

558 Tourism Promotion Authority

(in Millions of Kina)

PIP No.	Project Title	5 Year Total	2011	2012	2013	2014	2015
3404	GPNGBC/A	3.6	1.0	1.3	1.3		
TOTAL CAPACITY BUILDING PROJECTS		3.6	1.0	1.3	1.3		
TOTAL		3.6	1.0	1.3	1.3		

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AGENCY SUMMARY OF ALL PROJECTS

EXPENDITURE PROJECTIONS AND FINANCING REQUIREMENTS (K Millions)

PROJECT COST		2009 Actual	2010	5 Year Total	2011	2012	2013	2014	2015
DIRECT PROJECT COST									
Current Expenditure									
Personal Emoluments									
Current Transfers			3.0	2.0		1.0	1.0		
Goods and Other Services				1.6	1.0	.3	.3		
Sub-Total			3.0	3.6	1.0	1.3	1.3		
Capital Expenditure									
Capital Transfers									
Acquisition of Existing Assets									
Capital Formation									
Sub-Total									
A	TOT DIRECT PROJECT COST		3.0	3.6	1.0	1.3	1.3		
Technical Assistance									
Project Preparation									
Equipment									
Advisory									
Training									
B	TOT TECHNICAL ASSISTANCE								
TOTAL PROJECT COST (A+B)			3.0	3.6	1.0	1.3	1.3		
FINANCING SOURCES									
IDENTIFIED FINANCING									
Direct Project Financing:									
Government Contributions:									
Loan									
Grant									
b) Self Generating Revenue									
a) Government Input				3.6	1.0	1.3	1.3		
C	TOTAL DIRECT FINANCING			3.6	1.0	1.3	1.3		
Technical Assistance									
D	TOTAL FINANCING (C+D)			3.6	1.0	1.3	1.3		
FINANCING SOUGHT									
Direct Project Cost (A-C)			3.0						
Technical Assistance (B-D)									
TOTAL FINANCING SOUGHT			3.0						

PIP NUMBER: 3404

PROJECT NAME: GLOBAL PNG BRAND CAMPAIGN / AWARENESS

EXECUTING AGENCY: Tourism Promotion Authority

PROJECT OBJECTIVIES:

To identify opportunities to improve the competitiveness of the tourism sector and provide an integrated framework for industry development in PNG in the next ten (10) years.

PROJECT STATUS:

This is a new project which will start implementation in 2011.

PROJECT COMPONENTS:

The project comprised of five (5) components: 1. Marketing PNG as a Tourist Destination. 2. Encouraging Product Development and Investment. 3. Transport and Infrastructure. 4. Human Resource Development 5. Institutions and Industry Partnership to promote tourism.

PROJECT LOCATION:

The project will be located at the Tourism Promotion Authority's (TPA) head quarter in Port Moresby and will be implemented both in country and abroad.

PROJECT JUSTIFICATION:

With the Budgetary support of K2 million for Tourism Awareness in 2005 , PNGTPA went on and covered the whole nation successfully. Thus, PNGTPA knows its strength and is confident that this project will also be successful. Also, the project is in line with the government's overarching "Export Driven Economic Recovery Policy" which is recognized under the PNGDSP & MTDS / MTDP and with the implementation of the Tourism Master Plan will help address impediments to tourism devepment, through a whole government approach.

PROJECT CAPACITY:

The Tourism Promotion Authority (TPA) with its Tourism Master Plan Implementation Working Group (TMP IWG) made up of number of stake- holders has the capacity to implement the project.

PROJECT BENEFICIARIES:

Tourism is an industry were its roots go to the villages and the community. Tourism benefit trickles down all sectors of the community without marginalizing one area or province.

PROJECT SUSTAINABILITY

The project will be overseen and sustain by the Tourism Master Plan Implementation Working (TMP IWG) after its completion.

3404 GLOBAL PNG BRAND CAMPAIGN / AWARENESS

ESTIMATED TOTAL PROJECT COST 0.0 ESTIMATED DURATION OF THE PROJECT 2.0 Years

EXPENDITURE PROJECTION AND FINANCING REQUIREMENTS (K'000)

PROJECT COST		2009 Actual	2010 Bugdet	5 Year Total	2011	2012	2013	2014	2015
DIRECT PROJECT COST									
Current Expenditure									
Personal Emoluments									
Goods and Other Services				1,600.0	1,000.0	300.0	300.0		
Current Transfers				2,000.0		1,000.0	1,000.0		
Sub-Total				3,600.0	1,000.0	1,300.0	1,300.0		
Capital Expenditure									
Acquisition of Existing Assets									
Capital Formation									
Capital Transfers									
Sub-Total									
A	TOT DIRECT PROJECT COST			3,600.0	1,000.0	1,300.0	1,300.0		
Technical Assistance									
Project Preparation									
Advisory									
Training									
Equipment									
B	TOT TECHNICAL ASSISTANCE								
TOTAL PROJECT COST (A+B)				3,600.0	1,000.0	1,300.0	1,300.0		
FINANCING SOURCES									
IDENTIFIED FINANCING									
Direct Project Financing:									
Government Contributions:									
a) Government Input				3,600.0	1,000.0	1,300.0	1,300.0		
b) Self Generating Revenue									
Loan									
Grant									
C	TOTAL DIRECT FINANCING			3,600.0	1,000.0	1,300.0	1,300.0		
Technical Assistance									
D	TOTAL FINANCING (C+D)			3,600.0	1,000.0	1,300.0	1,300.0		
FINANCING SOUGHT									
Direct Project Cost (A-C)									
Technical Assistance (B-D)									
TOTAL FINANCING SOUGHT									

CURRENT DONOR INVOLVEMENT

No current donor involvement.

POTENTIAL DONOR INVOLVEMENT

No potential for donor involvement.

2011 Budget Votes for this PIP are :-

55839041213 GLOBAL PNG BRAND CAMPAIGN