

558	TOURISM PROMOTION AUTHORITY	558
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Summary of Expenditure by Program Structure (in Thousands of Kina)

	Description	Actual	Appropriation	
		2007	2008	2009
<b>MAIN PROGRAM</b>	<b>TOURISM SERVICES</b>	<b>4,175.0</b>	<b>2,400.0</b>	<b>4,766.3</b>
<b>PROGRAM</b>	<b>TOURISM PROMOTION SERVICES</b>	<b>4,175.0</b>	<b>2,400.0</b>	<b>4,766.3</b>
PROJECT	Model Provinces Development	675.0	2,000.0	
PROJECT	Sme Tourism Loan Facility	500.0		2,000.0
PROJECT	Tourism Master Plan	3,000.0		2,000.0
PROJECT	Kokoda Track Development		400.0	
PROJECT	Private Enterprise Partnership Pacific			672.1
PROJECT	Community Based Eco-Tourism Development			94.2
<b>GRAND TOTAL</b>		<b>4,175.0</b>	<b>2,400.0</b>	<b>4,766.3</b>

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**Summary of Expenditure by Items (in Thousands of Kina)**

Expenditure Items	Actual	Appropriation	
	2007	2008	2009
<b>CURRENT EXPENDITURE</b>	<b>4,175.0</b>	<b>2,400.0</b>	<b>4,766.3</b>
<b>Goods and Other Services</b>	<b>3,500.0</b>		<b>766.3</b>
135 Other Operational Expenses	3,500.0		
139 Other Donor Category			766.3
<b>Current Transfers</b>	<b>675.0</b>	<b>2,400.0</b>	<b>4,000.0</b>
143 Grants and Transfers to Public Authorities	675.0	2,400.0	4,000.0
<b>TOTAL</b>	<b>4,175.0</b>	<b>2,400.0</b>	<b>4,766.3</b>

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# **MAIN PROGRAM TOURISM SERVICES**

## **PROGRAM TOURISM PROMOTION SERVICES**

### **Program Objectives:**

To optimise the economic and social benefits to the community from the marketing and development of tourism, and to provide information on the attractions of various tourist centres in PNG.

### **Program Description:**

Strategic planning and policy options analysis and administrative services; marketing and development of the country's tourism industry and tourist opportunities through professional support services; provision of advice on local and country-wide attractions through information centres situated in various parts of the country and overseas. This programme consists of one activity, the expenditure and other data of which are as follows:

### **A. Expenditure in 2009 (in Thousands of Kina)**

Code	Description	Actual	Appropriation	
		2007	2008	2009
3904-1-205-143	Model Provinces Development	675.0	2,000.0	
3904-1-206-135	Sme Tourism Loan Facility	500.0		
3904-1-206-143	Sme Tourism Loan Facility			2,000.0
3904-1-207-135	Tourism Master Plan	3,000.0		
3904-1-207-143	Tourism Master Plan			2,000.0
3904-1-208-143	Kokoda Track Development		400.0	
3904-1-209-139	Private Enterprise Partnership Pacific			672.1
3904-1-210-139	Community Based Eco-Tourism Development			94.2
	<b>TOTAL</b>	<b>4,175.0</b>	<b>2,400.0</b>	<b>4,766.3</b>

### **B. Other Data in 2009**

1 ) Performance Indicators/Targets for SME: To provide incentives for Papua New Guineans to venture into the tourism industry by way of assisting citizens who are faced with stringent lending policies of commercial banks and empowering rural people who have the resources but lack the initial capital to start business.

2 ) Revenue for SME: The loan facility is fully funded by GoPNG.

3 ) Status of SME: The project is ongoing.

1 ) Performance Indicators/Targets for Tourism Master Plan: The project aims to increase the overall economic value of tourism to the nation by doubling the number of tourists on holidays in PNG every five years and maximising sustainable tourism growth for the social and environmental benefits for all Papua New Guineans.

2 ) Revenue for Tourism Master Plan: The project is fully funded by GoPNG.

3 ) Status for Tourism Master Plan: The project is ongoing.

1 ) Performance Indicators/Targets for Community Based Eco-Tourism: The project aims to achieve by 2012, rural communities in selected provinces of each region use improved sustainable livelihood practices to increase capacity of community participation of environmental programmes for tourism and hospitality purposes.

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**PROGRAM            TOURISM PROMOTION SERVICES**

- 2 ) Revenue for Community Based Eco-Tourism: The project is fully funded by UNDP through Item 139.
- 3 ) Status for Community Based Eco-Tourism: The project is new with implementation to begin in 2009.