



Papua New Guinea Action Plan

Cultural Heritage & Sustainable Tourism TDD
Tokyo, Kyoto - Japan
June 11-15, 2018



Papua New Guinea Key Takeaways from TDD

Cultural Heritage

1. Having a common vision and master plans on cultural heritage protection, at national and local levels
2. Coordination among different government agencies and stakeholders

Sustainable Tourism

3. Coordination among different government agencies and stakeholders
4. Destination management and itinerary development approach
5. Balancing quantity and quality in tourism (e.g., increasing overnight stays/tourists' spending, enhancing emotional experiences, digital marketing, attention to details such as barrier-free facilities) through developing and executing site management plans
6. Tourism research, surveys, and analyses as a foundation for plans and projects – e.g., Kyoto tourist surveys and data management, Using technology for analysis; Zanzibar using drones for mobility plans, India using geospatial maps for cultural assets

Innovative Financing Mechanism for CHST Implementation

7. A range of financing models and institutional arrangements for different projects (e.g., large-scale regeneration of brownfield in the city center, conservation/preservation, community organizations and funds)



Papua New Guinea Implications

1. Lack of planning → Developing master plans on cultural tourism development, at both national & local levels
2. Fragmented institutions → Coordination mechanism among different government agencies and stakeholders
3. Specific tourism product approach → Adopting a destination and itinerary development approach
4. Lack of budget and land management framework → Establishing a land management system, enhancing coordination between public and private sectors, developing community enterprises and SMEs for economic livelihoods and job creation
5. Limited number of tourists → Enhancing both quantity and quality through targeted promotion, highlighting the uniqueness of PNG, site management, and developing tourism products sustainability
6. Lack of data → Establishing and improving data management systems at the national and provincial levels, using existing methodologies and digital technologies



Papua New Guinea Actions to be Taken

- Short-term (1 year):

- National and Provincial Tourism Strategies, *by national govt., provincial govt., and consultants.*
 - Including Strategic Environmental, Social and Cultural Heritage Assessment (SESCHA),
 - Including mapping of tangible and intangible cultural heritage and attractions,
 - **Outcome: PNG 2018-2022 National Tourism Strategy, East New Britain & Milne Bay 2018-2022 Provincial Tourism Strategy → a planned approach to tourism**
- Development of site management plans, *by provincial govt., customary land owners, and consultants*
 - Including cultural heritage conservation, tourist management, and institutional arrangements,
 - **Outcome: 8 Site Management Plan for East New Britain & Milne Bay → enhanced site management**

- Medium-term (2 to 4 years):

- Implementation of subprojects (e.g., streetscape regeneration, museum centre, multipurpose tourism center, access road to the port, festival sites, eco-tourism), *by provincial govt. in coordination w national govt., consultants and contractors.*
 - **Outcome: Improved destinations and their access → improved tourism services**
- Implementation of community grants for inclusive tourism, by national govt. and consultants
 - **Outcome: 125 community led enterprises → enhanced economic livelihood**

- Long-term (5 to 10 years):

- Enhancing institutional arrangements to improve coordination and integration, both horizontally & vertically *by national govt., provincial govt.,*
 - **Outcome: → Sustainable Growth in the tourism sector**
- Establishing a sustainable system of broader M&E by *national govt., provincial govt.,*



Papua New Guinea Lending and TA Active or Needed

Technical Assistance

Component 1: Institutional & Policy Frameworks (\$4M)

- **1.1 National & Provincial Tourism Frameworks (\$2.8m)**
 - Tourism Plans
 - M&E
 - Marketing/Promotion
 - Business Advisory Services & Training
- **1.2 Hub, culture and community development frameworks (\$1.2m)**
 - Site Management Plans
 - Cultural Heritage Advisory Services
 - Mapping of assets
 - SESCHA



Investment Work

Component 2: Infrastructure and Community/Product Development Projects (\$13M)

- **2.1 Tourism infrastructure and heritage sites (\$10m)**
 - Streetscape regeneration,
 - Museum centre,
 - Multipurpose tourism center,
 - Access road to the port
- **2.2 Tourism Community/Product Projects (\$3m)**
 - Ecotourism
 - Cultural Festival
 - Creative Industries

Papua New Guinea Support Needed

- **World Bank: Upstream Project Design**
 - Knowledge sharing exposure on related topics (Urban regeneration, Resilient cities, Inclusive planning, etc...)
 - Support on setting up a sustainable M&E system for tourism; and training on Theory of Change
 - Use of Technologies in Geospatial mapping and big data in M&E
- **TDLC Program (Japan): Deployment of Japanese-Kyoto Expertise**
 - Design of Site Management - tourist satisfaction surveys and establishing a data management system for tourism development in PNG
 - Community economic livelihood improvements/creative industry development through cultural tourism for PNG
- **Knowledge Products (Case Studies, Policy Notes, etc.): Deployment of Japanese Expertise**
 - Case study on early tourism sector development in Okinawa Island, Japan
 - Policy note with case studies on inclusive tourism services (e.g., barrier-free infrastructure and facilities)
- **UNESCO**
 - Mapping of tangible and intangible cultural tourism products
 - Site management plans for selected sites (Including Sustainable Tourism Toolkit Application)
 - Roadmap Design for inscription for World Heritage Sites
 - Case studies on community economic livelihood improvements/creative industry development

