

Summary

This study investigates the development of Milne Bay province as a stand-alone tourism destination within the period from 2006-2011. It examines the three main stakeholders, which are, the local residents, tourism businesses and tourism management on their perception regarding the progress of tourism 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 development in the province. 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 and 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 destination.