaa tribes. It is an established town with good road networks, a health centre, police station and other basic services. It is one place where tourism development has started, with the Triple Top Inn and tourism activities organised

by Trans Niugini Tours. This business closed in the early nineties for reasons unknown. One vocal participant mentioned with hope:

“Ol whiteman save kam go waswas lo tube lo Wara Wahgi na ol Trans Niugini save kisim planti man kam, Mipla ken wokim gen yaa”.

This means, “Lots of tourists (white man) used to go kayaking at the Wahgi River, arranged by Trans Niugini Tours, and it can be done again.” Because of the township and accessibility to facilities, people have participated in tourism activities and are aware of what tourism is. I observed that the people in the Minj area were keen to upgrade existing tourism facilities and redevelop tourism activities at the Triple Tops Inn that closed. This is a case they acknowledged would take time but is possible to do. However, it was stressed by a village leader that law and order is a problem, with unemployed youth under the influence of marijuana and home brew (native beer), who were causing problems in town. He said:

“Helpim polic na paitim holim ol mangi na lockim ol lo cell, bai ol poret na stap isi”.

“That is to help the police force to round up the bad guys and that should drive home lessons of fear and obedience.” He further stated that he was doing it and encouraged others to work together. The people are keen to participate again in tourism activities, because they realise that with Jiwaka becoming a new province, the proposed provincial headquarters would be Minj. Therefore, other potential tourism products they mentioned for development were:

- River activities using the Wahgi River.
- Mountains for trekking and adventure.
- Large caves for cave exploration.
- Traditional culture.
- Birding.

These photographs show representatives of Komun, Kendu, Kudjip tea and Minj areas that participated in the research.



Figure 20. Komun team



Figure 21. Kendu team



Figure 22. Kudjip Tea team



Figure 23. Minj team

5.4.2 Very advantaged groups, yet ignorant of tourism knowledge

The second group consists of areas that have infrastructural development and access to essential government facilities; however, these communities had focused on other development opportunities and seem keen to hear about tourism, but not very interested at the moment. These groups are Kupaa, Kindeng Papen and Kimil Kondapina.

Firstly, the Kimil Kondapina area consists of the Kippgaa, Krangae, Kimiee and Komunkee clans of the Kulaka tribe. The people speak a unique Nii dialect and can still speak and understand the Jiwaka and Melpa languages. These people of Kimil Kondapina own land where the Wahgi Mek coffee plantation and the Bunu Wau tea plantations are located. The development of these plantations has given positive financial returns to these communities. I asked what they knew about tourism. They looked confused and one vocal young man said:

“Mipla ino klia lo wok blo tourist”.

This means we are not sure of what tourism is. He continued with further elaboration of how they did not know, when they had access to all the facilities:

“Mipla wokim liklik wok lo tea na coffee, na stap orit tasol”

This means, “We benefit from the coffee and tea plantations with some jobs and find other ways to make money and are fine.” That is why people are content with how things are and they have never thought of tourism as an option for development. So tourism awareness was done. The awareness was just what they needed to realise the importance of tourism and how it would be an added advantage to their community. The tea and coffee in itself can provide a niche tourism product. In addition, the Wahgi River also runs through their land, which would provide for tourism activities with the river. Interestingly, the tribes living here are in close association with the Jimi people over the valley. Therefore, there is an opportunity for tourism development with people with the interest in hard adventure. The tourism products the people identified for development in this area are:

- Tea.
- Coffee.
- Cultural practices.
- The Wahgi River for river activities.
- Waterfall.
- Trekking to Jimi.

Secondly, the Onbee tribe consist of tribes that live close to the national highway. The strategic location of the Kindeng Papin area along the highlands highway has exposed people to the influences and the opportunities of the cash economy. They also have coffee plantations, a coffee factory and the Kindeng tea plantation, which produces PNG’s National No 1 Tea. With these resources, there have been other opportunities for economic benefit, so that people just did not think of tourism as an option for development. I asked if they were interested in tourism as an option for development with what they already have. The leader of the women responded in Melpa:

“Ten kongen alpee etmeen aee nga numblam kurpen molgmen, nem kanda oon, nen ak te naaaa”

This means, “We have been looking for options to involve ourselves in meaningful activities we can do. You are welcome to say what you have to tell us.” That confirmed that there was an interest for tourism awareness. The awareness was an

eye opener for them and they were very interested to learn more about it. With that interest, and discussions and questioning, participants identified unique tourism products in their area. These are:

- Kora Cave is sacred and associated with traditional rituals and legends. The cave is situated near the highlands highway and extends to the tribal land borders of the Kuli people, and the Ondalakees tribes. This cave has many traditions and myths associated with its existence. Therefore, traditional protocols are required to enter the cave again after many centuries if this product was to be developed for tourism purposes.
- Other products are coffee, tea, waterfalls, cultural dances and traditional activities.

The third group is Kupaa, which consists of the Walpii, Mekee and Walge. Several observations were made for these tribes. These tribes are also more exposed to foreign changes, because they live close to the national highway. They also have the Kiam coffee factory, which is an important economic activity for the area. Accessibility has had good impacts on these communities to bring other changes, and, therefore, could also have good impacts in tourism development. After observations and talking about what they do, I asked if they would be interested to learn about tourism and how they would benefit from it. The leader responded in Jiwaka language:

“Jiwaka Province aipa temm aeenga, ten kongun knum knum ermni, nentee ekk endee pemenee”

This means, “Jiwaka is a new province and we want to participate in the development of the new province. Any new idea is welcome.” That allowed for an awareness, and they finally came up with potential products they had for development. They had access to good road facilities, electricity, and other basic services. That is how people in these tribes had other options of development that they were very engaged in. They did not know about the importance of tourism, which would be a viable option for development. The tourism products in these areas were basically the traditional culture, their Wahgi River and their beautiful environment. They welcomed the idea and said they could involve themselves with

tourism with the support of people with tourism knowledge to lead and guide them along in the development process. This showed that ignorance is the core issue and that tourism advocacy is significant for tourism development. The photographs show participants of each group.



Figure 24. Kindeng Onbee team



Figure 25. Kimil Kondapina team



Figure 26. Kupaa team

5.4.3 Remote villages interested in tourism

The third theme covers tribal groups that are remote but still accessible, have some essential services for tourism development, and are very keen to embrace tourism as an option for development. There are road links to these areas; however, they are located far from the main highlands highway. This distance from the highway has an influence in the way people had exposure to introduced cultures, the opportunities for economic development, and the approach they have for tourism development. These places also have very unique potential tourism products yet to be developed. These groups are Kandapai, Rolgomp, Kerpii, Beming, Kusneng and Kubal.

Firstly, the tribal groups of Kuli Pean area belong to the Kuli valley. These groups of people are known as the eastern Melpas. They speak a unique Nii language that is completely different from the Jiwaka and Melpa languages. Interestingly, the Nii speakers can speak both Melpa and Jiwaka and practice cultures of both societies. From observation as a local person, they are ignorant of tourism knowledge. That is confirmed by many of the responses from participants. I asked to find out what they knew about tourism. The councillor of the tribe said:

“Kundi touris kngen aee olg kontee, teen pel naptemen aee, aee nge, omnee aee, akk pelpen kongan atpeen atmenn aee nge omnee”

This means that, “this is a new concept that we would like to learn and see how we can be helped to help ourselves, so that is why we are all here today.” Thus, awareness was made and people identified tourism products they had according to communities and village groups. Some potential products for development are:

- Papin waterfall.
- Krap puldi woo kona (sacred site).
- Caves (Kora Kuu and Konelg Kuu).
- Cultural dances.
- Mountains for trekking and other activities.

Over the Kintimp mountain from Kandapai are the Mengee tribes around Rolgomb, who live beneath the foot of the Kubor range. Awareness of tourism development was made as needed. Their main concern was for someone knowledgeable to lead them, as councillor Ngunts states in part of his speech:

“Teen sukul sape wumb ende gee opaa olgee erpaa orendanga, nem amb aipa monah, kongan palgam, wata, olg kaa erken onn...”

It means that, “we need educated people to show us the way and you are our own blood relative.” They needed awareness of tourism and someone to lead them in tourism development.

The tourism products participants identified for development are:

- Tuman River for river activities.
- Ceremonial grounds for traditional dances (singsings).
- Mountains for trekking, birding and waterfalls.

Tourism awareness and encouraging local people’s participation is required.

The neighbouring Ondalelkee (Kerpii village) tribes and Rongoi (Beming village) share the same Tuman River. These tribes also have their mountains, sacred places, ceremonial grounds and their rich culture as well. In addition, a unique tourism product is sourced from the Ruinn River flowing through Rongoi territory. The Ruinn River is the only river in the highlands, and PNG, where particular stones are derived to create the stone axe “Rui Kunteen.” It was used in trade over long

distances with other tribal groups and used for exchange ceremonies and bride price systems. The landowners needed the skills to develop that product they had and market it well so that it would be viable economically. Tourism awareness and advocacy as part of the interview was just what they needed. They have asked me to visit the “Rui Kunteen” production centre at Ramek village after my studies are complete to assist them with product development and marketing. This is what the owner of the Rui Kunteen says about it:

“Rui kuu konaa nga nge, PNG gapman kuu moni K2.00 elga monlgem,..Womb kanalman, Pelgmeen, nga, rongomon konee kenelgmann.”

“The stone axe production area is mine, as I own the land. People see the design of the stone axe at the back of the currency (K2.00) and yet do not know where it is produced and its significance. I know this is very significant,” he sighs.

The people of the Kesu and Berepke tribes (Kusneng) are indigenous, like other tribal groups, and own land with their resources. They have had no participation in tourism activities but have heard of people called tourists who go visiting places. They were a keen group who asked many questions to find out the procedures in development. One particular question mentioned during the awareness work was:

“Wanem rot bai mipla kisim lo pulim touris kam lo ples?”

Which means, “How can we attract tourists to come to our areas?” That led to identifying potential tourism products in their locality that can be an attraction for tourists. Potential tourist products are:

- Caves with sacred carvings further out in the mountains closer to Minj.
- Sacred lakes on Kesu Demankee land.
- Traditional dances.
- Bird watching and orchards (A mini zoo and orchid farm owned by a female participant).

The cave systems are very large and people have said that there are carvings and little stone statues found in them. They do not know how these statues came into being, but they believe this is an area that needs to be studied separately by specialists. I was shown two of the little statues kept in hiding that were taken from

the cave by my niece's husband's uncle. They did not wish to disclose any more information about that. Another very unique tourism product is the two lakes that are somewhere in the middle of a forest on Kesu Demankee land. These lakes changes colour from red to green at different times of the day. Women and children are forbidden to go anywhere near these lakes. Other people are also not allowed to make gardens, or use the forest to obtain materials they need for survival. The area is sacred and proper traditional protocols are to be followed if any form of tourism development will occur. The people were very interested to engage in tourism activities and so I encouraged them with an awareness of the importance of tourism. That awareness has had real impact on these people, as I received phone calls, two months ago, to enquire on when I was finishing and would I be available to assist them. This points out that follow up awareness and monitoring of tourism development is necessary, as people need the assistance of tourism officers to develop the products they have.

The tribes living around Kubal area belong to the Kup gamar border. These people live in the mountains across the Wahgi River. The cultures of these people are somewhat a combination of Jiwaka and Simbu Provinces, which is an interesting aspect. They also have a dialect that is completely different from the Jiwaka speakers. They have never had tourism activities in their areas and this was a new concept. Awareness was done and I probed to find out what products they had that could be developed. These are the products identified:

- The Wahgi River for river activities.
- Large caving systems in their mountains.
- Waterfalls.
- Traditional dances (singsings).
- Mountains for trekking and related activities.

The tourism products vary for each group; however, they all are interested in tourism. The photographs are of people in these villages.



Figure 27. Kandapai team



Figure 28. Rolgomp team



Figure 29. Kerpii team



Figure 30. Beming team



Figure 31. Kusneng team



Figure 32. Kubal (Kup Gamar border)

5.4.4 Organised for development opportunities

A very interesting group of people are the Kumaa Ngenekee people, at Arngan village. They are a very determined, co-operative, and helpful group of people. The people co-operate with community leaders, carried out activities like building a road to the village themselves (the government or companies did not help them), built a bridge over the river that runs through the village and now have electricity supplied to them free of charge, all because of their initiative. They are a tribe that has seen war, deaths, destruction, and are very determined to learn and move on in development and changes. The youth leader stated clearly:

“Planti fight bin bakarapim ples, mipla les na mipla laikim senis”

This means that “there has been a lot of tribal wars that destroyed our place and we do not want any more fights, but to move on with the changes.” He further stated that his community did not participate in any current tourism activities. Therefore, awareness was raised of the importance of tourism. With that, they identified tourism products:

- Coffee, as the village is part of the Wahgi Mek coffee plantation.
- The Wahgi River.
- Traditional culture.
- Traditional dances.

I observed that they listened attentively but gave no quick responses on individual thoughts. The village is such where they all listen to each other and make collective decisions, and, therefore, decided to discuss about tourism awareness at a later date. They were determined to do what they could but with community co-operation and proper planning. Their leader stated:

“Mipla bai toktok lo displa awareness yu givim mipla ya na bungim tingting na toksave lo yu taim yu kam bek”

Which means that, “we will have to discuss about tourism development with the community and make a collective list of what people want to do. We will then inform you when you return next year.”



Figure 33. Arngan team

5.4.5 Inaccessible, however appropriate for hard adventure tourism areas

The final theme is for places with no form of infrastructural development and accessibility. These places are Kambia in the South Wahgi District and Jimi. Importantly, there is no road access and so people walk to different destinations, and thus tourism would not be possible unless there was a proper road infrastructure to the rest of Jimi and Kambia areas. This is the responsibility of the Jiwaka provincial government to provide the essential infrastructure for accessibility that can lead to other changes. The growth of Jiwaka as a province, with priority in infrastructural development, will most likely help with tourism development in Kambia and Jimi areas. People are very ignorant of tourism knowledge; however, there are untapped rich tourism products in culture and exotic environments with vast traditional cultures and traditions yet to be developed.

The map (Figure 37) shows all the tourism products, assets, amenities and facilities within Jiwaka province, as identified from data collected in the research. This shows that there is potential for tourism development if there is a market.

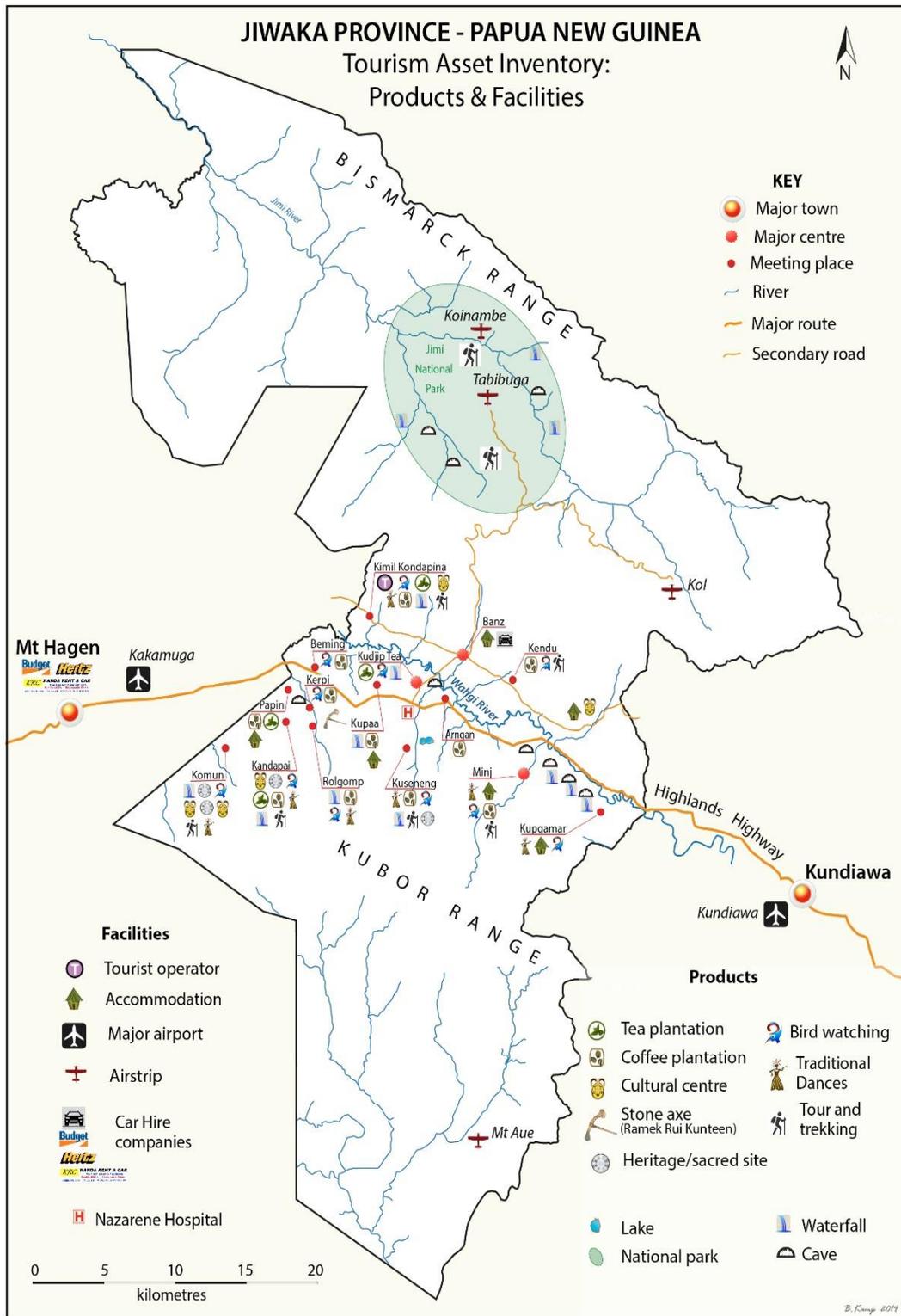


Figure 34. Map of Jiwaka showing tourism products and facilities.

Source: Betty-Ann Kamp (2014). Cartographer, University of Waikato, Hamilton, New Zealand.

5.5 Conclusion

This study identified tourism development with three groups of people, ranging from the national government of PNG to local people in Jiwaka Province. The results indicated a flow-on effect from the national level to local people. Generally, tourism and community development is functional, with government involvement and community participation, for people in PNG and Jiwaka Province. This is because tourism requires government policy and planning implementation in other departments to coordinate tourism development. In the context of tourism at the national level, there is insufficient funding for tourism development. Tourism awareness, advocacy, research, and development are very minimal throughout PNG, due to limitations in funding from the national government. PNGTPA is responsible for tourism promotion and marketing but has limited financial resources.

The results with the political leaders confirm that the national political leaders of Jiwaka province have an interest and a political will for tourism development to be a viable option for development. However, there are differences and corruption at the provincial government level, which is a hindrance to tourism development.

Results confirm the ignorance of people towards tourism knowledge, and the struggles encountered whilst assisting to advocate for the people. The results indicate that assisting local communities was made possible by the churches and the private sector, alongside what services the government is able to provide.

Local people are key stakeholders in tourism development. However, there are impediments to tourism development. There are tourism products, amenities and facilities and there is potential for tourism development in Jiwaka Province. The top-down approach currently used for development does not work in tourism development for indigenous communities in Jiwaka Province, as this does not promote community participation. Most local people are very ignorant of tourism knowledge. Development in Jiwaka Province is at an embryonic stage. Therefore, growth in tourism and the Jiwaka community will eventuate over time alongside infrastructural development and other advancements in the growth of the province.

Chapter 6: Discussion

6.1 Introduction

The aim of this research was to identify if tourism can be used as a catalyst to promote community participation in the development of Jiwaka Province. The study adopted action research through advocacy and promotion to the local people in Jiwaka Province of the potential opportunities of community development through tourism and sought to identify the appropriate wider tourism policies and planning structures required for tourism development to become a reality. This section begins with national tourism policy and implementation, then the funding implications for tourism in the Jiwaka Province and tourism market prospects, demand, and supply at the national level and how this impacts on Jiwaka Province tourism. From the national level, the chapter leads to the discussion on Jiwaka Provincial government on tourism development, provincial tourism policy, tourism advocacy and the significance of community development and community participation. The potential and limitations of tourism development in Jiwaka Province is presented. The next section discusses the role of the local level government (LLG) at the district level in relation to tourism development. The link between the provincial government and the local people in the districts is very important for tourism development, as are the steps required for how the community can be well informed of the possibilities of community development and, most importantly, the structures required for community participation in tourism development. The final section discusses the importance of tourism awareness and advocacy and the appropriate approaches recommended for community involvement for the specific tribal communities throughout Jiwaka Province, and what is required to make community tourism development a reality in the Jiwaka Province in the short and longer terms.

6.2 Tourism at the national level (Papua New Guinea)

This section examines tourism at the national level, focusing on tourism markets, demand and supply in relation to policy implementation and identifies the obstacles

to tourism development and how these could impact on Jiwaka Province. There are four main issues identified in the research for discussion at the national level. These issues hinder tourism development in Papua New Guinea and the Jiwaka Province: they are corruption in the government, funding, security and law and order problems and issues related to marketing.

6.2.1 Tourism policy implementation and corruption

Governments at all levels need to promote coordination and coordinate tourism, enact legislation, set policies, educate, train and monitor tourism development (Dwyer & Edwards, 2010). That is why the government of PNG has realised the importance of tourism and embedded tourism into the five year national development plan (PNGTPA, 2006). However, this government policy has not been assessed for its effectiveness. A tourism policy is a framework and it guides tourism development (Imbal, 2010), but if the implementation part is not assessed or reviewed, it is rather difficult to evaluate the policy to make changes. This is largely due to irregularities and inconsistencies in the government policy implementation processes (DNPM, 2010a). The lack of review of policy implementation is limiting the full benefits of tourism for the local people in PNG in all provinces (Bahaire & Elliott-White, 1999) and will make tourism more difficult to get off the ground in Jiwaka Province

In this research, the findings indicate that the top down approach of tourism policy implementation from Port Moresby to the provinces is not working because local people are not involved and are disengaged. Most provinces and communities are not really benefiting and it seems individual entrepreneurs are the main beneficiaries of tourism. There is discussion on corruption within the government of Papua New Guinea, as supported by commentators, and many issues are raised and criticised daily on social media, such as Facebook forums and PNG news pages (Facebook; Jiwaka Forum and PNG News Page).

Personal observation, also observe corruption. Corruption covers all forms of malfunctions and mismanagement on different scales where illegitimate use of public power is used to benefit a private interest (Harrison, 2007). Corruption can be a major obstacle to tourism development and trigger a flow of impediments

(Chaudhry, 2014). Corruption is practised at the national level by politicians and national leaders, and is spoken of openly through social media such as Facebook and blogs. The issues of corruption are aired openly on the Jiwaka Province Facebook forum and PNG News Page, when people are given the opportunity of the freedom of speech in Papua New Guinea. The corrupt practices in the government in PNG have led to instability in the government, resulting in inconsistency and lack of continuity in policy implementation (Walton, 2013). There are ad hoc changes in policy, and employers in senior and strategic roles lack continuity in policy (Imbal, 2010). This means that when a new government is formed, new government employees are employed to implement policies to suit the new government's interests. This can be termed as nepotism based on the tribal/regional group systems and has an impact on decisions, as illustrated in this study by (Tivinarlik & Wanat, 2006). The idea of nepotism leads to overlooking correct implementation of government policies. Changes are usually made in the interest of the current government. These continual changes create inconsistencies and policy implementation becomes weak and unsystematic (Feeny et al., 2012), facilitating breach of policies and corrupt practices. The list of corrupt practices at the national level are numerous.

A major flow-on effect leads to uncontrolled law and order and justice problems, which have a significant impact on the social and economic development of PNG (Milne, 1990). The quality of life in both rural and urban communities also is compromised by crime and violence. There are security risk for tourists in cities and negative perceptions/image (DNPM, 2010b). This issue is also a concern in Jiwaka Province, as it is in the highlands and traditionally tribes there settle disputes with violence. The government needs to tighten up legislative measures to control law and order problems, but this is also hindered by corruption. There are many inconsistencies in policy formulation, ad hoc legislative changes as the government wishes, votes of no confidence and malpractice of people in power. This is a very big challenge and an on-going problem for tourism development at a national level and at the Jiwaka Provincial level (DNPM, 2010a).

With the bottom-up approach of policy implementation, local people are given a voice to represent their tribes and participate meaningfully with a wealth of

community knowledge of their cultural values and their environment (Mowforth & Munt, 2009; Ngowi & Mselle, 1998). This approach empowers people, which is what is required for tourism development in PNG, a country with thousands of ethno-political groups, diverse cultures and over 860 languages (Feeny, Leach, & Scambary, 2012). This can work in PNG if tourism policies are implemented and assessed and funding is forthcoming with no obstruction in the process of distribution. Significantly, if the ideas of tribalism and nepotism are set aside and leaders implemented policies fairly, corruption could be weeded out and development would progress without hindrance. This is a big challenge in itself.

In addition, corruption has led to a deficiency in funding, which has also created many additional barriers to tourism development.

6.2.2. Funding related issues

The second issue at the national level is related to funding, and it is from the top level to the grassroots people. Tourism policies and strategies have not been closely implemented and reviewed biannually as planned. Policies and strategies can only be implemented well if there is sufficient funding and financial support from the government (Graci & Dodds, 2010; Holloway et al., 2009; Whelan, 1991). The results found there is a lack of funding to the Culture and Tourism Department to implement the policies and strategies. Tourism funding is a major problem that is hindering tourism development and this will impact on the Jiwaka Province. Inadequate funding is further impacted by political instability. Thus, political instability has contributed to the breakdown in the delivery of vital services such as health, education and infrastructure (Hall, 1997; Harrison, 1992c). There have been frequent changes in PNG governments, votes of no confidence, regular restructuring and policy setbacks, and ad hoc decision-making processes, which also affect the national budgets and funding, and all this impacts on tourism development (Harrison, 1992c; Imbal, 2010).

In the case of PNG, funding is allocated at the national level initially. These funds are channelled from the national level to the provincial government and finally to the local people. This is a top-down approach. With corruption at each level, funds get smaller and smaller as they reach the grassroots level with little or nothing for

the local people for development purposes. When funds do not reach the local people, tourism development cannot occur in PNG or the Jiwaka Province, as tourism development requires funds for coordination and marketing at the provincial and local level. Funds are not reaching where they can best be utilised, and this needs to be investigated, and possible solutions to mitigate this issue need to be found.

6.2.3 Marketing issues

This section focuses on marketing issues affecting tourism at the national level. It highlights tourism demand and supply and identifies the extent of tourism potential in Jiwaka Province. A significant element of tourism is marketing, and tourism development requires marketing to bring both domestic and international visitors to the province. Government and policy problems can consequently lead to a lack of tourism marketing, product development, tourism research, and tourism awareness in all the provinces of Papua New Guinea.

Major obstacles to tourism development in PNG, and these will possibly affect Jiwaka Province, are safety and security issues. This has been an important concern for tourists when they travel to Papua New Guinea. They voice their comments when they arrive in the country. There are law and order problems, partly caused by corruption, funding issues for security and other social factors, such as traditional ways the local people settle disputes. These safety measures require proper liaison with tourists and the inbound tour operators, the accommodation sector, transport sector and all stakeholders involved in the travel arrangements of tourists, both domestic and international visitors. Perceptions people have of PNG because of law and order problems, as published by the media, are different from what the people in PNG perceive. Every society has law and order problems. What needs to be addressed in Papua New Guinea is a greater understanding and respect between tourists and hosts.

PNG is very diverse geographically and culturally, which necessitates constant and adequate tourism funding to reach the 22 provinces of Papua New Guinea, with over 860 languages and cultures, if tourism is to be developed to its full potential (Bhanugopan, 2001, 2004); however, the reality is that the funding is not there.

Hence, PNGTPA, the tourism promotion and marketing arm of National Tourism Department, has identified five model provinces that PNGTPA focuses on for tourism development (PNGTPA, 2006).

PNGTPA expects Jiwaka Province to watch what is happening to the five model provinces and follow their example, if the Jiwaka Provincial Government thinks tourism is a viable option for development. This definitely poses a problem for the new province, with no provincial tourism office. Basic procedures and knowledge of tourism development are deficient in the province and they need support. The PNGTPA and the national tourism office will not take the initiative and attempt to support tourism, and more specifically tourism advocacy, in the Jiwaka Province. Even the five model provinces are working in isolation from each other and from the PNGTPA. The results show that East New Britain, Milne Bay and Madang are advancing because they have a local tourism board, and they also have a financial budget from their provincial government; therefore, these three model provinces are advancing with rural people's participation in tourism activities. People in rural areas of these provinces know what tourism is; however, this prompts us to enquire why the other two model provinces are not advancing and why they are working in isolation from the PNGTPA. These findings are an example of failure in monitoring and national tourism policy implementation at the provincial level. The five model provinces are not monitored, which clearly shows how very distant the other 17 provinces are isolated from PNGTPA involvement. The implication for Jiwaka Province, at an embryotic stage of development, is that the PNGTPA has no documentation of any provincial tourism products or potential developments in their records. This is an example of a lack of coherent policy conception, formulation and implementation, which are not yet well structured as in the case of most developing nations (Dredge & Jenkins, 2007; Hall & Jenkins, 1995). This is particularly true in tourism, which is a multi-faceted industry requiring a good deal of coordination, organisation, planning, motivation, sound utilisation of resources and proper implementation by all governments (Jenkins, 1980). Government difficulties are usually significant in developing countries, and the capacity for rigorous public management of available and potential resources is not usually well developed (Telfer & Sharpley, 2008).

It is argued that the more attractions a destination can offer, the easier it becomes to market that destination to the tourists, as demand creates supply and supply focuses on tourism attractions (Page & Connell, 2009). In the case of Jiwaka Province, the tourism attractions, and supply at the destination area (Jiwaka), is not known by the PNGTPA, and therefore this situation complicates the process of tourism marketing.

This is based on the reasoning and logical argument that the sea, sand, sun and sex aspects of tourism in the coastal areas of PNG are similar to that of the rest of the Pacific Islands. The small islands in the Pacific market these main attractions to tourists, flavoured with their customs and traditions. These attractions are also in coastal PNG villages, and so tourists may question what is new in PNG. The answer is: yes, there are potential and unexploited tourism products in the highlands of PNG. The highlands of PNG is known for its rugged mountains and tough warrior tribes who live in tribal groups and are very attached to their customs. The highlands is exotic and is yet to be discovered to its remotest ends (DNPM, 2010a; ICCC & PNGTPA, 2006). This is unlike the rest of the Pacific. Therefore, there are potentially untouched niche products in Jiwaka Province yet to be discovered. Having explained these differences, the tourism products are mainly “niche” market based unlike other Pacific Island nations. Tourists are always interested in exploring new areas (Butler & Hinch, 1996), and therefore are spreading into formerly ignored peripheral and remote areas, the home areas of the indigenous populations who had not previously been exposed to such development (Robinson et al., 2013). Remote areas of the Pacific, and specifically the highlands of PNG, are a perfect example of a new destination with natural and unspoilt tourism products. The most probable international markets to target for Jiwaka Province would be Australia, Japan and Europe, who are the largest visitor markets of PNG, and it would involve attracting them to explore further into the interior of the highlands and places they have not been to.

In summary, the importance of aligning tourism demand to supply in a destination warrants research (Holloway et al., 2009). Asset inventory and asset assessment is very necessary to situate Jiwaka Province, to identify the potential role of tourism in its development. However, the PNGTPA has had no contact with Jiwaka

Province since it became a province of its own two-and-a-half years ago. The national tourism office of PNG does not have any knowledge of what tourism products, amenities, facilities and tourism development potential Jiwaka Province has to offer. This is confirmed with the low figures, shown in Figure 5, of tourists who travelled to WHP in 2011 (PNGTPA, 2011a). The Jiwaka Province does not have its data updated and included with other provinces. Therefore, this is an issue, as the potential demand and the corresponding supply or resource base cannot be assessed for Jiwaka Province. This research identified all the tourism products, assets, amenities and facilities of Jiwaka Province which PNG Tourism Promotion Authority (PNGTPA), the marketing and promotion arm of Tourism PNG, does not have. The data collected in this study will be presented to the provincial government of Jiwaka to formulate tourism policy and to implement it accordingly with the recommended strategies. This will then be important to identify potential tourism markets and work towards developing tourism supply to meet the required market demand for the province. This discussion then leads to tourism development at Jiwaka provincial level.

6.3 Tourism at Jiwaka provincial level

This section presents the discussions on the current situation of tourism development at the provincial level. It highlights the tourism products against an analysis of infrastructural development in the province. The issues discussed in this section, based on the findings are: policy implementation and funding from the office of the governor in the Jiwaka Provincial Government; delays in human resource processes to recruit administrative staff at the provincial level; tourism office space and infrastructural development. The section wraps up with discussion on the current stages of development.

6.3.1 Delayed tourism office establishment/delayed officer appointment

Tourism development in Jiwaka Province is at an embryonic stage, after splitting from Western Highlands Province. There is a provincial development policy in place with tourism as an option for development. However, there is no tourism office with a provincial tourism coordinator to coordinate tourism development in Jiwaka Province.

There is an enormous task ahead to establish government departments, including a tourism and culture division. This is confirmed with the results that the different divisional heads of departments are only acting in their positions until the full human resource process is complete for the public service machinery. How long these acting positions remain is another issue impacting on tourism at the provincial level. Prolonging acting positions can create tensions and raise political disharmony among the local people, as voiced on the Jiwaka forum Facebook page. This consequently creates inconsistencies when changes occur in the event that the provincial public machinery comes into place. The human resource process is taking a little too long to appoint qualified officers for designated duties. When analysing it critically, this all falls back on the national functions of the government, with the department of personnel management and its operations. The corruption, inconsistencies and ad hoc changes in the current government are causing these delays (Imbal, 2010).

The site for the Jiwaka Provincial Headquarters has been chosen, but the provincial headquarters is in its very early stages of construction. Tourism development is most likely to progress with the growth of the province. That can only happen when an office is established with an officer and funds are allocated for tourism development. Currently, this is an issue yet to be sorted by the Jiwaka Provincial government. I am a potential candidate as a Jiwaka provincial tourism coordinator to promote tourism as a catalyst for development with community participation throughout Jiwaka Province, because I have done this research and have the complete tourism asset inventory list.

The next issue is on infrastructural development in Jiwaka Province, as this is an important facility to enable tourism development.

6.3.2 Infrastructural development

Infrastructural development is an issue, as it is foremost necessary for tourism development and marketing (Cooper, 2008; Hall, 1997). Infrastructure includes roads, airports, bridges and transportation, with the development of hotels and restaurants and support facilities such as travel agencies and essential services. Without accessibility and the development of support facilities, tourism

development is not possible (Page & Connell, 2009; Swarbrooke & Horner, 2007). If the infrastructure and service facilities are present, demand can create supply and the market will respond by creating products to meet the market needs (Harrison, 2003a).

Currently, accessibility is a problem for many destinations throughout Papua New Guinea. In Jiwaka Province, infrastructural development is very necessary to allow tourists to access tourism products. It is obvious that poor transport infrastructure is an obstruction to tourism development and inflicts high economic and social burdens on many of the local people (Butler et al., 1996; Graci & Dodds, 2010). The domestic airfares are relatively high and the road conditions in many rural areas of PNG are in poor state or not connected/linked at all (PNGTPA, 2011a). Accessibility is very necessary for seamless travel from one destination to another (Page & Connell, 2009; Swarbrooke & Horner, 2007). Therefore, funding is required for infrastructure as a precursor for tourism development. With maintenance and upgrading of roads, airports, and other tourism facilities, tourism development could accelerate. There are many other additional problems that result from lack of funding for infrastructure development. These include basic services such as electricity to rural areas, telecommunication to rural areas, banking and postal facilities, hospital facilities and security. Tourists require basic amenities at a destination, and they need to feel safe during the visits. Therefore, tourism is dependent on government funding of infrastructure.

The highlands' highway runs through the Wahgi Valley in Jiwaka Province. This is the major road that links the coastal parts of PNG to the rest of the seven highlands provinces: Eastern Highlands, Simbu, Jiwaka, Western Highlands, Southern Highlands, Enga and Hela Provinces. The national highway connects Lae, Morobe Province and Madang Province on the coast of PNG to the ends of the Hela and Enga Provinces in the highlands of PNG. There are smaller road networks branching off from the main highway to different areas in the highlands and Jiwaka Province. The conditions of the smaller roads vary but generally require upgrading and maintenance (ICCC & PNGTPA, 2012; PNGBD, 2006).

The road network within Jiwaka connects most parts of the district except for the Jimi and Kambia areas, which are geographically difficult to access by road. Road

links had not been established ever while Jiwaka was a part of the Western Highlands Province. The tourism products are plentiful and well preserved in the Jimi area, but there is limited road access to Jimi. The road network to Jimi from Banz has reached the district station of Tabibuga, but its condition is poor and requires maintenance. In addition, the rest of Jimi can be reached by traditional footpaths and long hours of walking. Kambia is another big area in the South Wahgi District that could be good for tourism, but it has the least development in infrastructure and other basic amenities and government services. There is no road network connecting the rest of Jiwaka to Kambia, except through traditional bush tracks over the Kubor Range, which would take days and weeks of walking to reach Minj, which is the nearest town.

Airlines are important to link PNG's population in difficult geographical settings (ICCC & PNGTPA, 2006). Airports play an important role in linking PNG's widely fragmented population (PNGBD, 2012). In Jiwaka Province, there is one airstrip in Kambia and three airstrips in Jimi District where small third level airline aircraft, Missionary Aviation Fellowship (MAF) operated by missionaries, can access. The remoteness of the place hinders development of all forms. However, there are road networks that now link the main areas of Jimi to Banz. This alternatively provides an opportunity for people seeking hard adventure who may still consider visiting these remote areas. The nearest airport is Kagamuga Airport, Mt Hagen, in the Western Highlands Province, which can easily be reached within an hour from the furthest end of Jiwaka Province. Other nearby airports are Kundiawa in Simbu Province, three hours away, and Goroka Airport, four hours from Jiwaka Province. There is a plan to build the new international airport for the highlands in the Wahgi valley in the Jiwaka Province, as it is the only place that has enough flat land in all the highlands to accommodate the larger jets. This is very important for tourism in Jiwaka, as with an international airport Jiwaka becomes a gateway for tourism, not only for the highlands but also for PNG. Jiwaka is accessible by road, sea or air from other centres of the highlands through these means. It is important to enable seamless and smooth movement of tourists for visitor satisfaction (Page & Connell, 2009; Swarbrooke & Horner, 2007).

Thus, tourism development includes the development of tourism products, amenities, facilities and assets. That is because all destinations require adequate attractions, amenities and accessibility if they are to appeal to a large number of tourists (Holloway et al., 2009). There are other important facilities that require development alongside tourism development. These include facilities such as national parks, catering and accommodation facilities, travel agencies and amenities such as hospitals, banks, electricity, water supply and postal services.

This leads to the discussion on tourism development progress in Jiwaka Province.

6.3.3 Tourism development progress with policy issues

All forms of development, including tourism, are based on the respective district development plans incorporated into the provincial development plan. This is important because planning should have its primary objective as being to improve the quality of life for local residents (Brent & Ritchie, 1993, as cited in Bahaire & Elliott-White, 1999). These plans similarly incorporated rural development projects into other sectors, such as fisheries, agriculture, and tourism and gender development, for Anglimb South Wahgi District. The policy allows for people to participate in projects that they are able and capable of doing within their capacity (Bahaire & Elliott-White, 1999). This is encouraging and promotes the bottom-up approach to policy implementation. The people are encouraged to participate in development. This increases awareness of people at the local level, empowers them and secures maximum positive benefits, as emphasised by Middleton and Hawkins (1998). The Jiwaka Provincial government has plans for tourism development through the provincial and district policy. The development of Jiwaka Province requires consistent implementation of these policies, delivery of essential government services by the elected members, co-operation of leaders at the district level, such as councillors, and the participation of local people. Tourism can be a catalyst for development in Jiwaka Province. Tourism at the provincial then must be linked to the districts.

This research was timely and essential to make an asset inventory plan based on the findings of the research (Holloway et al., 2009). Currently, there is a Jimi National Park as shown on Table 1, which is closed but can be redeveloped with tourism

development. There are two known hotels in operation (Table 3), and other smaller outlets are mushrooming within the province. The Wahgi River previously was used for kayaking in the early eighties, but has closed down with the closure of Triple Tops Inn at Minj, for reasons unknown. There is a potential to redevelop this tourism product again, as the Wahgi is the only big river in the highlands running through the entire valley. In addition, the existing tourism and culture centres are Avi, Komun, Nondugl and Wurup Kaip, which attract tourists to Jiwaka Province. These tours are arranged through existing travel agencies operating in the highlands, such as Highlands Tours, Trans Niugini Tours and Paiya Tours (Table 3). People can easily move around to the different destinations through the various hire car companies in operation in the highlands. These companies are Small Guy Hire Cars of Jiwaka, Kanda Rent-a-Car of WHP, Hertz and many smaller companies in operation (DNPM, 2010a; PNGBD, 2012). Security companies are also available in Jiwaka and the nearby Western Highlands Province to provide security for tourists who feel insecure due to negative publicity. Communication is very important for people travelling, and that is also accessible in Jiwaka Province. The telecommunication companies providing mobile reception to the remotest parts of PNG are Digicel Pacific and B.Mobile. Tourists out in the remotest areas can still make calls, Skype, message and access Internet as long as their SIM cards have credit. In the event that their gadgets and devices require charging, the PNG Power Company supplies electricity. Solar appliances can also be used to charge batteries. Fortunately, Jiwaka Province has a hydro plant that is currently under construction at Kudjip, to supply power to the whole of Jiwaka Province, and that should be an added advantage to the province. More so, banking facilities can be accessed at Mt Hagen, WHP and the other major centres in Jiwaka Province. Finally, and fortunately, Jiwaka has one of the best hospitals in the highlands' region, Kudjip Nazarene Hospital, to care for health related issues, with other smaller rural health centres supporting health services throughout the province. Having covered these facilities and amenities, there is potential for tourism development in Jiwaka Province.

This research was funded by the provincial government from the governor's office, which indicated that tourism was seen as a viable option for development. The support for tourism research was prioritised, which helped in the completion of data

collection covering the entire province. It is possible to develop the tourism products in different parts of the province and market them efficiently as long as provincial policies and district plans are strategized and implemented efficiently, aiming to achieve development beneficial to the people. Therefore, tourism policy will be drafted aligned to the central provincial policy after a provincial tourism office is set up, with a provincial tourism coordinator to direct all tourism activities within the province. As a newly established province, provincial tourism policy and planning is required for tourism development (Imbal, 2010). It is important to note that tourism policy determines the climate in which the country functions economically, socially, culturally, politically and environmentally. In this case, tourism policy is an integral part of Jiwaka Province's overall economic policy and must be coordinated with the policies of all other sectors directly or indirectly related to tourism.

Tourism, among other beneficial impacts, brings capital gains and increases employment in the formal sector (Graci & Dodds, 2010; Holloway & Humphreys, 2012; Liburd & Edwards, 2010). Tourism can contribute to Jiwaka Province, because there are potential untapped niche tourism products yet to be developed. The development of these products may mean that local Jiwaka people can have the opportunity to participate in promoting development for the province. The participation of people is very likely and there is no way to avoid their involvement as tourism products are niche based and use the environment (Stabler, 1997; Stabler & Goodall, 1997). Tourism products are located using natural resources and people still live in ethno-political tribal groups on customary land, owning the resources in and on the land (Anderson, 2011). The different tribal groups have unique cultural practices based on their history, heritage, and material possessions of handicrafts, and are based around the habitat (Smith, 1996). Jiwaka people are influenced by contact with Western society but still strongly maintain their traditional systems and cultures. As the importance is emphasised, local expertise must be respected, and locals must be involved at all levels of tourism development if sustainability is to be achieved (Harrison, 2003a).

6.4 Tourism at the district level

This section covers the important roles of entrepreneurs, the private sector and officials at the district level working to promote development and overcoming obstacles. It is very important that there are the links between the local people and the provincial government. The discussion in this section is related to the coordination of district services between the local people and the provincial government, inconsistencies of service delivery and ignorance of the prime roles of leaders. This sections aim to identify and describe how people can participate in tourism activities.

6.4.1 Poor coordination of district services

The coordination of services at the district level is a concern. Thus, the policies and aims of the provincial government can be achieved at the local and community level through local government. Ritchie and Jay (1999) focused on effective community involvement as central to the implementation of planned sustainable tourism development. This is very important for Jiwaka Province, as the structure of the province involves local governments and project planners to go beyond the talk of community planning and facilitate positive discussion and consultation with local communities.

There is a role for community leaders at the local level; nonetheless, there are several important issues in all the local level governments of Jiwaka Province. Community planning and facilitating positive discussions with local people to initiate community projects is difficult. There is lack of tourism knowledge at this level, so it is difficult to start the process of planning and facilitating positive discussion with local people on community tourism projects. The lack of knowledge contributes to the decline in the productivity of tourism projects in communities, as in the case at Tufi (Robinson et al., 2013). In addressing this issue, the South Pacific Tourism Organisation promotes training and awareness, which follows a career oriented approach through the formal education sector (New Zealand Tourism Research Institute et al., 2013). This approach does not work for ordinary local people, unfortunately. An appropriate approach would be through focus group interviews and raising awareness in local communities, as done in this

study. In this case, there is community representation and involvement, and people communicate openly about development issues. Tourism entrepreneurs in the province have learnt to engage in tourism out of interest. They have learnt about the importance of tourism through different means. That has helped them to support the people they live with, in the community.

Services and funding for services coming from the top have very little impact, and little seems to reach the local people. That is the top-down approach, which is criticised as inefficient. Non-governmental organisations have provided assistance in basic services, infrastructure and general development contributions. This leads to the second issue, which is the lack of support from the government for community development. This is rooted in the malpractice and corrupt practices at large. One can make the comparison of government, corporate and church contribution to development within Jiwaka Province. The different church denominations have done more for the development of Jiwaka Province, as shown, finding one tourism entrepreneur having his own accommodation business.

Ignorance is also an important impediment to tourism development. When leaders are ignorant of a certain knowledge, they cannot lead their people appropriately.

6.4.2 Ignorance of prime roles of leaders

Significantly, tourism development cannot be fully implemented if the importance of tourism is not understood by people who are supposed to be the voice of the tribal groups at large. This can be related to the literature (Butler & Hinch, 1996), which recommend that for indigenous tourism to development to be a success, two factors need to be considered. Initially, the values which bond the native society need to be considered, and there must be respect for customs and values that support and guide a culture (Smith, 1996). Based on this literature, the results of the prices of cultural activities at Komun Culture and Tourism centre are valued lower and charges to visitors are low. The concern is raised by the owner from an indigenous point of view. He was hesitant in disclosing the figures, but he recommended for a local tour company that can operate to assist owners, as such to understand the owners as individuals, the cultural values of each tourism product, and price them according to their value. The significance of each cultural activity has its own history

associated with it (Smith, 1996). If tour operators can see through the eyes of an indigenous person, the prices of the real values will be placed on the products. This provides for the need to assist owners of cultural centres on product development to ensure that tourism products (supply) meet visitor satisfaction (demand). There also needs to be understanding between the tour operators and the owners for efficient marketing that can benefit all stakeholders involved.

The very complexity of tourism makes its administration difficult, as it does not sit easily in any one sector of government (Holloway et al., 2009). The development of Jiwaka Province also requires the contribution of women of the province. Traditionally, women have always had a voice in the family and supported their husbands. There are other key people in different departments to contribute to development as well. Key personnel at the district level include the district development officer, who works closely at the district level to make situational analysis of each district in regards to different developmental issues. The different divisions of the province then plan according to recommendations from the development officers. Tourism is an area that was identified as an option for development; however, it is not possible currently due to lack of infrastructure and the difficulties in accessibility. The issues of infrastructure have been discussed earlier. The issue of ignorance of tourism knowledge is acknowledged as well, and this issue has also been discussed. This situation now creates a gap for tourism awareness and infrastructural development at the provincial, district, and local levels. From here, the discussion continues to the local communities of Jiwaka Province.

6.5 Tourism with local Jiwaka communities

This is the final section of discussion and is very imperative as it involves the major stakeholders of any tourism development in Jiwaka Province, the indigenous people. The discussion in this section is mainly around tourism advocacy and awareness in context of the general attitudes of indigenous people. This is a prominent issue for tourism development with Jiwaka people in community development.

6.5.1 Lack of tourism knowledge

Tourism advocacy is necessary to provide tourism knowledge and information for people to participate meaningfully in local communities of Jiwaka Province (Butler & Hinch, 2007).

The responsibility lies with Jiwaka provincial government to ensure that the prerequisites of tourism development exist and that linkages to PNGTPA are established. It is argued and understood that tourism knowledge is required by people in the provinces, if they are to follow the examples of model provinces. That is why tourism advocacy is relatively significant and is required for indigenous people in all the other 17 provinces of Papua New Guinea, before local people can even start showing some interest in tourism development. Thus, having basic knowledge of tourism can help raise local people's interest in tourism participation, which consequently results in community participation and involvement (Saarinen, 2010, 2011). Without tourism advocacy and awareness, community participation and development will not eventuate as presumed by PNGTPA or the national tourism department. Failure in tourism activities at community level can also be a consequence of lack of tourism advocacy and awareness, as illustrated in this study (Connell & Rugendyke, 2008).

This research has found that people in the Jiwaka Province are ignorant of tourism and how tourism can be used as a catalyst for development. Therefore, this research project was more an awareness process that proved to be very effective.

6.5.2 Current level of tourism participation

Tourism is a viable option for community development in developing countries (Bahaire & Elliott-White, 1999), with extensive benefits both good and beneficial and negative and detrimental (Ngowi & Mselle, 1998). Local people are key stakeholders in tourism development who need to participate and be involved in tourism growth for mutual benefit. Tourism can be a significant community tool (Tisdell, 2001), particularly in marginal or peripheral communities such as indigenous, remote and rural communities (Dredge & Jenkins, 2007; Holloway & Humphreys, 2012).

Planning should see its primary objective as being to improve the quality of life of local people (Bahaire & Elliott-White, 1999). An example is that of the Komun Area, with two cultural centres and accessibility to facilities and good local people and tourist interaction. Tourism for these groups of people is not new; however, the encounters and experiences with them differ due to different situations. Even then, there are still shortfalls to tourism knowledge and awareness in many aspects of tourism, such as tourism management, tourism product development and marketing. Tourism planners need to re-examine their core values and purpose and need to respond to a wide range of economic and social needs (Bahaire & Elliott-White, 1999). People in the Komun area require product development to attract more tourists, aiming to achieve more benefits. Indigenous understanding of product values is very necessary if tourism products are to be marketed well for the benefit of the people. For tourism to be sustainably developed, awareness and advocacy are significant (Butler & Hinch, 1996).

The people around Kendu (Banz and Nondugl areas) on the other hand have good experience with tourists and benefit well, due to proper planning and management. This case confirms the arguments of (Cooper, 2008), that the interaction between the local and the foreign factors within the host environment and the planning and management process should aim to secure the maximum positive benefits as indicated by the planning objectives while accruing the minimum costs. There have been annual organised cultural shows that attract tourists from all over the world. This illustrates indigenous tourism as products are focused on the habitat of the people, heritage, history and handicraft (Butler & Hinch, 1996). There are additional cultural activities and tours organised by the cultural group. The neighbouring tribes have knowledge of tourism, and can develop other tourism products if they feel the need or fall within their competence, as it does not disrupt the cultural way of life and still benefits them. Therefore, this confirms that the more successful the planning and management, the greater will be the carrying capacity and low level of negative impacts (Middleton & Hawkins, 1998). However, Minj and Kudjip tea areas experienced negative impacts from tourism operations that failed, due to reasons unknown. The people in the Minj area are keen to upgrade existing tourism facilities and redevelop tourism activities at the closed Triple Tops Inn. This is a case they acknowledged would take time but is possible to do when

the bottom-up approach is applied, as confirmed with the study by (Sakata & Prideaux, 2013) in Milne Bay Province, PNG. The bottom-up approach to tourism development requires collective decision making, community representation, and community participation enhancing tourism development beneficial to inhabitants of a tourist destination (Tisdell, 2001). The people in this area are keen to engage in tourism activities once more, because they realise that with Jiwaka as a new province, the proposed provincial headquarters would most likely be Minj. This prompts the interest in people for opportunities in development, where people can participate and benefit through them. Tourism development in the surrounding communities of Minj would flourish with this opportunity as well.

It is relatively important to realize that the respective roles of the public and private sectors as entrepreneurs are matters of political decision, in the light of a country's economic and social system, forming an integral part of the tourism development policy (Wahab, 1997). The people of Kimil Kondapina own land where the Wahgi Mek coffee plantation and the Bunu Wau tea plantations are located. The foreign entrepreneurs of these plantations have the option to integrate tourism with coffee and tea productions. This is a similar case for the Onbee tribes (Bahaire & Elliott-White, 1999) (Kindeng Papin area), with a coffee plantation and Kindeng Tea Plantation which produces PNG's National No 1 Tea and Walpii Meki Wakee tribes (Kupaa area). The tea and coffee in itself can provide a niche market. This initiative, integrated with the development of these plantations, would have decent add-on effects in financial returns. The local people never thought of tourism as an option for development. This all falls back on the issues of corporate social responsibility (CSR). The entrepreneurs have never taken an initiative to assist the local people with awareness or encouraged communities in tourism development. The former WHP may never have assessed the companies CSR either. There may be policies and plans, but they may never have been implemented for unknown reasons. Most policies and plans are never implemented and gather dust on shelves awaiting appropriate timing (Dredge & Jenkins, 2007). The abandonment of the policies is caused by many factors, of which ad hoc changes in government at the national and provincial levels, causing instability is the main one. With this issue, the challenge now lies with the Jiwaka provincial government to investigate into the social

corporate responsibilities of foreign entrepreneurs as such and ensure that tourism development is incorporated into company policies.

Tourists are always interested to explore new areas and thus tourism is spreading into formerly ignored marginal and inaccessible areas (Butler & Hinch, 1996), the home areas of the indigenous populations who had not previously been exposed to such development (Robinson et al., 2013). These places in this research include the Kuli tribes (Kandapai), Mengee tribes (Rolgomb), Ondalelkee tribes (Kerpii village) and Rongoi (Beming village), Kesu and Berepke tribes (Kusneng), and the tribes living around the Kubal area (Kupgamar boarder), as shown in Table 6. For these less developed communities, with untapped distinctive tourism products, tourism is a viable option for community development in developing countries. There are many benefits of tourism for community development (Ngowi & Mselle, 1998). The two main issues with these communities are accessibility and ignorance of tourism knowledge. These are issues pertaining to all levels of government and have been discussed earlier in other sections. The causes are rooted in the government of Papua New Guinea, with frequent interruptions to political stability, which undermine investor confidence and economic growth (DNPM, 2010; ICCC & PNGTPA, 2006; UNDAF, 2012).

The Kumaa Ngenekee people at Arngan village are a very determined, collective and helpful group of people. This is an example of people seeking development and want to be involved in the planning and development process (Bahaire & Elliott-White, 1999). They are a tribe that have seen war, deaths, destruction and are very determined to learn and move on. Tourism is an option for this community. This is an empowered community, which has influence, control over local resources, representative local leadership and a framework strengthened by the principle of fairness (Barr, 1995). It is necessary to understand the perceptions of the local residents towards tourism, as people's mind-sets are shaped by their experiences (Mason, 2003). Their outlook towards tourism reflects their values and personalities. The people co-operate with community leaders, initiate community activities and work independently with their leaders without government funding and support. The spirit of community co-operation, empowerment, consensus, involvement is already present and therefore requires support to initiate projects. It is important to

take advantage of the knowledge of the communities, as this (Barbaro, 2006) can lead to more creative solutions, less regulation and better ability to plan for Arngaan community. Tourism awareness is the only concerning issue for this village and that solution will come through the Jiwaka Provincial Tourism office once it is well established in the near future.

Finally, some places have no infrastructural development and accessibility. These places are very marginal and disadvantaged but are definitely rich with untapped natural resources that should not be dismissed too quickly. Such places in this study are Kambia in the South Wahgi District and Jimi. People at the hard adventure end would be interested in such places, so it is the responsibility of the Jiwaka provincial government to plan accordingly and provide the essential infrastructure for accessibility. The growth of Jiwaka as a province, with priority in infrastructural development, is what is needed for tourism development in Kambia and Jimi areas. This section leads to the conclusion of the discussion chapter.

6.6 Conclusion

At the national level, tourism development is regarded as an important option for development. PNGTPA promotes tourism development as best as they possibly can, despite hindrances to development. The obstacles to tourism development are embedded in the issues of corruption, funding, and marketing, as well as law and order problems, deteriorating access to public utilities, poor transport infrastructure, and complexity of land tenure systems, ad hoc decision-making processes, vague policy settings, weak development strategies and ignorance of tourism knowledge. In addition, there is a lack of tourism policy implementation and evaluation, frequent changes in the government and instability in the government leads to funding and marketing problems in tourism. Currently, the top-down approach in policy implementation is ineffective for tourism and community development. A significant issue is in funding, where funding from national government is limited to enable tourism development initiatives throughout PNG including the Jiwaka Province. Limited funding means limited tourism marketing, so the best PNGTPA is able to do is to focus on tourism development in five model provinces only. The provincial governments of the other 17 provinces have the responsibility to initiate

tourism development in their respective provinces and seek assistance from PNGTPA.

Secondly, at the Jiwaka provincial level, the fact remains that tourism development in Jiwaka Province is at an embryonic stage, after splitting from Western Highlands Province. There is a provincial development policy in place with tourism as an option for development. Infrastructural development is a priority, which would consequently promote the development of tourism. The tourism office in the province has not been established, with the delayed appointment of the tourism officer by the personnel management department in Port Moresby. More so, there is delay in establishing the tourism office. The provincial headquarters has been decided, but there are still disagreements by people as to the location of the JPK headquarters. The decision was made and the credibility of this location is still questioned with nepotism seeming to be the issue voiced on public forums. However, there needs to be understanding and collaboration between the people and the government for development rather constant bickering about the location of the provincial headquarters. There are also problems with infrastructure within the province. There are misunderstandings between tour operators and cultural centre entrepreneurs. Thus, there are rich untapped tourism products in different parts of Jiwaka Province, with most of the province being accessibility to visitors, except for Kambia and Jimi. There is potential for tourism development in Jiwaka Province.

Provincial officers at the district level are affected by funding problems. Public funds allocated from the national government get smaller as they come down to the district levels and eventually to the local people. Attending to affairs of government officials at the district level is poor, resulting in poor job attendance. Where the money goes is a question that prompts further research and investigation if policies are to be aligned for the benefit of the local people.

Finally, at the local level, tourism knowledge is very deficient and people do not know how to get involved and remain active participants in tourism for the development of Jiwaka Province. Thus, tourism in PNG is developing steadily; however, the degree of tourism demand of Jiwaka Province cannot be currently measured by PNGTPA.

Chapter 7: Conclusion

7.1 Introduction

This is the final chapter of the thesis and will present conceptual proposals to advance tourism to enhance community development research and outline the recommendations to the governor of Jiwaka Province. This conclusion will discuss: the implications and contribution of a bottom-up approach; community development is the only way forward in an environment of customary land ownership; the alternative support the community can seek when government support and funds fail; and finally, the important and essential role of tourism advocacy. The practical recommendations put forward to the Governor are based on the results of the research and are important aspects, as these can contribute to the development of Jiwaka Province.

The study started with the purpose of identifying the role of tourism in promoting community participation in the development of Jiwaka Province in Papua New Guinea, using action research. I then defined the three main purposes of the research as firstly to find out to what extent there is tourism demand in Jiwaka Province, then obstacles were identified in tourism development for Jiwaka Province, and finally how people and communities can be involved in tourism development.

Tourism is regarded as economic development for less developed countries (Graci & Dodds, 2010; Holloway & Humphreys, 2012; Liburd & Edwards, 2010). It is a means of achieving development in destination areas. The benefits of tourism include job creation, state and local tax revenue, and social structure, quality-of-life and community effects. Tourism development involves the development of tourism facilities, assets and amenities (Robinson et al., 2013). This includes infrastructure facilities such as transport systems, the accommodation and hospitality sector and amenities on the supply side for resources such as national parks (Cooper, 2008). Supply creates demand, and attractions motivate tourists to a destination on the condition it is accessible (Page & Connell, 2009). This research identified impediments to development and these include political instability, law and order, infrastructure, land tenure issues and lack of essential services.

The first questions to be raised on the completion of this research is: Should Jiwaka Province bother with tourism or should it focus on other sectors for economic development? I will argue, yes, the Jiwaka Province should consider tourism. As Papua New Guinea develops and as tourism grows, Jiwaka Province can attract tourists to the province, as the province is well located on the main highway, it is very close to Mt Hagen airport, and there is a proposal for a new international airport in the Jiwaka Province, in the flat valley, given the geographical limitations of expanding Mt Hagen airport to allow larger international jets to land. There are obstacles to development, such as security issues and higher tendency of violence in the highlands of PNG, but this is changing with law enforcing bodies. Law and order is improving and changes can be seen to the traditional ways the Highland clans/tribes settle their disputes. The reputation of the highlands will change over time and the province needs to be ready for tourism as the perception of security and law and order changes. Jiwaka communities embracing tourism can also perhaps facilitate this change. Jiwaka is rich with untapped tourism products. For community development to flourish through tourism, all stakeholders will need to work in partnership, addressing the obstacles to tourism development over time. Figure 35 summarises the key components for community development through tourism.

Tourism, a catalyst promoting development in Jiwaka Province – Papua New Guinea

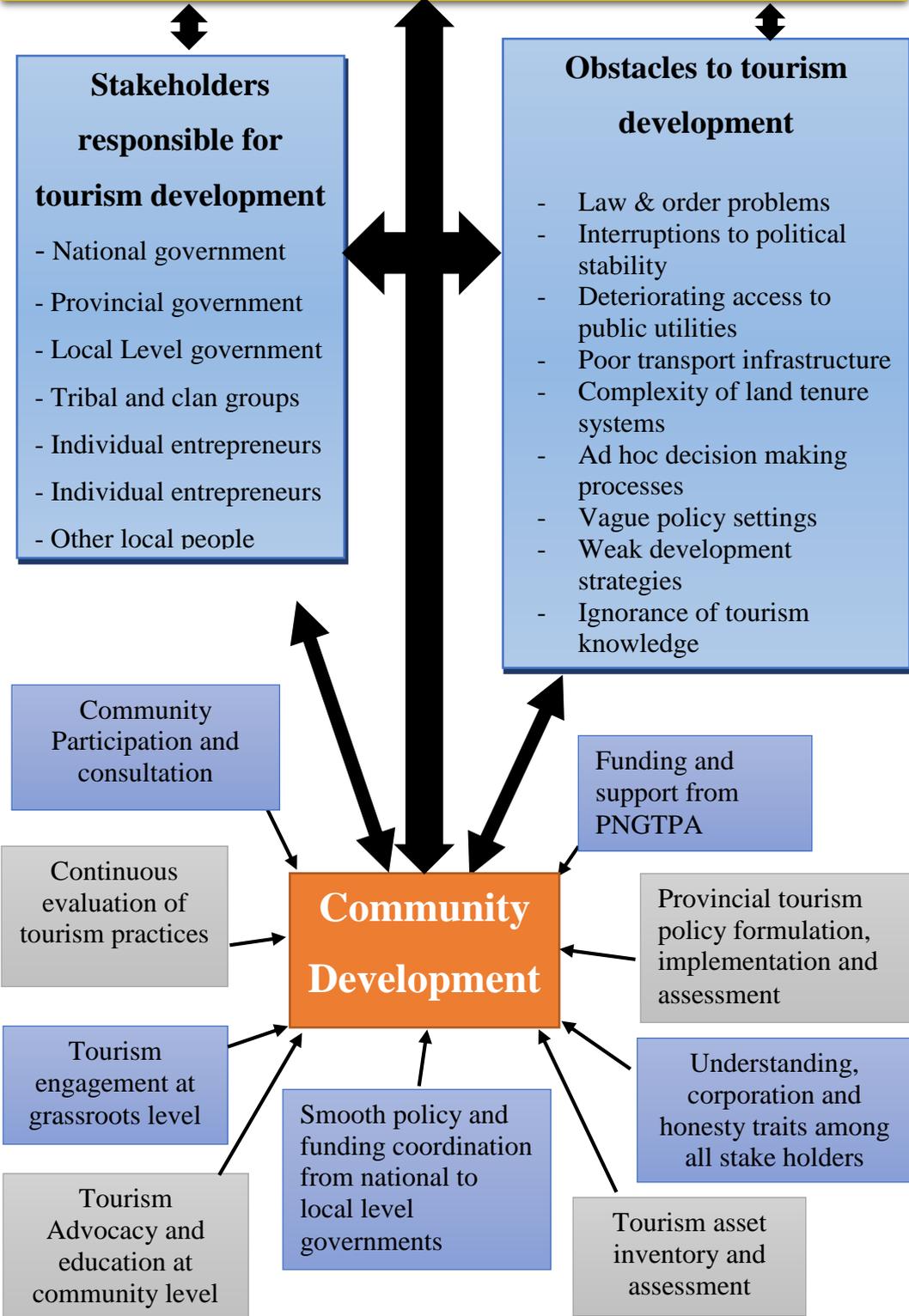


Figure 35. Key components of community development in the Jiwaka Province

7.2 Implications of community development in the Jiwaka Province

There are four implications of community development in the Jiwaka Province that are presented in this section.

7.2.1 Bottom-up verses top-down approach

Policy and planning in all governments should be seen as a core function for tourism development, by all levels of government (Hall, 1999; Hall & Jenkins, 1995; Hall & Page, 2000; Hunter-Jones et al., 1997; Scheyvens & Momsen, 2008). Respective provincial and local tourism offices are required to formulate tourism policies and frame them within the national tourism policy in PNG. Planning is based on assessment of the provincial tourism resource base. The ultimate aim of policy and planning is to ensure that local communities benefit. Often in developing countries, tourism planning and development occurs through a top-down planning approach. However, there are arguments that the appropriate approach for tourism development should be through the bottom-up approach, whereby there is community involvement, participation and empowerment, leading to sustainable tourism development (Inskeep, 1991). The involvement of communities is important, as PNG's tourism products are niche based, associated with culture, the environment and indigenous knowledge of local people. This research supports a bottom-up approach, rather than a top-down approach, especially in an environment of corruption and government funding not reaching grass root communities. There is a challenge to implement a bottom-up approach in practice. It starts from the principle that within any community there is a wealth of knowledge and experience, which, if used in creative ways, can be channelled into collective action to achieve the communities' desired goals and using the bottom-up approach (Zouganeli et al., 2012).

This research supports previous studies which show that the bottom up approach is proven to work in Papua New Guinea (Sakata & Prideaux, 2013). This study's contribution is that the top down approach cannot work in Papua New Guinea and Jiwaka Province for community development. There is a challenge between the top-down and the bottom-up approaches. Currently, funds do not reach the communities for development. The channel in the funds gets diverted somewhere in the process

from the national level down to the district level. The local level normally misses out. So the question that needs to be answered is: Is there a scope for the bottom-up approach? The bottom-up approach requires the involvement and participation of people who take ownership of community projects that lead to community development. Can they foster development in tourism? Yes, they can foster development on the conditions that tourism advocacy precedes and supports the process, that the community is well informed and there is support and funds at the community (grassroots) level. Can development and funds be driven upwards from the grassroots level for development, as this is what the bottom-up approach is all about? With a well-informed community, through advocacy and awareness, they can also form organisations and approach the provincial government and the corporations, such as the mining sector, which has corporate social responsibility programmes for assistance to develop projects they initiate. Funds are then distributed to the communities for development and management, consequently empowering grassroots people, and community development occurs, resulting in good benefits for the community. This approach has already been initiated by the national parliamentary member of Anglimb South Wahgi, of Jiwaka Province, as the results confirm in my research. In this case, policies are coordinated to approach from the bottom up instead of the traditional top down approach.

7.2.2 Community tourism development; the only way because of customary land ownership

Community participation and community involvement is essential if tourism is to serve the community and assist the community in obtaining specific objectives (Bahaire & Elliott-White, 1999). It is an essential tool to promote agreement, co-operation, and interaction among beneficiaries and the implementing agencies and the government. This partnership can reduce unnecessary delays and reduces costs. Subsequently, failure in community participation and consultation increases cost, time delays and legal issues and decreases reputation and image (Cruse et al., 2005). On the whole, sustainable development can be achieved through planned, democratic, co-operative means, including community involvement in decisions about the environment and development.

Indigenous tourism is a vehicle to foster tourism in PNG and Jiwaka Province. Thus, indigenous tourism refers to tourism activity in which indigenous people are directly involved, either through control and or by having their culture serve as the essence of attraction (Butler & Hinch, 1996). There are three categories of indigenous tourism, which are culture controlled tourism, diversified tourism and culture dispossessed tourism (Smith, 1996). The amount of control indigenous people have in tourism development differs for each category. Tourism is spreading into formerly ignored peripheral and remote areas, such as the highlands of PNG (Connell & Rugendyke, 2008). With exposure to external forces, indigenous people are exploited, resulting in both negative and positive impacts. Thus, common understanding between indigenous people and tourists is relatively important for sustainable development (Butler & Hinch, 1996; Hall, 2007; Hall & Page, 1996; Page & Connell, 2009). Thus, tourism and environmental relationships are complex, as there is a mutual dependence between the two in which tourism benefits from being in a good quality environment and this same environment should benefit from measures aimed at protecting and maintaining its value as a tourist resource (Stabler & Goodall, 1997). Indigenous tourism can be sustainably practised with adequate tourism knowledge, management and direction.

In the Jiwaka Province of Papua New Guinea, the very nature in the structure of communities is according to tribal and clan groups, which can both make it difficult for tourism development and community development and at the same time embed development to benefit the community. The indigenous people live in communities bound with traditions, customs, values and kinship systems. The most important aspect of a tribal culture is land which provides security and dignity for its members (Cukier, 2002; Hall, 1997). The fact remains that people depend on the environment for their livelihoods. This dependency and sourcing of the environment can only be on land ownership. The traditional kinship system is such where land is shared among siblings. This land ownership is passed on through generations (Landu, 2012). Customary land ownership is a significant aspect of traditional Jiwaka society and PNG at large, with land disputes and problems being a big issue when resources from or on another person's tribal land are used. Thus, this tribal land issues can be a hindrance to tourism development and the delivery of tourism products in rural indigenous areas on tribal land owned by indigenous people when

they limit access (Cukier, 2002; Hall, 1997). Therefore, consent and agreements are required from all community members before any form of development occurs. Community development will only occur when the tribal people are in communion with entrepreneurs and welcome development in allowing their land to be used, with all the resources in and on it. Therefore, the people can foster development if and when they are empowered to do so with consultation with resource ownership of land and other things within the environment, which makes it all the more difficult.

The host communities participate in tourism development as they own land and resources and possess indigenous knowledge of their environment. Importantly, consultation and participation of indigenous peoples in tourism projects enables empowerment, and people take ownership to develop tourism sustainably to benefit all stakeholders. This emphasises the need to consult locals at all levels during the process of community development, encourage their participation and ensure that indigenous populations benefit economically from incoming tourism by the provision of employment at all levels and ownership of tourism facilities (Aref, 2011b). Consequently, community tourism development is the only way for tourism development because of customary land ownership; other ways will not work, or else will be a hindrance to development.

7.2.3 Policy/funding vacuum leading to seeking other support

Community development is possible, with tourism knowledge, skills and policies being present to promote community development with the participation of local/indigenous people. Thus, inhabitants of a tourist destination are key participants in the creation and delivery of tourism experiences (Connell & Rugendyke, 2008; Hall, 1994; Harrison, 1992d; Ngowi & Mselle, 1998; Richards & Hall, 2003).

The policy and funding vacuum for tourism in Jiwaka Province prompts the communities to look to other non-government sources for support. In this case, it can be expanded and explained that there is a vacuum in the policy implementation as coordinated from the national to provincial level, then to the district level and finally to the grassroots level. That vacuum is created by ignorance, corruption,

poor work attitudes and lack of funding. Lack of funding, combined with the failure in policy implementation, contributes to this vacuum from the different levels of government in Papua New Guinea to Jiwaka Province. The funding does not reach people at the grassroots level and national tourism policy has limited impact at the grassroots community level. Due to government failure, communities in the Jiwaka Province can search for other options to secure funding for tourism community projects. These options includes the major companies in the agriculture sector in the province such as tea, coffee, timber and non-governmental organisations like different church denominations. Many communities in Jiwaka have received assistance from companies and NGOs, especially with roads and other basic services. One option for tourism development, for the benefit of community groups, is for the people to form groups and approach corporate groups and NGOs for assistance and enquire to secure funding, since there is vacuum in government policy and funding. Corporate and NGO inclusion is necessary for community development and community participation in tourism development in the Jiwaka Province.

7.2.4 Tourism Advocacy

Indigenous knowledge of tourism is valuable for local people, but the development of this knowledge to develop tourism products requires education. Tourism awareness can now be defined as the level of local knowledge on tourists, tourism and its impacts (Dela Santa, 2013). Tourism advocacy, on the other hand, is defined as any activity that a person or organisation undertakes through campaigns, public speeches, media or publishing research (Jenkins, 2008). The sort of recommended education required for local people should not be career oriented and formal; it should be informal and suited to their level and obviously seen to be beneficial. This, unfortunately, is not happening in PNG and Jiwaka Province specifically. Thus, advocacy and awareness increases people's interest and empowers local participation (Jenkins, 2008).

With any form of tourism development, perceived impacts of tourism at the local level is not usually made known to the local communities (Aref, 2011; Butler & Hinch, 1996; Ghimire, 2001). Studies have been done in less developed countries on tourism advocacy and tourism awareness. Connell and Rugendyke (2008) argue

a case of guest houses in Tufi of Oro Province in Papua New Guinea, where many people lacked the access, resources and the skills to participate, even if local people were anxious to develop tourism. The lack of knowledge of their existence, inaccessibility, and other factors contributed to a decline in tourists numbers and consequently in tourism markets. In Namibia, a study was done which aimed to confirm that local awareness of tourism is a crucial element in the process for empowering local people in community based tourism (Saarinen, 2010). Another study shows how indigenous people form their own perceptions of tourism development based on knowledge they have on the subject (Ojong et al., 2013). Therefore, tourism awareness and advocacy is crucial for development.

My research supports these studies; a significant contribution of this research was the facilitation of tourism awareness through the focus group interviews and meetings. These meetings were a powerful instrument for achieving community awareness of the possibilities of development. Community awareness through proper representation of people from different tribes and clan groups proved to be very effective. Because people in Jiwaka live in tribal groups, their representatives passed on the awareness messages they received from the meetings to their tribesman in their own time. Village leaders have a responsibility to talk to their people on issues concerning the welfare of the village and the people listen to their leaders. Therefore, the message from the awareness reached as many people as possible. Consequently, people started to think about indigenous products they have in their environment and their culture that can be potential tourism products. Once a community tourism project is proposed, the people are prepared and ready to welcome the proposal having received prior knowledge. This allows for community participation and community development.

Besides these theoretical insights, recommendations will be presented to the governor of Jiwaka Province based on this results of this research.

7.3 Recommendations to the Governor of Jiwaka Province

This section presents a critical analysis and practical recommendations to develop tourism in the Jiwaka Province.

There are negative comments on issues of corruption and disappointment in the social media (Jiwaka Province Facebook page). The issues relate to funding, and the location of the provincial headquarters, mainly stemming from tribalism and local political perspectives. Some questions concern whether or not these comments and complaints are based on substantial evidence. Comments written on Facebook are basically on issues of tribalism, political differences, jealousy and personal differences, which can be possible factors triggering these posts. People take advantage of the freedom of speech to post their thoughts. However, corruption does need to be addressed if Jiwaka Province is to develop from its current embryonic stage of development. The challenge is to empower the current governor and still have credibility with PNGTA despite the issues raised on Facebook. It is important that the national tourism office does not get the impression that tourism is embroiled in political mess and other tribal conflicts.

Some may question the credibility of this research, as it was the governor who funded this investigation believing in the potential role tourism has as a catalyst for development in Jiwaka Province. The current governor is still the political leader of Jiwaka Province despite issues raised. If community development, along with community participation, is to be promoted through tourism development, the following recommendations in relation planning processes are needed for the benefit of the local people of Jiwaka Province.

1. Tourism is a viable option for development in Jiwaka Province. It should be made a priority area for Jiwaka Provincial Government because it can deliver tangible benefits if the province can attract visitors. With tourism development, other changes will occur and will definitely benefit the province a long way compared to other development options.
2. The Jiwaka Provincial Government is required to immediately set up and fund a provincial culture and tourism office, headed by a tourism coordinator who is knowledgeable in tourism. This officer can create programs and facilitate

tourism advocacy and awareness, undertake product development and marketing and coordinate all tourism activities within the province.

3. The Jiwaka Provincial Government needs to focus on infrastructural development, as accessibility is very important for tourism development.
4. Policy implementation and assessment at the provincial, district and local governments is a significant part to guide the province in development. Policies have to be coordinated to work for all levels in Jiwaka Province. The development of the tourism industry is reliant on a partnership between the government, the tourism industry, and the people of PNG. Therefore, there needs to be common understanding and co-operation developed between governments at different levels - the national, provincial and local level - and the indigenous communities.
5. The bottom-up approach to policy implementation is to be encouraged and promoted through more community projects across the province following the trend set in the Anglimb South Wahgi District by their member of parliament. This is how people are empowered, which encourages participation and involvement of people, consequently benefiting all stakeholders and promoting sustainable tourism development.

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Appendices

Appendix A Questionnaires

Semi-Structured Interview Questions

I. PNG TOURISM OFFICE

1. How would you like to talk about your work in the tourism office as?
2. How would you regard the tourism market (demand and supply) in PNG generally?
3. How would you regard the tourism market (demand and supply) in the new Province of Jiwaka?
4. What is the trend of the tourism growth in Papua New Guinea generally?
5. How would you describe the country's future growth generally?
6. What are current tourism problems in Papua New Guinea?
7. What the current tourism issues in the highlands of Papua New Guinea?
8. What are the current tourism issues in Jiwaka Provincial government specifically?
9. What are the tourism products available in the Jiwaka Province?
10. How have these tourism products been developed?
11. What are the tourism available facilities to enhance tourism activities in Jiwaka Province?
12. How can you describe the condition of the amenities/facilities?
13. What can be done to improve them or increase them in number?
14. What can you describe tourism demand in relation to tourism products and facilities in Jiwaka Province?
15. How can you describe tourism market for Jiwaka Products?
16. How has the national tourism policy been implemented for Jiwaka Province?
17. How has the tourism policy been assessed?
18. Does the provincial government have a tourism policy?
19. How is the policy implemented for sustainable tourism development?
20. How has tourism developed in Jiwaka Province?

21. How has tourism benefited the local communities?
22. How have the local communities participated in tourism development?
23. What more would be done to enhance tourism development to the local communities?
24. What are the challenges faced in the implementation of tourism policy?
25. What has been done with obstacles to tourism development?
26. What more needs to be done in community participation?

II. JIWAKA PROVINCIAL GOVERNMENT

1. How would you like to talk about your work in Jiwaka Province?
2. Do you think tourism would be good for Jiwaka Province? If yes...
3. How would you regard tourism in Jiwaka province?
4. How has tourism been regarded by you as a government representative?
5. What are the tourism products available in the Jiwaka Province?
6. How have these tourism products been developed?
7. What are the tourism available facilities to enhance tourism activities in Jiwaka Province?
8. How can you describe the condition of the amenities/facilities?
9. What can be done to improve them or increase them in number?
10. What can you describe tourism demand in relation to tourism products and facilities in Jiwaka Province?
11. How can you describe tourism market for Jiwaka Products?
12. How has the national tourism policy been implemented for Jiwaka Province?
13. How has the tourism policy been assessed?
14. Does the provincial government have a tourism policy?
15. How is the policy implemented for sustainable tourism development?
16. How has tourism developed in Jiwaka Province?
17. How has tourism benefited the local communities?
18. How have the local communities participated in tourism development?
19. What more would be done to enhance tourism development to the local communities?
20. What are the challenges faced in the implementation of tourism policy?
21. What has been done with obstacles to tourism development?

22. What more needs to be done in community participation?

❖ **Wrap up Questions**

1. Do you have anything to add?
2. Is there anything I should have asked?
3. How did the interview feel for you?

III. COMMUNITY REPRESENTATIVES

❖ **Community Representation Questions**

1. Under what local level government (LLG) is that community you represent?
2. Which groups of people do you represent?
3. How do you represent your people to the government?
4. What do they think is the most important thing for the community?
5. How do you help develop the communities you represent?
6. What do you have in your communities that can be developed sustainably?
7. Where does tourism fit in?

❖ **Tourism policy Questions**

1. How would you want to talk about government policies for tourism development?
2. What have you heard on tourism policies at the national level?
3. What do you know about tourism policies from the provincial government?
4. What is the importance of tourism policy and implementation?
5. How would you get to know about the policies at all levels?

❖ **Tourism Knowledge Questions**

6. What are the essential services you have in your locality regarded as development?
7. How has this benefited the people?
8. How do you like to talk about tourism in your area?
9. What are current tourism activities in your community?

10. How can tourism help your community develop?
11. What tourism products do you have in your community?
12. What can you do as a representative to develop these products?
13. What challenges are there for tourism product development?
14. How can you as a community representative ensure that tourism products are developed sustainably for the benefit of your people considering the products and hindrances?

❖ **Community participation Questions**

1. How have local people participated in tourism development?
2. Why is it important for people to participate in tourism activities?
3. How can people participate in tourism activities for community development?
4. How can community participation be of benefit to the people and the district in general?
5. How can you ensure that tourism development includes participation of local people?

❖ **Wrap up Questions**

1. Do you have anything to add?
2. Is there anything I should have asked?
3. How did the interview feel for you?

Focus Group Interview Questions

❖ OPEN-ENDED QUESTIONS (Understand their knowledge of tourism and pull out ideas and potential problems)

1. What do you understand by tourism?
2. Who are visitors?
3. Please think about foreigners/ tourists other provinces, traders, family visiting friends and relatives visiting your community:
4. Is tourism interesting for your community?
5. Do you think foreigners will ever come here?
6. Do you want them to come here?
7. Do you think tourism could be good for your community?
8. If they say no: Why? Go to different sets of questions
9. If they say we do not know anything about tourism.....different set of questions.
10. If they say yes...more specific questions about what do they understand, what they can do.

✚ If they say “no”...Why? Different sets of questions

1. Why do you think tourism would not be good for your community?
2. How would you identify factors contributing to not having tourism in the community?
3. What do you see as stopping tourism development to your area?
4. Would you ever be interested in tourism at some stage?

✚ If they say; “we do not know anything about tourism”.....different set of questions.

1. Please think about foreigners/ tourists other provinces, traders, family visiting friends and relatives to your community: Have you ever had visitors to your areas?
2. How did those visitors/ tourists visit your place?
3. What are some reasons that would drive them to visit you? What is the motive for their visit?

4. What do you as a host cater and serve your visitors?
5. What are possible problems that they will encounter while trying to visit you?

NOW, LET US THINK BROADER TO A WIDER CPOMMUNITY; NATIONAL AND INTERNATIONAL TOURISTS/VISITORS:

6. Have you ever had visitors from the coast or another country visit your community?
7. When was that? Tell us about examples of that.
8. How did they reach your village or community?
9. Why did they visit your community?
10. How did you cater for their needs?

Generally:

11. What are the activities tourist do when they visit an area?
12. What would you do if they came and visited your community?
13. What are things they did that you would like?
14. What are some things they do that you would not like?
15. If they were to stay for the night in the village, where would they be accommodated?
16. How would they find food and water?
17. What tourism activities occur on your area?
18. What do you have in the community that can be offered to tourists?
19. How can you develop those tourism products?
20. What do you see as stopping tourism development to your area?
21. How can you participate in tourism and community development?
22. What seems to be the best way to participate so that all stakeholders benefit?

 **If they say “yes”.....more specific questions about what they understand and what can they do.**

1. Why do you think tourism is good for your community?
2. Have you ever had tourists in your community?
3. Where did they come from?
4. Why did they come to your community?

5. What did you do for them to meet their expectations or on what they were after?
6. How do you evaluate or feel about the experience you had with those tourists?
7. Based on your experiences;
 - a. What are the benefits you received from them?
 - b. What did you not like about your visitors? Explain why?
 - c. How would you have done better from the previous experience?
 - d. How did you participate in the tourists visit?
8. Can tourism help develop your community?
9. If so, how?
10. What do you have in the community that can be offered to tourists?
11. How can you develop those tourism products?
12. What do you see as stopping tourism development to your area?
13. What can you do as a community member to enhance tourism development?
14. How can you participate in tourism and community development?
15. What seems to be the best way to participate so that all stakeholders benefit?



Thank you

Appendix B Consent form for participants

Consent Form for Participants

Waikato Management School
Te Raupapa



THE UNIVERSITY OF
WAIKATO
Te Whare Wānanga o Waikato

**TITLE: THE ROLE OF TOURISM IN COMMUNITY DEVELOPMENT-
JIWAKA PROVINCE- PAPUA NEW GUINEA**

I have read the **Information Sheet for Participants** for this study and have had the details of the study explained to me. My questions about the study have been answered to my satisfaction, and I understand that I may ask further questions at any time.

I also understand that I am free to withdraw from the study at any time, or to decline to answer any particular questions in the study. I agree to provide information to the researchers under the conditions of confidentiality set out on the **Information Sheet**.

I agree to participate in this study under the conditions set out in the **Information Sheet** form.

Signed: _____ Name: _____

Title: _____ Date: _____

Researcher's Name and contact information:

Theresia Wemi Kau

Waikato Management School,
The University of Waikato,
Private Bag 3108, Hamilton 3240, New Zealand

Supervisor's Name and contact information:

Dr. Anne Zahra
Dep't of Tourism and Hospitality Management
Waikato Management School
The University of Waikato
Private Bag 3105
Hamilton 3240, New Zealand
a.zahra@waikato.ac.nz

***PARTICIPANT INFORMATION SHEET for PNG
NATIONAL TOURISM OFFICE***

Waikato Management School

Te Raupapa



My name is Theresia Wemi Kau from Kuli, Anglimb South Wahgi District in Jiwaka Province. As part of the Master of Management Studies; I am required to undertake a research project for the degree. For my project, I wish to research the potential role of tourism in community development in Jiwaka Province which is newly created and one of the least economically developed provinces in PNG.

This action research project is aligned to the National PNG Government's tourism development strategies for the people in PNG. Tourism policies are catalysts of sustainable and effective tourism development. This involves an inventory of tourism asserts, products and amenities for the province to establish tourism demand and supply, then identify the potential of tourism in PNG broadly and more precisely the Jiwaka Province. It also will establish the potential of community participation in tourism and tourism policy at the provincial level to evaluate the role of tourism in community development. From that, the challenges and obstacles to sustainable tourism development will be identified and assessed and recommendations will be made. The key focus is on how tourism can be best utilised as an effective agent of development through sustainable tourism practices. Participation of indigenous people as key contributors through community consultation and involvement will lead to sustainable tourism development to benefit all stakeholders.

I will be interviewing two officers as representatives from national tourism office in tourism research and tourism policy on tourism development in PNG. This is aimed at identifying the potentials of tourism in PNG and more specifically the Jiwaka Province. Each interview should take 30 minutes to one hour. I wish to record and video the interviews. Information gathered in this interview will be interpreted against the background of the context of the research from the national government's point of view in tourism policy, tourism development, community participation and assessment of tourism assets, amenities and products in PNG and specifically the Jiwaka Province.

Only my supervisors and I will have access to the data I collect. Afterwards, all questionnaires and notes will be destroyed and tapes erased. I will keep a copy of the paper on file but treat with the strictest confidentiality. The paper will be published and will be available online; journal articles, academic reports and seminar presentations will also be produced from this research.

If you take part in the study, you have the right to:

- ❖ Refuse to answer any particular question and to withdraw from the study a day after you receive notice of participation.
- ❖ Ask any further questions about the study that occurs to you during your participation.
- ❖ Be given access to a summary of the findings from the study when it is concluded.
- ❖ To give consent before anything is published if I use your name and record from you.

If you have any questions about this research project you can contact me:

Waikato Management School,
The University of Waikato,
Private Bag 3108, Hamilton 3240, New Zealand
Phone: +647 838 4303; Cell phone: 02108297466
Fax: +647 838 4033; Email: twk7@waikato.ac.nz

My project is being supervised by Dr. Anne Zahra and she can be contacted:

Dep't of Tourism and Hospitality Management
Waikato Management School
The University of Waikato
Private Bag 3105
Hamilton 3240, New Zealand
Tel +64 7 858 5087
Mob +6427 569 1734
Fax +647838 4331
a.zahra@waikato.ac.nz
[www. Mngt.waikato.ac.nz/tourism](http://www.Mngt.waikato.ac.nz/tourism)

Appendix D Participant information sheet for government representatives of Jiwaka province

***PARTICIPANT INFORMATION SHEET FOR
GOVERNMENT REPRESENTATIVES of JIWAKA PROVINCE***

Waikato Management School

Te Raupapa



My name is Theresia Wemi Kau from Kuli, Anglimb South Wahgi District in Jiwaka Province. As part of the Master of Management Studies; I am required to undertake a research project for the degree. For my project, I wish to research the potential role of tourism in community development in Jiwaka Province which is newly created and one of the least economically developed provinces in PNG.

This action research project is aligned to the National PNG Government's tourism development strategies for the people in PNG. Tourism policies are catalysts of sustainable and effective tourism development. This involves an inventory of tourism asserts, products and amenities for the province to establish tourism demand and supply then identify the potential of tourism in PNG broadly and more precisely the Jiwaka Province. It also will establish the potential of community participation in tourism and tourism policy at the provincial level to evaluate the role of tourism in community development. From that, the challenges and obstacles to sustainable tourism development will be identified and assessed and recommendations will be made. The key focus is on how tourism can be best utilised as an effective agent of development through sustainable tourism practices. Participation of indigenous people as key contributors through community consultation and involvement will lead to sustainable tourism development to benefit all stakeholders.

I will be interviewing the governor of Jiwaka Province, member of Anglimb South Wahgi and an officer from provincial tourism office. This is aimed at identifying the potentials of tourism in the province. Each interview should take 30 minutes to

one hour. Information gathered in this interview will be interpreted against the background of the context of the research from the provincial government's point of view in tourism policy, tourism development, community participation and assessment of tourism assets, amenities and products in Jiwaka Province.

I wish to video record the interviews. Only my supervisors and I will have access to the data I collect. Afterwards, all questionnaires and notes will be destroyed and tapes erased. I will keep a copy of the paper on file but treat with the strictest confidentiality. The paper will be published and will be available online; journal articles, academic reports and seminar presentations will also be produced from this research.

If you take part in the study, you have the right to:

- ❖ Refuse to answer any particular question and to withdraw from the study a day after you receive notice of participation.
- ❖ Ask any further questions about the study that occurs to you during your participation.
- ❖ Be given access to a summary of the findings from the study when it is concluded.
- ❖ To give consent before anything is published if I use your name and record from you.

If you have any questions about this research project you can contact me:

Waikato Management School,
The University of Waikato,
Private Bag 3108, Hamilton 3240, New Zealand

My project is being supervised by Dr. Anne Zahra and she can be contacted:

Dep't of Tourism and Hospitality Management
Waikato Management School
The University of Waikato
Private Bag 3105
Hamilton 3240, New Zealand
a.zahra@waikato.ac.nz

Appendix E Participant information sheet for Ward Councillors

PARTICIPANT INFORMATION SHEET FOR WARD COUNCILLORS

Waikato Management School

Te Raupapa



THE UNIVERSITY OF
WAIKATO
Te Whare Wānanga o Waikato

My name is Theresia Wemi Kau from Kuli, Anglimb South Wahgi District in Jiwaka Province. As a part of the Master of Management Studies; I am required to undertake a research project for the degree. For my project, I wish to research the potential role of tourism in community development in Jiwaka Province which is newly created and one of the least economically developed provinces in PNG.

This action research project is aligned to the National PNG Government's tourism development strategies for the people in PNG. Tourism policies are catalysts of sustainable and effective tourism development. This involves an inventory of tourism asserts, products and amenities for the province to establish tourism demand and supply then identify the potential of tourism in PNG broadly and more precisely the Jiwaka Province. It also will establish the potential of community participation in tourism and tourism policy at the provincial level to evaluate the role of tourism in community development. From that, the challenges and obstacles to sustainable tourism development will be identified and assessed and recommendations will be made. The key focus is on how tourism can be best utilised as an effective agent of development through sustainable tourism practices. Participation of indigenous people as key contributors through community consultation and involvement will lead to sustainable tourism development to benefit all stakeholders.

I will be interviewing the six (6) council presidents in the province as representatives of each district. They represent their people to the provincial government as voice of the district (LLG ward) and are in a strategic position to

develop the districts. Information gathered in this interview will be interpreted against the background of the context of the research from the local government's point of view in tourism development, tourism policy, tourism asset inventory, and assessment of tourism in each district. Each interview should take 30 minutes to one hour. I wish to record and video the interviews.

Only my supervisors and I will have access to the data I collect. Afterwards, all questionnaires and notes will be destroyed and tapes erased. I will keep a copy of the paper on file but treat with the strictest confidentiality. Your responses will be used to write a thesis thus, the paper will be published and will be available online. Journal articles, academic reports and seminar presentations will also be produced from this research.

If you take part in the study, you have the right to:

- Refuse to answer any particular question and to withdraw from the study a day after you receive notice of participation.
- Ask any further questions about the study that occurs to you during your participation.
- Be given access to a summary of the findings from the study when it is concluded.
- To give consent before anything is published if I use your name and record from you

If you have any questions about this research project you can contact me:

Waikato Management School,
The University of Waikato,
Private Bag 3108, Hamilton 3240, New Zealand

My project is being supervised by Dr. Anne Zahra and she can be contacted:

Dep't of Tourism and Hospitality Management
Waikato Management School
The University of Waikato
Private Bag 3105
Hamilton 3240, New Zealand
a.zahra@waikato.ac.nz

Appendix F Participant information sheet for tribal/clan representatives

PARTICIPANT INFORMATION SHEET for TRIBAL/CLAN REPRESENTATIVES

Waikato Management School
Te Raupapa



My name is Theresia Wemi Kau from Kuli, Anglimb South Wahgi District in Jiwaka Province. As part of the Master of Management Studies; I am required to undertake a research project for the degree. For my project, I wish to research the potential role of tourism in community development in Jiwaka Province which is newly created and one of the least economically developed provinces in PNG.

This action research project is aligned to the National PNG Government's tourism development strategies for the people in PNG. Tourism policies are catalysts of sustainable and effective tourism development. This involves an inventory of tourism asserts, products and amenities for the province to establish tourism demand and supply then identify the potential of tourism in PNG broadly and more precisely the Jiwaka Province. It also will establish the potential of community participation in tourism and tourism policy at the provincial level to evaluate the role of tourism in community development. From that, the challenges and obstacles to sustainable tourism development will be identified and assessed and recommendations will be made. The key focus is on how tourism can be best utilised as an effective agent of development through sustainable tourism practices. Participation of indigenous people as key contributors through community consultation and involvement will lead to sustainable tourism development to benefit all stakeholders.

Focus group interviews are facilitated for a collective feedback on the theme of community development and community participation. There are 12 participants with a fair representation of people in the communities. Information gathered in this interview will be interpreted against the background of the context of the research from the tribal/local point of view in tourism development, tourism policy,

community participation, community development and assessment of tourism development in tribal/clan groups. There are 22 focus group sessions facilitated at 22 locations for 2 hours each with the inclusion of two 15 minute breaks. Participants will be informed of venue and time. I wish to video record all the interviews.

Only my supervisors and I will have access to the data I collect. Afterwards, all questionnaires and notes will be destroyed and tapes erased. I will keep a copy of the paper on file but treat with the strictest confidentiality. Your responses will be used to write a thesis thus, the paper will be published and will be available online. Journal articles, academic reports and seminar presentations will also be produced from this research.

If you take part in the study, you have the right to:

- Refuse to answer any particular question and to withdraw from the study a day after you receive notice of participation.
- Ask any further questions about the study that occurs to you during your participation.
- Be given access to a summary of the findings from the study when it is concluded.
- To give consent before anything is published if I use your name and record from you.

If you have any questions about this research project you can contact me:

Waikato Management School,
The University of Waikato,
Private Bag 3108, Hamilton 3240, New Zealand

My project is being supervised by Dr. Anne Zahra and she can be contacted:

Dep't of Tourism and Hospitality Management
Waikato Management School
The University of Waikato
Private Bag 3105
Hamilton 3240, New Zealand
a.zahra@waikato.ac.nz

Appendix G Ethics application

Application for Ethical Approval

Outline of Research Project

Waikato Management School

Te Raupapa



THE UNIVERSITY OF
WAIKATO
Te Whare Wānanga o Waikato

1. Identify the project.

1.1 Title of Project

The role of tourism in community development in Jiwaka Province - Papua New Guinea

1.2 Researcher(s) name and contact information

Theresia Wemi Kau
Waikato Management School,
The University of Waikato,
Private Bag 3108, Hamilton 3240, New Zealand
Phone: +647 838 4303
Fax: +647 838 4033

1.3 Supervisor's name and contact information (if relevant)

Dep't of Tourism and Hospitality Management
Waikato Management School
The University of Waikato
Private Bag 3105
Hamilton 3240, New Zealand

Tel +64 7 858 5087
Mob +6427 569 1734
Fax +647838 4331
a.zahra@waikato.ac.nz
[www. Mngt.waikato.ac.nz/tourism](http://www.Mngt.waikato.ac.nz/tourism)

1.4 Anticipated date to begin data collection

July 8 to October 8, 2013

2. Describe the research.

2.1 Briefly outline what the project is about including your research goals and anticipated benefits. Include links with a research program, if relevant.

The purpose of this research is to identify and evaluate the role of tourism development in the Jiwaka Province, Papua New Guinea (PNG) and its role in community development. This research will establish an inventory of tourism assets for the region and tourism demand and supply to identify the potential of tourism in PNG broadly and more specifically the Jiwaka Province. The tourism market demand, the potential supply of tourism products in the province, the potential of community participation in tourism and tourism policy at the provincial and national level will inform this study and evaluate the role of tourism in community development. This action research project is aligned to the National PNG Government's tourism development strategies for the people in Papua New Guinea (Department of National Planning and Monitoring (2010). Tourism research has highlighted that demand generally creates supply (Page & Connell (2009). Consumption and use of tourism products and services is possible through tourism products that appropriately meet the demand of the market (Goeldner & Ritchie, 2006). Tourism policies can be catalysts for tourism development, assessment and developmental plans leading to sustainable and effective tourism development (Choi and Murray, 2010). Thus policy should be aimed at sustainable tourism to benefit communities and the indigenous population (Bahaire and Elliott-White, 1999). Community based tourism seeks to increase people's involvement and ownership of tourism at the destination (Ngowi & Mselle, 1998). The success factors for community development and participation need to be linked and framed within the national and regional policy tourism one of the aims of this study.

This research will be conducted in the newly created Jiwaka Province (previously part of Western Highlands Province) and one of the least economically developed provinces in Papua New Guinea. Tourism has the potential to contribute significantly to the development of Papua New Guinea and Jiwaka province. The key focus is on how tourism can be best utilised as an effective agent of development through sustainable tourism practices in this province that currently

has minimal development. Without community participation and sense of community, tourism development could not be achieved. Therefore, the indigenous people at the host destinations are key participants and need to be involved through community consultation and participation leading to sustainable tourism development to benefit all stakeholders. The study aims to identify specific amenities and tourist facilities and the roles government agencies play in tourism to enhance community development. Constraints and obstacles to tourism development will be assessed to evaluate and recommend strategies to enhance tourism development. The role of tourism in community development will be discussed with tribal and clan groups, tourism officers, individual entrepreneurs and provincial political heads.

The research is seeking to enhance, community participation and tourism development with the formulation of strategies for the development and promotion of the tourism sector in Jiwaka Province over the next five years. A description of the current situation, identifying an inventory of tourism assets, infrastructure and recent and forecast tourism trends within the national tourism context will be presented. An assessment will be made on the possible constraints and obstacles to tourism development in the light of the above. Tourism policy planning, framing and implementation will also be assessed to identify if tourism development has occurred involving community participation and consultation according to national tourism policy to achieve sustainable tourism development. The development of the tourism industry is reliant on a partnership between the government, the tourism industry, and the people of PNG, thus, will explore policy formulation and implementation within the relevant authorities of the province to recognize their roles.

2.2 Briefly outline your method

This research will involve qualitative data collection techniques as part of a descriptive, exploratory and change oriented research project. The proposed methods and their rationale are:

Research methods, population, sample size and duration

Participant s	Methodology	Details of Setting	sample size	Total	Durati on/Ho w long
Government officials	Structured Interviews	Papua New Guinea National Tourism Office.	2	2	45 minutes to 1 hour per person
		Provincial Tourism Office of Jiwaka/Mt Hagen	2	2	45 minutes to 1 hour per person
		Provincial Political Heads	2	2	45 minutes to 1 hour per person
				6 participants	Approximately 6 hours
Community representatives	Semi structured interviews	District Presidents (6 LLGs)	6	6	45 minutes to 1 hour for each participant

				6 participants	Approximately 6 hours
Tribal/Clan groups and Local Entrepreneurs	Focus group interviews	(1 male & 1 Female for each category)			
		Village elders	1x2=2	2 x 22 clans = 44	
		Church elders	1x2=2	2 x 22 clans = 44	
		Village leaders (older)	1x2=2	2 x 22 clans = 44	
		Village leaders (young)	1x2=2	2 x 22 clans = 44	
		Individual entrepreneurs	1x2=2	2 x 22 clans = 44	
		Councillors	1x2	2 x 22 clans = 44	
		<ul style="list-style-type: none"> • Each focus group session will consist of 12 participants at any one time. • 22 focus group sessions facilitated at 22 locations 	2 hours for each session with the inclusion of two 15 minute breaks		
			264 participants		
TOTAL: 276 PARTICIPANTS FOR THIS RESEARCH					

a) Action research: Action research design is foster change. The research aims to involve people in the research process and to identify what tourism assets they have and find significant ways to participate in the development of these tourism products. A holistic approach is taken to problem solving where all aspects of the research are considered. As an indigenous researcher, am viewed by participants as part of the community. I will plan, design, and facilitate listen; teach as a tourism expert, observe actions in the communities and synthesis information to present the outcomes to the Jiwaka provincial government. The mode of communication is English, Tok Pisin, Melpa or Jiwaka where appropriate and preferred by participants and I understand and speak all these languages fluently. This creates ease, understanding, and prevents breakdown in communication for valid data collection purposes.

B) Structured interviews: Structured interviews will be with government officials in a formal setting. Information gathered will be interpreted against the background of the context of the research from the government's point of view in tourism development, tourism policy, tourism asset inventory, and assessment of tourism in the province to identify potentials of tourism. (Questions attached).

C) Semi-Structured Interviews: Semi structured interviews will be with local councillors as representatives of different districts and wards to get a representation of each district in the province. A relaxed atmosphere will be created for councillors to collect required data according to the tribes and clans cultural protocols. (Questions attached)

d) Focus Group Interviews: A less structured process will involve representatives from all sectors in the community taking into consideration the cultural aspects of societies and their social setup and structure. This will be organised and facilitated to get a collective feedback on the theme of tourism development for communities and community participation. I am using this method because the research requires change. This method is appropriate to help people find meaningful ways to participate in the development of tourism products within their community to enhance development. The study requires people's participation in tourism

development and so action learning, and contextual action research is “learning by doing” where a group of people identify a problem, do something to resolve it, see how successful their efforts were, and if not satisfied, try again. (Questions attached)

e) Participant observer: In the role of a participant observer I as an indigenous researcher am part of the team, community, or cultural group I am researching. Papua New Guineans are very much rooted to their cultures; thus attitudes, behaviors and reactions to different situations are determined by local cultural values and I will observe and record data without predetermined criteria as an indigenous researcher and reflect upon participants’ feedback.

2.3: Describe plans to give participants information about the research goals

The participants will be informed of the project through the participant information form. This is attached. The attached participation form is in English, but will be translated to “Tok Pisin” the official PNG language, Melpa or Jiwaka languages according to the needs of participants.

2.2 Identify the expected outputs of this research (e.g., reports, publications, presentations), including who is likely to see or hear the reports or presentations on this research

These are the expected outcomes of thesis research:

- *A 594 Masters’ thesis:* Will be published and available on line through the University of Waikato Library and will be accessible by a wider audience.
- *Industry Presentation:* Findings will be presented to the Jiwaka Provincial Government for tourism evaluation and tourism policy and development planning framed against the national tourism policy for the benefit of all stake holders.
- *Journal article* in tourism.
- *Conference Papers:* If there are conferences held in Papua New Guinea and call for presentations, I would make every effort to present my paper as this is beneficial for tourism development in Papua New Guinea.

2.3 Identify the physical location(s) for the research, the group or community to which your potential participants belong, and any private data or

documents you will seek to access. Describe how you have access to the site, participants and data/documents. Identify how you obtain(ed) permission from relevant authorities/gatekeepers if appropriate and any conditions associated with access.

Statistical information of councillors, council wards, and clan and tribal structure were identified with the assistance of important points of contact and gate keepers throughout the province in the summer holiday of 2012. There are six local level governments (LLG) and 184 Council Wards within Jiwaka Province. Clan and tribal groups are distinguished by natural boundaries and social structure and setup. Communities are structured as tribal groups under council wards in each LLG setting. Twenty two (22) distinct clans were identified according to natural geographical borders to establish a fair representation of the whole Jiwaka Province. This information is used to identify research participants, planning and venue selection for the interview. The most ideal places for all participants to meet with the researcher will be at the government stations. These venues are selected because they provide a meeting place for people to gather and witness important educational, government, legal, economic related events and collect information on government related issues. I have approached and spoken to two tourism officers from National Tourism Office in Port Moresby and will interview them on my way to Jiwaka Province. I have spoken to the Political district head and the provincial political head in person last summer as well. Relatives were met and spoken to regarding the upcoming research throughout the province. Fortunately, I am welcomed as an indigenous researcher and I can get from one end of the province without any trouble meeting relatives, communicating in my local language (Jiwaka and Melpa) and promote awareness's of the upcoming research. Informal and verbal will be the most effective channels; however an information sheet for participants will be given to all participants together with a consent form. They will be asked to read, and sign to agree to the terms and conditions outlined prior to actual participation in the research. This is a written prove of their agreement to the project participation.

3. Obtain participants' informed consent, WITHOUT COERCION.

3.1 Describe how you will select participants (e.g., special criteria or characteristics) and how many will be involved.

The sample population is a fair representation of different age groups, gender, tribal and clan groups, and government representatives at all levels and entrepreneurs in different trades. It covers and represents the tourism department in Papua New Guinea, tourism planners within Jiwaka, the political heads of Jiwaka Province and community representatives (councillors) and clan/ tribal groups throughout Jiwaka Province. Population selection is based on the fact that communities in PNG are structured into village and clan groups and they live within their tribal boundaries. Population in communities is selected taking into consideration the cultural aspects of community and society structure providing an opportunity for gender equity and equal participation by women in community development. With this population, it is anticipated to be sufficient to provide a realistic scenario of tourism development in local communities.

3.2 Describe how you will invite them to participate.

Participants from national tourism office and the provincial government were contacted through their email and postal addresses Telephone will be my first approach and these numbers will be obtained through personal contacts and snowballing techniques, as word of mouth is the best form of communication in provincial PNG.

3.3 Show how you provide prospective participants with all information relevant to their decision to participate. Attach your information sheet, cover letter, or introduction script. See document on informed consent for recommended content. Information should include, but is not limited to:

- what you will ask them to do;
- how to refuse to answer any particular question, or withdraw any information they have provided at any time before completion of data collection;
- How and when to ask any further questions about the study or get more information.

- **The form in which the findings will be disseminated and how participants can access a summary of the findings from the study when it is concluded.**

Information sheet is attached.

3.3 Describe how you get their consent.

Consent form is attached

3.5 Explain incentives and/or compulsion for participants to be involved in this study, including monetary payment, prizes, goods, services, or favours, either directly or indirectly.

The incentives used in this study are traditionally appropriate and regarded as acceptable culturally as the study is with indigenous and ethnic communities of Jiwaka Province. It is the natural, geographical, and political setting of the communities of Jiwaka like many other parts of Papua New Guinea that require time and effort to move from one village to another. Therefore, I as an indigenous researcher fully understand the settings and so will ensure that vehicles are readily available to transport participants to designated government stations for interviews. I will also ensure that lunch is provided hence, food is an important element in any Pacific gathering of people whether it is family, friends, visitors and gathering of different tribal groups. These will contribute to proper data collection from participants who are very important elements in this research, consequently, help with reliability and validity of data.

4. Minimise deception.

4.1 If your research involves deception – this includes incomplete information to participants -- explain the rationale. Describe how and when you will provide full information or reveal the complete truth about the research including reasons for the deception.

There is no deception in the study since I find no reason to deceive participants in this essential issue of tourism in community development involving people's participation.

5. Respect privacy and confidentiality

5.1 Explain how any publications and/or reports will have the participants' consent.

Given this is an action research project for a specific province in PNG that may inform future tourism policy, I will need to use some of the participant's names in the report and perhaps in publications. I will send the draft publication to all participants whose names and quotes are used and request their consent prior to publication. This is such a specific local project and I need to include people's names.

5.2 Explain how you will protect participants' identities (or why you will not).

This is such a specific local project and I need to include people's names and positions as they represent different groups of people.

However, the nature of this research requires an investigation into what is unknown; is change oriented and seeks to educate participants in tourism and community development. Non participants in the community will learn from participants of this research. This is the best Papua New Guinean way to pass on information by village representatives to others and they work together as culturally appropriate. Consequently, much needed information on sustainable tourism product development and participation for community development is spread throughout the community, the tribal groups and thus Jiwaka Province.

5.3 Describe who will have access to the information/data collected from participants. Explain how you will protect or secure confidential information.

All precautions are taken according to the University Human Research Ethics Regulation on Archiving of data and privacy and storage of personal information. All data used for published research must be archived indefinitely and made available for secondary analysis. Information will also be stored to publish journals, conference papers and reports. Only my supervisors and I will have access to the information participants provide in the interviews and focus group notes, tapes and the other paper written. Afterwards, all questionnaires and notes will be destroyed

and tapes erased. I will keep a copy of the paper on file but treat with the strictest confidentiality.

6. Minimise risk to participants.

‘Risk’ includes physical injury, economic injury (i.e. insurability, credibility), social risk (i.e. working relationships), psychological risk, pain, stress, emotional distress, fatigue, embarrassment, and cultural dissonance and exploitation.

6.1 Where participants risk change from participating in this research compared to their daily lives, identify that risk and explain how your procedures minimize the consequences.

There is little personal risk to participants in this research.

6.2 Describe any way you are associated with participants that might influence the ethical appropriateness of you conducting this research – either favourably (e.g., same language or culture) or unfavourably (e.g., dependent relationships such as employer/employee, supervisor/worker, lecturer/student). As appropriate, describe the steps you will take to protect the participants.

I am an indigenous researcher and I know the geography, social structure, community structure and setup, the languages, cultures and traditions of Jiwaka Province as a native. These traits are appropriate and will have a favorable influence on the participants. This will help with understanding of cultural aspects and how to behave appropriately at research venues to collect valid data.

6.2 Describe any possible conflicts of interest and explain how you will protect participants’ interests and maintain your objectivity.

There would be no conflict of interest in this study as I do not own or have any tourism businesses in the province. I also have no relatives’ positions of power in the province or the national tourism office.

7. EXERCISE SOCIAL AND CULTURAL SENSITIVITY.

7.1 Identify any areas in your research that are potentially sensitive, especially from participants’ perspectives. Explain what you do to ensure your research procedures are sensitive (unlikely to be insensitive). Demonstrate familiarity with the culture as appropriate.

Papua New Guinea is culturally diverse with over eight hundred languages and traditions and cultures. Distinct boundaries indicate provinces, tribal groups, clans and family groups. Indigenous knowledge of land boundaries is common knowledge for customary landowners. Disputes over land emerge where boundaries are overlooked or crossed illegally. Compensation demands, disruption and hindrance to development are current land dispute issues in Papua New Guinea. Land is a very important cultural asset and all the resources in and on land is customarily owned by traditional land owners. Given this scenario, tourism products in PNG are niche products and we understand that tourism products are often dependent on the environment and the land. The development of these products such as rivers, mountain climbing, a road through a village usually is on tribal ground. This can possibly raise land disputes among tribal groups and families. The research is aimed at raising participants' interests to participate in community development and educating them at the same time on sustainable tourism development to benefit all stakeholders. This education extends to the respect of tribal lands and their boundaries with tourism development. Consensus is reached after discussions in village/clan meetings if any issues arise and this is the culturally accepted way termed as "The Melanesian Way".

7.2 If the participants as a group differ from the researcher in ways relevant to the research, describe your procedures to ensure the research is culturally safe and non-offensive for the participants.

The researcher is an indigenous person of the province.