



INFORMATION BOOKLET

NATIONAL AGRI-TOURISM WORKSHOP

"PROMOTING THE LOCAL AGRI-FOOD SECTOR
AND PROMOTING AGRI-TOURISM IN PAPUAN NEW GUINEA"

27TH – 28TH MAY 2019



**Policy setting for Improved Linkages Between Agriculture, Trade and Tourism:
Strengthening the Local Agrifood Sector and Promoting Healthy Food in Agritourism**

Concept Note and Workshop Programme

Organised by the Government of Papua New Guinea

In collaboration with and Pacific Community, CTA, PIPSO, IFAD and SPTO

Port Moresby International Convention Centre, 27-28 May 2019, Papua New Guinea

MONDAY 27th May, 2019

8-8:30am Registration of Participants / Badge Collection

9-9:15am Opening Address

Alcinda Trawen, Director Policy and Planning, Papua New Guinea Tourism Promotion Authority

9:15 – 10:30am

SESSION ONE

Setting the scene: What do we know about the opportunities to support linkages between Agriculture and Tourism?

MODERATOR

Ms Alcinda Trawen, Director Policy and Planning, Papua New Guinea Tourism Promotion Authority

Setting the Scene:

Overview of tourism development and opportunities for greater connection with the agriculture industry

Ms Alcinda Trawen, PNG Tourism Promotion Authority

Tourism Trends in the Pacific and PNG – Challenges and Opportunity

Ms Christine Gale, South Pacific Tourism Organization (SPTO)

Global Trends and Evolution of Agritourism and Food Tourism

Ms Mereia Volavola, ACP-EU Centre for Agricultural and Rural Co-operation (CTA)

COFFEE BREAK

10:45-12:30pm

MODERATOR **Ms Alcinda Trawen, Director Policy and Planning, Papua New Guinea Tourism Promotion Authority**

PNG Context: Opportunities for Agriculture Development

Agritourism Development in the Pacific

Ms Sema Bainivalu, CTA Program Coordinator, Pacific Islands Private Sector Organization (PIPSO)

Market Linkages of Agricultural Product Supply to the PNG Tourist Market

PHAMA, Country Manager, Sidney Suma

Opportunities for ICT in Agritourism

Mr Christopher Vagilia, Agri-Organic PNG

LUNCH BREAK

14:00-15:45pm

SESSION TWO **Identifying Priority Areas for Development in Agribusiness and Agritourism**

MODERATOR **FAO**

Agribusiness: A key area for support

Ms Maria Linibi, President, PNG Women in Agricultural Development Foundation

Building quality seafood supplies for the tourism industry

Thomas Molean, Vice-President - PNG Chef's Association

Facilitating Business Development for Agritourism in PNG

Darua Peter, Investment Promotion Authority

Supporting farmers and farmer organizations – Capacity building

John Kewa, Executive Manager – Research, Policy, Planning and Communication, Fresh Produce Development Agency (FPDA)

Product Development, Market Access and Food Safety Standards/Certification

Apiame Cegumalua, HCCP Australia Expert

COFFEE BREAK

16:00-17:00pm

BREAK OUT SESSION: POLICY RECOMMENDATIONS

MODERATOR TPA Officer, PNG Tourism Promotion Authority
WRAP UP AND CONCLUSION

TUESDAY 28th May, 2019

09:00-10:30am

SESSION THREE The Link Between Agriculture and Cuisine

MODERATOR Stacey O'Nea, Chief Executive Officer, Port Moresby Business Council

Best practices for Local Food sourcing: Getting the Supply Chain right

Betty Higgins, Mt Wilhelm Tourist Lodge

Challenges and Opportunities for Framers and Framer Organizations in Supplying the Accommodation Sector

Carmella Gabina, General Manager, Wellness Lodge

The Future of Culinary Tourism in the Pacific: Capacity Building and Skills Development

Chris Lokei, Head Trainer – Cookery, Australia Pacific Training Coalition

Building Culinary Tourism in PNG: Innovation with Traditional Food

Julian Henao, Chef, The Heathy Food Co.

COFFEE BREAK

10:40-11:15am

SESSION FOUR Food Festivals: Celebrating Food and Tourism for All

MODERATOR Alcinda Trawen, Director Policy and Planning, PNG TPA

Chocolate Festival, Autonomous Region of Bougainville

Steven Tsivele, Chairman, Bougainville Chocolate Festival

Bundi Komba Festival

Vincent Kumura, Founder, Kumura Foundation

Goroka Festival

Keryn Hargreaves, Chairperson, Goroka Festival

11:15-12:30

SESSION FIVE

Policy Recommendations

Presentation of key elements of the strategy/policy on agritourism and proposed actions.

12:30pm

Closing Remarks

Ms Alcinda Trawen, Director Policy and Planning, PNG Tourism Promotion Authority

LUNCH BREAK

TECHNICAL TOUR

1:30 – 5:00pm

PORT MORESBY CITY MISSION FARM

National Agritourism Policy Setting Workshop – Papua New Guinea

Goal:

- To promote sustainable use of local food by the tourism industry through a new coordinated Papua New Guinea Agritourism Plan or Strategy to strengthened inter-sectorial policies.

Objective:

- To promote linkages between the agrifood sector and the tourism industry to increase sustainable local sourcing through a new developed agritourism plan or policy for Papua New Guinea
- To identify key institutional and supply chain gaps and issues that should be advocated through this new Plan and stakeholders that would drive the changes
- To formulated an initial work plan and a working group that will take forward concrete actions drawn from the consultations
- To identify concrete projects that can be supported under the intra ACP EU funding
- To contribute to the Pacific regional agritourism strategy

Why?

The World Tourism Organization (UNWTO) describe the era we are living in as the 'Era of Travel'. A lot of people are travelling internationally now than ever before for various reasons including holidays, business, employment, education, sports or just cruise.

Tourism is one of the key drivers of economic growth in Pacific Island countries. While accounting for more than 40 percent of GDP in some countries, it employs hundreds of thousands of Pacific Islanders across the

region. Further, tourism draws over two million international visitors to the region each year, generating significant tourist spending¹.

Tourism is an industry with many aspects, which includes air, land and sea transportation, accommodation, tours and handicrafts, as well as the primary and service sectors, which both support and benefit from the sector. Tourism is a sector that potentially has strong backward and forward linkages, which support the viability of associated primary and service sectors, which are suppliers of goods and services to the sector².

The economic impacts of tourist spending on a destination do not end once the tourists have paid the products and services directly to the suppliers or principals. Rather, indirect revenues continue to be generated by the ongoing circulation of these expenditures within the economy of host destination (Cooper et al. 2004). This multiplier effect has both an indirect and induced component that come into play once the direct impact that is the actual spending of money by the tourist, has taken place (Weaver & Lawton, 2006).

Evidence from many regions demonstrates that over one third of tourist spending is devoted to food³. This forms the basis of a recent trend in the Pacific where countries seek to link agriculture and tourism, both through added agricultural products and through food and beverage consumed by tourists.

Since 2015, a series of events (see Figure 2) convened across the Pacific to promote regional agritourism collaboration with specific objectives (i) to promote linkages between the agrifood and the tourism industry to increase sustainable local sourcing; (ii) to increase the understanding and awareness of the current deficiencies in the supply of produce along the value chain.

¹ “From the Farm to the Tourist’s table: A study on fresh produce demands from Fiji’s hotels and resorts”, July 2018.

² PNG Tourism Sector Review and Master Plan 2007-2017, 2006. p.30

³ Vanuatu Agritourism Plan of Action, December 2016, p.2



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