Papua New Guinea Action Plan

Cultural Heritage & Sustainable Tourism TDD
Tokyo, Kyoto - Japan
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### 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.,*
    - **Outcome:** evidence based planning and decision making
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

Tourism Development Project ($20M)
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