

**STAKEHOLDERS' PERCEPTION OF TOURISM DESTINATION  
DEVELOPMENT: THE CASE OF MILNE BAY TOURISM MODEL  
PROVINCE, PAPUA NEW GUINEA**

By

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## **ABSTRACT**

This study investigates the development of Milne Bay Province as a model tourism destination in Papua New Guinea within the period from 2006-2011. It assesses the perception of the three main stakeholders: the local residents, tourism businesses and tourism management regarding the progress of tourism development and activities in the province. It also provides a synopsis of the policies, plans and trend on tourism development in Papua New Guinea. The approaches employed in this study include survey questionnaires, in-depth interviews and observations. These methods were strategically employed to derive information and feedback from the three stakeholders in order to test the theories and develop hypothesis on tourism destination development. The findings supported Weaver's plantation model of tourism development that tourism is concentrated in the main centers thus resulting in uneven development of tourism throughout the province. The findings also discovered positive improvements through increase in tourist arrivals, employment, cultural festivals, town beautification and awareness of tourism throughout the province. On the other hand, lack of marketing and promotion, insufficient collaboration between stakeholders, deficiency in funding priorities, lack of infrastructural development and tourism training were challenges revealed by the stakeholders. The findings provide an analytical framework to assist tourism management and planners to create appropriate policies that can focus on the perception of the stakeholders in order to improve tourism in the province as well as in developing other potential destinations. This study aims to contribute to the collection of knowledge on issues and challenges faced in developing tourism destination in Papua New Guinea.