

Papua New Guinea

12th UNWTO ASIA/PACIFIC EXECUTIVE TRAINING
PROGRAM ON TOURISM POLICY AND STRATEGY

Tourism and Technology

Presenter:

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SWOT Analysis



Strengths

- Tourism and Technology part of 'Vision 2050' **National Strategic Plan**;
- **Learning Institutions** dedicated to Tourism and Technology;
- **Govt. Institutions** dedicated to Tourism and Technology;
- **Increased use of Information Communication Technology** in past decade;
- Technology is currently **servicing and enhancing our Tourism Industry**.

Opportunities

- **Partnerships** with ICT service providers to benefit the tourism industry;
- **Investment and integration** of Technology and Tourism in learning institutions.
- Partnership with government institutions dedicated to tourism and technology.

Weaknesses

- Technology is **Expensive** – esp. Internet data, Information Communication Tech., Digital hardware and software.
- Technology is **Limited to developing areas** like Towns and Cities.
- Tourism businesses and offices in rural areas find technology **inaccessible**, especially in their operations.
- Tourism businesses **struggle with Online Marketing**, esp. website maintenance, website hosting fees, SEO and SEM.

Threats

- Lack of support and commitment from Tourism and Technology heads of govt. Institutions.
- Lack of funding.



Stakeholder Roles & Responsibilities



Name of Stakeholder	Roles and Responsibilities
Government PNG Tourism Promotion Authority National Information and Communications Technology Authority	Market and Promote PNG as a desirable tourist destination. Regulating and licensing of information technology in PNG.
Private Sector Telikom PNG Ltd. Digicel PNG BeMobile	Longest running telecommunications company. Leading mobile, data network and cable TV company in PNG. National mobile and data network company.
Industry Associations PNG Tourism Industry Association	Network and independent tourism policy driver for PNG's tourism industry.
Civil Societies PNG Computer Society	Network of local IT professionals in Papua New Guinea.
International Organisations ITU, ICAAN and APNIC	Promote good internet governance and policy development for developing countries.

Papua New Guinea Tourism and Technology Highlights

[Key Regulatory & Policy Initiatives]



#APECPNG2018 theme:

**“Harnessing Inclusive Opportunities,
Embracing the Digital Future.”**

[Strategies]



**Papua New Guinea Tourism Promotion Authority
Destination Marketing Strategy 2018 – 2022**

**Marketing Foundation Pillar:
Internet and Digital Marketing**

[Programmes]

**Provincial Tourism Online Marketing Workshops
East New Britain Province, 2017**



[Success Stories]



East New Britain Tourism Authority



www.enb.travel

- **Benefits:** Increased connectivity and information sharing have increased awareness on the tourism industry in PNG. Online Marketing Workshops have helped the industry with their marketing efforts and identified their challenges for PNGTPA (NTO) to provide support.
- **Lessons Learned:** * Where resources are limited, partnerships are important in driving an agenda for tourism and technology. Continuous dialogue is essential in maintaining momentum.
 - * Having data and case-studies to support a proposal is very important in attaining management and higher-level buy-in.
- **Recommendations:** Increase investment in Technology for the Papua New Guinea tourism industry.

