

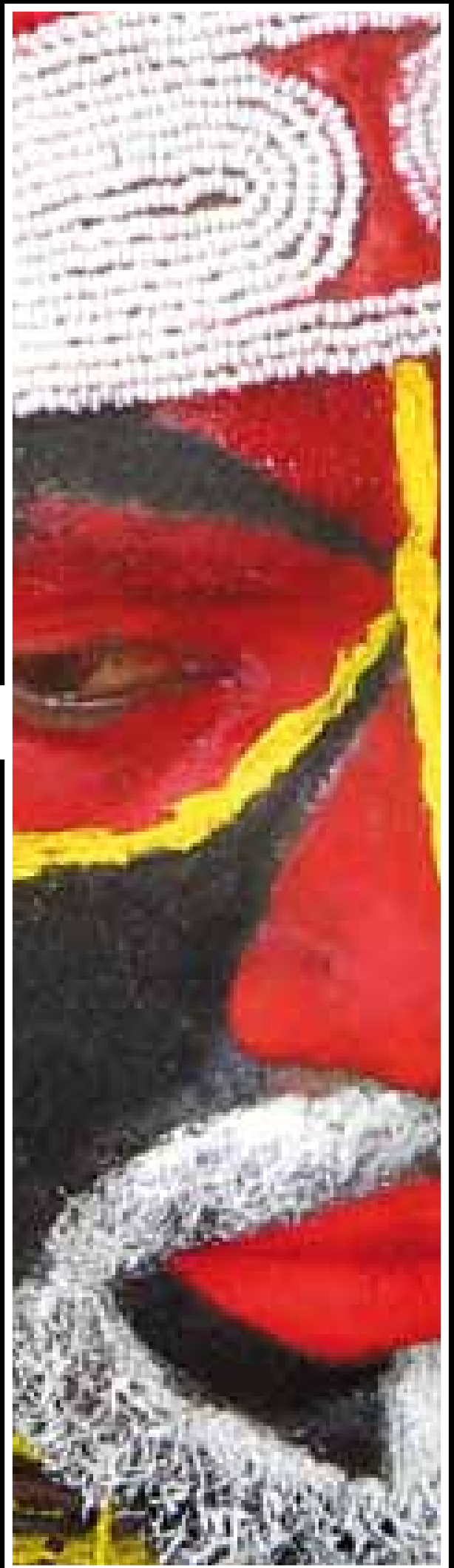


Survey of
Visitors to the
Dwu Cultural Day
2010



Tourism & Hospitality
Management Department
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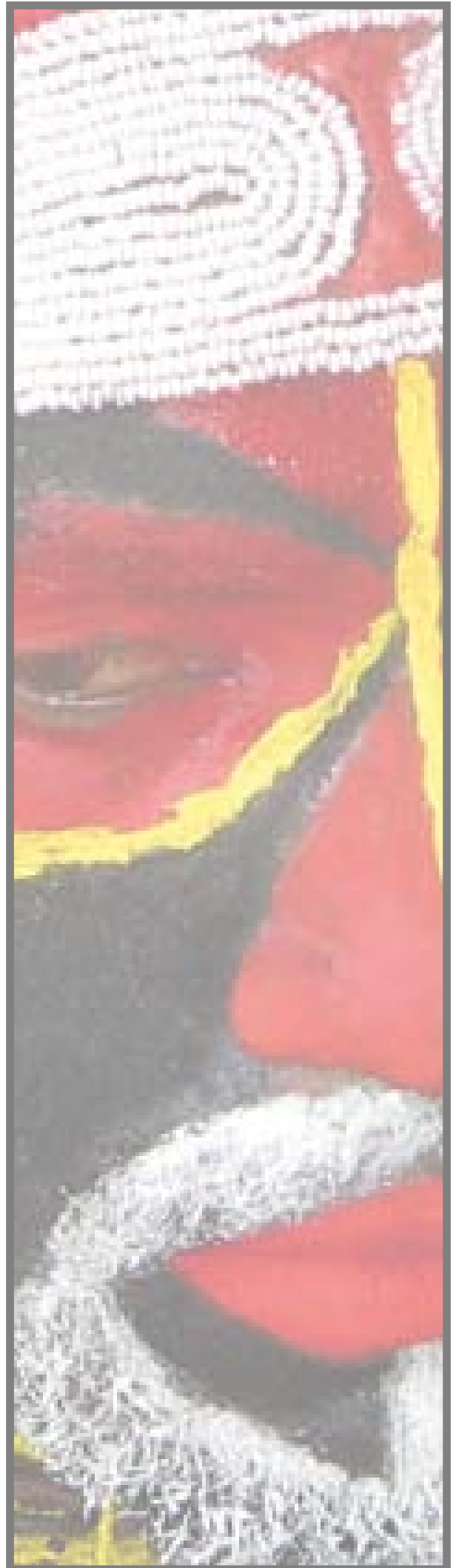


Survey of Visitors to the **Dwu Cultural Day** **2010**



Tourism & Hospitality
Management Department
Research

DWU
press



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CONTENTS

Section One

Highlights of Survey Findings

- 1.1 Demographics
- 1.2 Promotion
- 1.3 Program
- 1.4 Economic Impact
- 1.5 Implications for Event Management

Section Two

Introduction

- 2.1 Background and Aims
- 2.2 Survey Methodology
- 2.3 Reading the Report

Section Three

Respondent Demographics

- 3.1 Source of Respondents
- 3.2 Primary Reason for Being in Madang
- 3.3 Highest Level of Education Completed
- 3.4 Total Annual Gross Family Income
- 3.5 Occupation of Principal Wage Earner in a Respondent's Household
- 3.6 Number of Occupants in a Single Household

Section Four

Promotion of the 2010 DWU Cultural Day Event

- 4.1 First Visit to the 2010 DWU Cultural Day Event
- 4.2 Source of Information
- 4.3 Specific Source of Information Media
- 4.4 Time Taken to Plan Visit to the 2010 DWU Cultural Day Event
- 4.5 PGK6.00 Adult Entrance Fee
- 4.6 PGK7.00 Adult Entrance Fee
- 4.7 PGK10.00 Adult Entrance Fee
- 4.8 Reasons for Attending the 2010 DWU Cultural Day
- 4.9 Primary Reason for Attending the 2010 DWU Cultural Day

Section Five

Program for the 2010 DWU Cultural Day Event

- 5.1 DWU Cultural Day Program
- 5.2 DWU Cultural Day Facilities and Services
- 5.3 Recommendations for the DWU Cultural Day Event

Section Six

Economic Impact of the 2010 DWU Cultural Day Event

6.1 Money Spent at the 2010 DWU Cultural Day Event

6.2 Other Expenditures

Section Seven

Conclusion and Recommendations

7.0 Conclusion

Appendix One

Survey of 2010 DWU Cultural Day Celebrations Questionnaire

TABLES & CHARTS

Tables

- 01 2010 DWU Cultural Day Respondents by Area of Residence & Gender
- 02 2010 DWU Cultural Day Respondents by Source Area
- 03 Respondents' Primary Reason for Being in Madang
- 04 Respondents' Highest Level of Education Completed
- 05 Respondents' Total Annual Gross Family Income by Gender
- 06 Number of Occupants in a Respondent's Household
- 07 Respondents' First Visit to the 2010 DWU Cultural Day Event
- 08 Respondents' Source of Information
- 09 Time Taken by Respondents to Plan Visit to the 2010 DWU Cultural Day Event
- 10 Respondents' Acceptance of PGK6.00 Adult Entrance Fee
- 11 Respondents' Acceptance of PGK7.00 Adult Entrance Fee
- 12 Respondents' Acceptance of PGK10.00 Adult Entrance Fee
- 13 Respondents' Reaction to the 2010 DWU Cultural Day Program
- 14 Respondents' Reaction to the 2010 DWU Cultural Day Facilities & Services
- 15 Money Spent at the 2010 DWU Cultural Day Event by Gender
- 16 Other Expenditures in Madang by Respondents to the 2010 DWU Cultural Day Event based on Gender

Charts

- 01 2010 DWU Cultural Day Respondents by Source Area
- 02 Respondents' Primary Reason for Being in Madang
- 03 Respondents' Highest Level of Education Completed
- 04 Respondents' Total Annual Gross Family Income
- 05 Number of Occupants in a Respondent's Household

-
- 06 Respondents' First Visit to the 2010 DWU Cultural Day Event
 - 07 Respondents' Source of Information
 - 08 Time Taken by Respondents to Plan Visit to the 2010 DWU Cultural Day Event
 - 09 Respondents' Acceptance of PGK6.00 Adult Entrance Fee
 - 10 Respondents' Acceptance of PGK7.00 Adult Entrance Fee
 - 11 Respondents' Acceptance of PGK10.00 Adult Entrance Fee
 - 12 Respondents' Reaction to the 2010 DWU Cultural Day Program
 - 13 Respondents' Reaction to the 2010 DWU Cultural Day Facilities & Services
 - 14 Respondents' Combined Average Spending on Mentioned Items at the 2010 DWU Cultural Day Event
 - 15 Other Expenditures in Madang by Respondents to the 2010 DWU Cultural Day Event

Highlights of Survey Findings

1.1 Demographics

A sample of 33 respondents was included in the compilation and analysis of this report. Out of this, 21 were adult males comprising 64% of the total respondents and 12 were adult females comprising 36% of the total respondents.

5 out of 31 respondents who came for the 2010 DWU Cultural Day were from overseas and represented Australia, USA, New Zealand and Germany.

The majority comprising 16 out of 31 respondents were local residents of Madang.

The primary reason for being in Madang for most respondents (12 out of 26, 46%) was business/work related. Only 12% (3 out of 26) indicated the 2010 DWU Cultural Day as their primary reason for being in Madang.

Of the 30 adults that responded, most were fairly educated. Surprisingly, 9 out of 30 respondents (30%) have completed graduate school and 10 out of 30 respondents (33%) have attended colleges.

Of the 12 adult female respondents, 25% indicated PGK5,000–PGK15,000 as their total gross family income. Of the 21 adult male respondents, 24% indicated PGK15,000–PGK25,000 and another 24% indicated PGK45,000 plus as their total gross family income. From the combined total, 21% indicated PGK15,000–PGK25,000 and another 21% indicated PGK45,000 plus as their total gross family income.

The occupation of the principal wage earner in the respondents' household varied. It was representative of employment in the public sector, private sector, NGO and voluntary sector.

The number of occupants in a single household ranged from 1 to 12 being the highest indication. The average number of occupants per household was 6 based on 32 respondents.

1.2 Promotion

22 out of 33 respondents were first time visitors to the DWU Cultural Day.

Based on a total of 37 responses, the highest number of responses (18 out of 37, 49%) indicated that they heard about the 2010 DWU Cultural Day event from their friends. The next highest number of responses indicated students (6 out of 37, 16%) as the main source of information concerning the DWU Cultural event. Other specific sources of media mentioned were the university calendar, events calendar, posters, radio ads and flyers/brochures however these scored lower on the number of responses.

More than half of the respondents (21 out of 32, 66%) indicated that they made plans to visit the 2010 DWU Cultural Day only in the last few days when they got to the event. About 19% (6 out of 32) made plans months ago and about 16% (5 out of 32) made plans weeks ago to visit the 2010 DWU Cultural Day.

The majority of 64% of the respondents (21 out of 33) felt that the adult entrance fee of PGK6.00 was reasonable. 9% (3 out of 33) thought the adult entrance fee was too low and 27% (9 out of 33) felt that it was too high.

Asked if they would have paid an entrance fee of PGK7.00, more than half of the respondents (23 out of 33, 70%) indicated “yes”, while 30% (10 out of 33) indicated “no”.

55% of the respondents (18 out of 33) indicated they would pay if the adult entrance fee was PGK10.00, while 45% (15 out of 33) indicated they would not pay.

The respondents mentioned different reasons for coming to the DWU Cultural Day event in addition to a common reason to see the different cultural groups perform, such as, seeing spouses and offspring perform, opportunity to meet friends, support university causes and take pictures, among other reasons mentioned.

1.3 Program

41% of the respondents (13 out of 32) were satisfied overall with the 2010 DWU Cultural Day program. 22% (7 out of 32) were delighted, while 31% (10 out of 32) had mixed feelings about the 2010 DWU Cultural Day program, whereas 6% (2 out of 32) expressed disappointment. Positive reasons were indicated as the diverse cultural displays, positive atmosphere, sense of security, friendly and smiling people, among other reasons mentioned. Negative reasons were indicated as failing to keep to program time, misinformed as to who was performing and what was happening, and not all cultural groups performed, among other reasons mentioned.

53% of the respondents (17 out of 32) were satisfied overall with the 2010 DWU Cultural Day facilities and services. 19% (6 out of 32) were delighted, whereas 28% (9 out of 32) had mixed feelings about the 2010 DWU Cultural Day facilities and services. Positive reasons were indicated as a sense of security and safety, cleanliness, campus developments and good facilities, among other reasons mentioned. Negative reasons were indicated as food stalls were not well organized, stalls did not sell variety and there was no clear signage, among other reasons mentioned

There were a number of suggestions to add, change, eliminate or improve for the next DWU Cultural Day event and some of these responses included improving variety in the event by involving local PNG music artists, more promotion/awareness prior to the event, improvement to stall design and variety incorporating traditional food preparation, hygiene in the preparation of cooked food on sale, arena to be in the middle, improve shade areas, encourage selling of artifacts and keep to program time, among other suggestions mentioned.

1.4 Economic Impact

When asked how much would the respondent estimate to have or will have spent at the 2010 DWU Cultural Day event for the mentioned items, 10 out of 12 female respondents (83%) indicated food and beverage with an average spending of PGK145.00. Similarly, 18 out of 21 male respondents (86%) indicated food

and beverage with an average spending of PGK790.00. The combined average spending on food and beverage by both female and male respondents was PGK935.00 (28 out of 33, 85%). This constituted 40% of a list of expenditure items indicated by the respondents under this category, with a total average spending of PGK2,311.00 .

When respondents were asked to estimate other expenditures which the respondent has made or will make in the local area (Madang) as a result of their visit to the 2010 DWU Cultural Day, 3 out of 12 female respondents (25%) indicated transportation, gas and oil with an average spending of PGK57.10. The highest spending by female respondents under this category was on restaurant with an average spending of PGK320.00. Similarly, 8 out of 21 male respondents (38%) indicated transportation, gas and oil with an average spending of PGK1,677.00, which also constituted the highest spending by male respondents under this category. With the combined expenditure, transportation, gas and oil became a common expense item between the female and male respondents (11 out of 33, 33%), and constituted the highest expense item with a combined average spending of PGK1,734.10 (39%) out of a total average spending of PGK4,424.50 under this category.

When the respondents were asked about what percentage of this total was or will be spent in Madang, there was no indication from the female respondents. It is assumed all or most mentioned expenses by female respondents would have been incurred in Madang. There was a similar reaction by the male respondents, 7 males indicated 100%, 90%, 80%, 75%, 40%, 10% and 5%. It is assumed all or most mentioned expenses by the other male respondents would have been incurred in Madang.

1.5 Implications for Event Management

It is obvious that the majority of visitors to the 2010 DWU Cultural Day event based on this survey were local residents of Madang, who most likely heard about this event through word-of-mouth from their friends. It is also obvious from this survey that students have

helped to promote this event. It is also possible that the use of other media have helped to pass on the DWU Cultural Day message through word-of-mouth.

Although a common reason for visitors visiting this event based on responses to this survey was to see the different cultural groups perform, the 2010 DWU Cultural Day event was not the primary reason for being in Madang by majority respondents. This is evident as most visitors came for business/work reasons and like the local residents of Madang, most likely they made their decisions to visit the event only in the last few days.

This survey indicated that most respondents were fairly educated. This implies the dual and multiplicity role of this event in providing educational experiences in addition to the fun and excitement to this event.

With the total gross family income of around PGK15,000 – PGK25,000 and PGK45,000 plus, most respondents accepted the adult entrance fee of PGK6.00, however close to half the respondents indicated they would not pay if the adult entrance fee was PGK10.00, hence a small change in the entrance fee might not be noticed whereas a big increase could be problematic for potential visitors to this event.

Based on the survey it seems that each household, in the Papua New Guinean context, generally has one wage/salary earner. Considering that the average number of occupants per household is six, it could be a burden on individuals who might want to travel and attend events.

It is not surprising that a lot of money was spent on restaurant services including food and beverage and transportation, gas and oil according to the respondents as people traveled to the location of the DWU Cultural event. It is agreeable that the DWU Cultural Day event does contribute to the Madang economy, while maintaining the cultural integrity and identity of Papua New Guineans.

Overall the respondents were satisfied with the 2010 DWU Cultural Day program and facilities and services. The respondents generally liked the sense of security,

cleanliness, friendliness and admiration for developments taking place at DWU. Whilst celebrating Cultural Day in DWU is seen as a positive contribution by the university, there are suggestions for improvement which the event organizing committee could consider for future events. Finally, a survey like this, which is simple, can be done on a continuous basis coinciding with the DWU Cultural Day event to gain feedback from visitors which will be of value to the planners and organizers of this event to look at ways to develop further and improve the DWU Cultural Day celebrations as a means by which the university can promote an authentic model of unity in diversity and holistic education.

Introduction

2.1 Background and Aims

This survey of visitors to the 2010 DWU Cultural Day is the first of its kind to be undertaken by the Tourism and Hospitality Management Department of the Divine Word University (DWU). Events such as the DWU Cultural Day which is hosted by the Students Representative Council (SRC) of DWU requires capital injection every time it is hosted and prior planning. There are donations in cash and kind from the local business houses that support this event. In the past the DWU community comprising students and staff has raised concerns about how money was raised and spent by the SRC for this event. It is also purposeful for a department such as the Tourism and Hospitality Management Department of DWU to evaluate and analyze such events for their usefulness and contributions that may serve the other needs of both internal and external stakeholders.

Accordingly, the survey was designed to cover the following four major aspects of the event:

- A To obtain information on the promotion aspects of the event looking at the type of media used to communicate event information to the visitors and consequently their decision to attend the event; their judgment on the entrance fee amount charged by the SRC and the reasons why they attended the event.
- B To ascertain visitors' opinions and reactions concerning the event program and the services and facilities provided by the event host community.
- C To obtain information on the economic impacts of the event concerning the visitors' spending patterns as a result of the DWU Cultural Day.
- D To obtain information on the demographics aspect of the event specifically where visitors came from, their primary reason for being in Madang, their education level and income range, the occupation of

principal wage earner and number of occupants in a single household.

Thus, the basic market research information gathered through the survey and analyzed in this report will be useful to the DWU SRC and Administration for improvement of facilities and services and also for better organization and promotion of the event to attract a reasonable number of visitors and to run it on a viable basis. The report will no doubt be of interest to others who are concerned about the contributions of cultural events.

2.2 Survey Methodology

Five third year and second year student volunteers from the DWU Tourism and Hospitality Management Department were trained prior to the distribution of questionnaires to visitors. The student volunteers were instructed to be stationed at the entry and exit points and within the arena with the questionnaires. Questionnaires were explained and distributed randomly by the student volunteers to the visitors who were keen on participating in the survey. For those who were illiterate or did not want to fill out the questionnaires themselves the student volunteers took the time to explain the questionnaires to willing respondents and filled these out on their behalf based on the visitors' responses. For those who were capable of completing the questionnaires themselves the student volunteers followed up on them to collect the questionnaires after these had been completed within the arena. A sample of the questionnaire is attached as appendix one.

The survey was conducted on the day of the DWU Cultural Day on 21st August 2010. The questionnaires were non-discriminatory and targeted mature visitors who entered the event arena. Full time students and employees of the Madang Campus of Divine Word University were excluded in the survey sample.

A total of 35 questionnaires were printed and distributed, however 34 questionnaires were returned and 33 were included in the

compilation and analysis of this data. For purposes of analysis, these responses were stratified according to gender and province of residence as indicated in Table 1.

Table 1. 2010 DWU Cultural Day Respondents by Area of Residence and Gender

Area of Residence	Gender		Percentage		Total %
	Female	Male	Female	Male	
Local: (PNG)					
Madang	8	8	25.8	25.8	51.6
Lae		5	0.0	16.1	16.1
Port Moresby		5	0.0	16.1	16.1
Local Total	8	18	25.8	58.1	83.9
Overseas:					
Germany	2		6.5	0.0	6.5
Australia	1		3.2	0.0	3.2
New Zealand	1		3.2	0.0	3.2
USA		1	0.0	3.2	3.2
Overseas Total	4	1	12.9	3.2	16.1
Grand Total	12	19	38.7	61.3	100.0

Based on the questionnaire, sampled visitors were asked to name their town, province and the zip (postal) code. Although 32% of respondents came from outside of Madang comprising 5 respondents came from Lae and 5 respondents came from Port Moresby areas, it is hoped that the responses compiled and analyzed from this report, which may contain elements of bias, are considered to be reflective of situations experienced by both adult female and male visitors to the 2010 DWU Cultural Day event.

It is seen that the majority respondents based on Table 1 alone are male (19 out of 31, 61%) and 16% (5 out of 31) make up foreign visitors. It should be stated that these foreign visitors were here because of work.

Chart 1. 2010 DWU Cultural Day Respondents by Source Area



2.3 Reading the Report

As indicated before, the survey was designed to obtain facts and information based on respondents' opinions and reactions on the following four aspects:

- A | Promotion of the 2010 DWU Cultural Day event
- B | Program for the 2010 DWU Cultural Day event
- C | Economic Impact of the 2010 DWU Cultural Day event
- D | Respondent Demographics.

Respondent demographics analysis is contained in section 3 of this report, while section 4 deals with respondent opinions and reactions on the promotion of the 2010 DWU Cultural Day event. Section 5 deals with respondent opinions and reactions on the program for the 2010 DWU Cultural Day event, whereas an analysis of the economic impact of the 2010 DWU Cultural Day event is contained in section 6 of this report.

The question or questions asked of the visitors and which relate to the topic under consideration are presented at the beginning of each topic.

In all tables and charts, the results are presented in percentages rounded to the nearest integer or to one decimal place. In the case where a respondent is able to make several responses to a single question and which does not reflect on the actual number of respondents is differentiated by indication of the number of responses and/or is given at the bottom of the table, separated from the main body of the table. If it is based on the actual number of respondents then the actual figure or total is given. All percentages and averages are calculated based on sample size as indicated.

Percentages usually add up to 100. However, due to the rounding of numbers and percentages, the components may not in all instances add up to the totals. In the case of multi-response questions, it is indicated as number of responses if it is not based on the actual number of respondents, otherwise the actual total or figure is given.

Each table is normally supplemented by one or more graphic illustrations to enable easier understanding and perception by the reader of the main survey findings. This is followed by a brief commentary providing an analysis of the survey findings and results.

Respondent Demographics

3.1 Source of Respondents

Question: Where do you live?

Table 2. 2010 DWU Cultural Day Respondents by Source Area

Area of Residence	Percentage Distribution (Local/Overseas)	Percentage Distribution (All Respondents)
Local: (PNG)		
Madang Residents	62	52
Outside Residents	38	32
Local Total	100	84
Overseas:		
Germany	40	7
Australia	20	3
New Zealand	20	3
USA	20	3
Overseas Total	100	16
Grand Total	-	100

Of the visitors who completed and returned the questionnaires, as many as 84% were residents of PNG, while the remaining 16% were from overseas. The distribution does not portray the actual proportion of overseas and local visitors to the 2010 DWU Cultural Day event because of two main reasons, namely –

(i) The survey covered only adults over 14 years and therefore the PNG school children who may have visited the 2010 DWU Cultural Day event for educational purposes are excluded from this survey.

(ii) Since it is conceivable that the survey was conducted using a method of convenience, it is likely that there is an element of bias as shown by the responses received.

According to this presentation, the ratio of local to overseas respondents is about four-fifths to one-fifth.

However, for purposes of analysis each category of respondents is treated as a separate stratum (or sample) and the responses received from each category can be regarded as a representative sample of that category.

Of the local respondents, 62% were residents of Madang while 38% resided outside of Madang Province. This is only logical as the host of this university and its event. The event does not seem to attract many residents from other provinces most likely due to cost considerations.

Although overseas respondents constituted a minor percentage (16%), Madang is renowned as a tourist hotspot with a potential for such events to draw a huge number of international visitors.

3.2 Primary Reason for Being in Madang

Question: What is your primary reason for being in Madang?

Table 3. Respondents' Primary Reason for Being in Madang

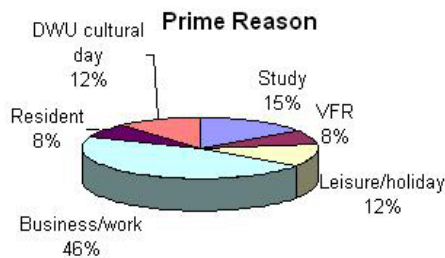
Prime Reason	No. of Respondents	Percentage
Study	4	15.4
VFR	2	7.7
Leisure/holiday	3	11.5
Business/work	12	46.2
Resident	2	7.7
DWU Cultural Day	3	11.5
Total	26	100.0

The primary reason for being in Madang that was most common to the respondents was for business/work (46%). As it may be unexpected, 3 out of 26 respondents (12%) indicated the 2010 DWU Cultural Day as their main reason for being in Madang. This could explain the reason for visitors being in Madang and not necessarily having to do with the DWU Cultural event.

Nevertheless, as mentioned before, this event has the potential in future to draw many local and international visitors to the event considering that Madang as a province has not hosted a major cultural event for years now and visitors to the province are likely to be drawn to this event if ample promotion is done prior to this event. This would also

depend on the aims and objectives of the planning and organizing committee of this event.

Chart 2. Respondents' Primary Reason for Being in Madang



3.3 Highest Level of Education Completed

Question: Please indicate to me the highest level of education you have completed? (Circle)

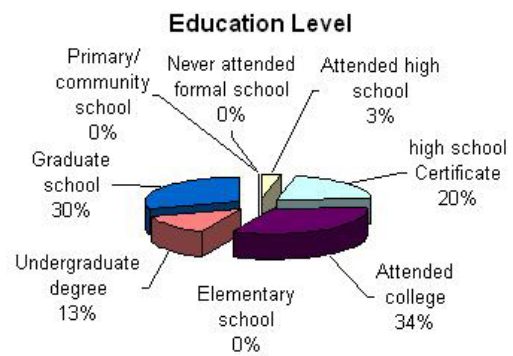
Table 4. Respondents' Highest Level of Education Completed

Level of Education	No. of Respondents	%
Elementary school		0.0
Primary/community school		0.0
Attended high school	1	3.3
High school certificate	6	20.0
Attended college	10	33.3
Undergraduate degree	4	13.4
Graduate school	9	30.0
Never attended formal school		0.0
Total	30	100.0

10 out of 30 respondents (33%) have attended college education, while 9 out of 30 respondents (30%) have completed graduate school. It is seen that majority of the respondents are fairly educated. This implies the dual and multiplicity role of this event in providing educational experiences in addition to the fun and excitement to this event.

Considering that the portions of the visitors that attended the DWU Cultural Day are fairly educated, the event planners and organizers could use this opportunity to promote a wider educational program to benefit the visiting public.

Chart 3. Respondents' Highest Level of Education Completed



3.4 Total Annual Gross Family Income

Question: Please indicate to me the range of your total annual gross family income? (Circle)

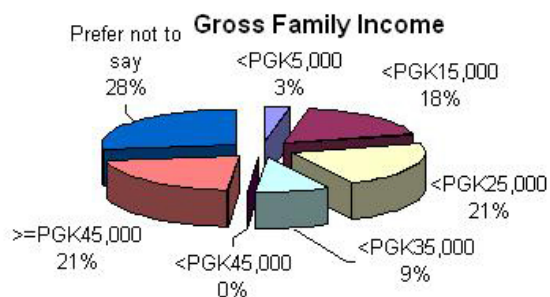
Table 5. Respondents' Total Annual Gross Family Income by Gender

Range of Annual Gross Family Income	No. of Respondents		%		Total %
	Female	Male	Female	Male	
under PGK5,000		1	0.0	4.8	3.0
PGK5,000–PGK15,000	3	3	25.0	14.3	18.2
PGK15,000–PGK25,000	2	5	16.7	23.8	21.2
PGK25,000–PGK35,000	1	2	8.3	9.5	9.1
PGK35,000–PGK45,000			0.0	0.0	0.0
PGK45,000 plus	2	5	16.7	23.8	21.2
Prefer not to say	4	5	33.3	23.8	27.3
Total	12	21	100.0	100.0	100.0

Of the 12 adult female respondents, 25% indicated PGK5,000–PGK15,000 as their total gross family income. Of the 21 adult male respondents, 24% indicated PGK15,000–PGK25,000 and another 24% indicated PGK45,000 plus as their total gross family income. From the combined total, 21% indicated PGK15,000 – PGK25,000 and another 21% indicated PGK45,000 plus as their total gross family income.

This is no indication that women earn less than their male counterparts. With this level of income, most Papua New Guineans would be able to meet their basic consumable needs.

Chart 4. Respondents' Total Annual Gross Family Income



3.5 Occupation of Principal Wage Earner in a Respondent's Household

Question: What is occupation of the principal wage earner in your household?

There were several responses. The occupation of the principal wage earner in a respondent's household varied. It was representative of employment in the public sector, private sector, NGO and voluntary sector.

3.6 Number of Occupants in a Single Household

Question: How many people are accommodated in your house?

Table 6. Number of Occupants in a Respondent's Household

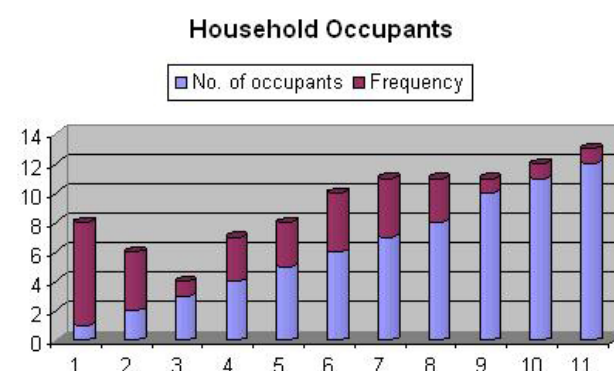
No. of Occupants	Frequency of Response	%
1	7	21.9
2	4	12.5
3	1	3.1
4	3	9.4
5	3	9.4
6	4	12.5
7	4	12.5
8	3	9.4
10	1	3.1
11	1	3.1
12	1	3.1
6	32	100.0
Average	Total	

The number of occupants in a single household ranged from 1 to 12 being the highest indication. The average number of occupants per household turned out to be 6 based on 32 respondents. This is generally common

with PNG families and families with this size have survived, by gaining support within the PNG cultural context.

Although 22% of the respondents have indicated just one occupant in their household, it is common in PNG to find more occupants in a single household, as implied by the average response, even for a working class citizen. On the other hand, the indication could suggest a changing PNG society and culture to accommodate a lean family size due to modernization and rising cost of living.

Chart 5. Number of Occupants in a Respondent's Household



Promotion of the 2010 DWU Cultural Day Event

1.1 First Visit to the 2010 DWU Cultural Day Event

Question: Is this your first visit to the DWU Cultural Day?

Table 7. Respondents' First Visit to the 2010 DWU Cultural Day Event

First Time Visit	No. of Respondents	%
Yes	22	66.7
No	11	33.7
Total	33	100.0

22 out of 33 respondents were first time visitors to the DWU Cultural Day event. This could imply that new interest is generated through visitors by new student cultural performers rather than the performance itself. Based on previous responses, the event may be more exciting for new visitors than compared to return visitors.

Chart 6. Respondents' First Visit to the 2010 DWU Cultural Day Event



4.2 Source of Information

Question: Where did you hear about this year's DWU Cultural Day?

Table 8. Respondents' Source of Information¹

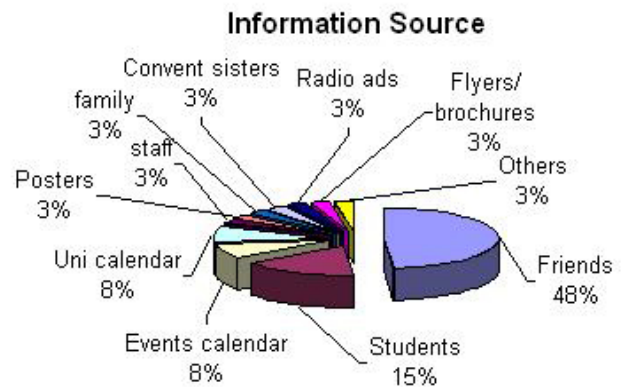
Source of Information	No. of Responses	%
Friends	18	48.6
Students	6	16.2
events calendar	3	8.1
Uni calendar	3	8.1
Staff	1	2.7
Posters	1	2.7
Family	1	2.7
Convent sisters	1	2.7
Radio ads	1	2.7
Flyers/brochures	1	2.7

Others	1	2.7
Total Responses	37	100.0
Base: Respondents	33	

¹Multiple Responses

Based on a total of 37 responses, the highest number of responses (18 out of 37, 49%) indicated that they heard about the 2010 DWU Cultural Day event from their friends. The next highest number of responses indicated students (6 out of 37, 16%) as the main source of information concerning the DWU Cultural event. In this case, word-of-mouth seems to have been the mode of transmission of information concerning the 2010 DWU Cultural event.

Chart 7. Respondents' Source of Information



4.3 Specific Source of Information Media

Question: Please mention any specific media where you heard/saw/read about the DWU Cultural Day.

Other specific sources of information media mentioned were the university calendar, events calendar, posters, radio ads and flyers/brochures, however these scored lower on the number of responses.

Although recommendations by friends received the highest response, it is also possible that the use of other media have helped to pass on the DWU Cultural Day message through word-of-mouth.

4.4 Time Taken to Plan Visit to the 2010 DWU Cultural Day Event

Question: How long ago did you make plans to visit the DWU Cultural Day?

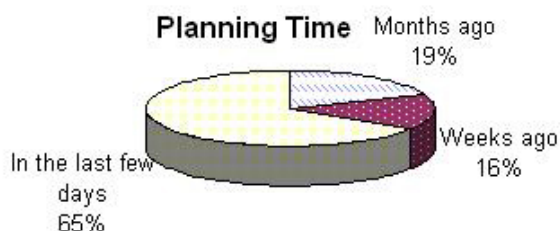
Table 9. Time Taken by Respondents to Plan Visit to the 2010 DWU Cultural Day Event

Time Taken	No. of Respondents	%
Months ago	6	18.8
Weeks ago	5	15.6
In the last few days	21	65.6
Total	32	100.0

More than half of the respondents (21 out of 32, 66%) indicated that they made plans to visit the 2010 DWU Cultural Day only in the last few days when they got to the event. About 19% (6 out of 32) made plans months ago and about 16% (5 out of 32) made plans weeks ago to visit the 2010 DWU Cultural Day.

Based on respondents' demographics, it was noted that the 2010 DWU Cultural Day event was not the primary reason for being in Madang by majority respondents. This is evident as most visitors came for business/work reasons and like the local residents of Madang, most likely they made their decisions to visit the event only in the last few days.

Chart 8. Time Taken by Respondents to Plan Visit to the 2010 DWU Cultural Day Event



4.5 PGK6.00 Adult Entrance Fee

Question: Considering the event, do you feel the K6.00 price of adult admission, is:

Table 10. Respondents' Acceptance of PGK6.00 Adult Entrance Fee

Accept PGK6.00 Fee	No. of Respondents	%
Too low	3	9.1
Reasonable	21	63.6
Too high	9	27.3
Total	33	100.0

The majority of 64% of the respondents (21 out of 33) felt that the adult entrance fee of PGK6.00 was reasonable. 9% (3 out of 33) thought the adult entrance fee was too low and 27% (9 out of 33) felt that it was too high. With the total gross family income of around PGK15,000-PGK25,000 and PGK45,000 plus as previously indicated, most respondents accepted the adult entrance fee of PGK6.00 .

Chart 9. Respondents' Acceptance of PGK6.00 Adult Entrance Fee



4.6 PGK7.00 Adult Entrance Fee

Question: Would you have paid K7.00?

Table 11. Respondents' Acceptance of PGK7.00 Adult Entrance Fee

Accept PGK7.00 Fee	No. of Respondents	%
Yes	23	69.7
No	10	30.3
Total	33	100.0

The majority respondents (23 out of 33, 70%) indicated they would have paid if the entrance fee was at PGK7.00. This is a PGK1.00 increase or less than 20% increase on the current fee, which most respondents did not see as a problem for them.

Chart 10. Respondents' Acceptance of PGK7.00 Adult Entrance Fee



4.7 PGK10.00 Adult Entrance Fee

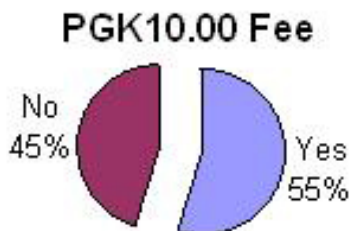
Question: Would you have paid K10.00?

Table 12. Respondents' Acceptance of PGK10.00 Adult Entrance Fee

Accept PGK10.00 Fee	No. of Respondents	%
Yes	18	54.5
No	15	45.5
Total	33	100.0

Close to half the respondents indicated they would not pay if the adult entrance fee was PGK10.00. This is an increase of PGK4.00 or more than 50% increase based on current adult entrance fee, hence a small change in the entrance fee might be of less concern whereas a big increase could be problematic for potential visitors to this event.

Chart 11. Respondents' Acceptance of PGK10.00 Adult Entrance Fee



4.8 Reasons for Attending the 2010 DWU Cultural Day

Question: Why did you come to the DWU Cultural Day? (Please list reasons for coming)

The respondents mentioned different reasons for coming to the DWU Cultural Day event in addition to a common reason to see the different cultural groups perform, such as, seeing spouses and offspring perform, opportunity to meet friends, support university causes and take pictures, among other reasons mentioned.

Understandably, visitors do not come to such an event with the same purpose/reasons, hence the DWU Cultural Day event creates other possibilities for visitors to meet, interact, support worthy causes, educate and fulfill their lives.

4.9 Primary Reason for Attending the 2010 DWU Cultural Day

Question: Which was your primary reason for coming? (Circle one reason given above)

Reasons given happened to be the same as above. It was clear that although the DWU Cultural Day celebrations are meant to familiarize students with the meaning and appreciation of their cultural heritage and significance, it does bring different people together in a celebration of different cultures.

Program for the 2010 DWU Cultural Day Event

5.1 DWU Cultural Day Program

Question: Overall, how do you feel about the DWU Cultural Day Program?

Question: Why?

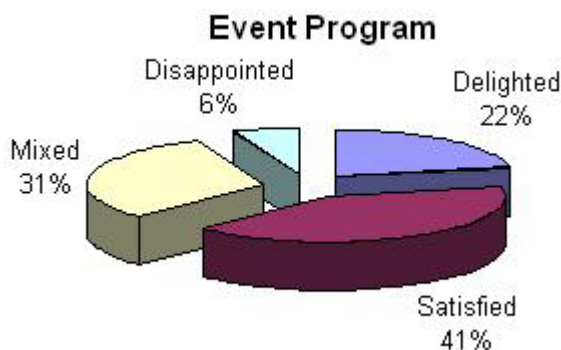
Table 13. Respondents' Reaction to the 2010 DWU Cultural Day Program

Reaction to Program	No. of Respondents	%
Delighted	7	21.9
Satisfied	13	40.6
Mixed	10	31.3
Disappointed	2	6.3
Total	32	100.0

It is seen that 41% of the respondents (13 out of 32) were satisfied overall with the 2010 DWU Cultural Day program. 22% (7 out of 32) were delighted, while 31% (10 out of 32) had mixed feelings about the 2010 DWU Cultural Day program, whereas 6% (2 out of 32) expressed disappointment.

Positive reasons were indicated as the diverse cultural displays, positive atmosphere, sense of security, friendly and smiling people, among other reasons mentioned. Negative reasons were indicated as failing to keep to the program time, misinformed as to who was performing and what was happening, and not all cultural groups performed, among other reasons mentioned.

Chart 12. Respondents' Reaction to the 2010 DWU Cultural Day Program



5.2 DWU Cultural Day Facilities and Services

Question: Overall, how do you feel about the DWU Cultural Day facilities and services?

Question: Why?

Table 14. Respondents' Reaction to the 2010 DWU Cultural Day Facilities and Services

Reaction to Facilities and Services	No. of Respondents	%
Delighted	6	18.8
Satisfied	17	53.1
Mixed	9	28.1
Disappointed	0	0.0
Total	32	100.0

It is seen that 53% of the respondents (17 out of 32) were satisfied overall with the 2010 DWU Cultural Day facilities and services. 19% (6 out of 32) were delighted, whereas 28% (9 out of 32) had mixed feelings about the 2010 DWU Cultural Day facilities and services.

Positive reasons were indicated as a sense of security and safety, cleanliness, campus developments and good facilities, among other reasons mentioned. Negative reasons were indicated as food stalls were not well organized, stalls did not sell variety and there was no clear signage, among other reasons mentioned. Overall, the respondents were satisfied with the 2010 DWU Cultural Day program and facilities and services.

Chart 13. Respondents' Reaction to the 2010 DWU Cultural Day Facilities and Services



5.3 Recommendations for the DWU Cultural Day Event

Question: What would you add, change, eliminate or improve for the next DWU Cultural Day?

There were a number of suggestions to add, change, eliminate or improve for the next DWU Cultural Day event and some of these responses included improving variety in the event by involving local PNG music artists, more promotion/awareness prior to the event, improvement to stall design and variety incorporating traditional food preparation, hygiene in the preparation of cooked food on sale, arena to be in the middle, improve shade areas, encourage selling of artifacts and keep to program time, among other suggestions mentioned. It is noted that this would also depend on the aims and objectives for which this event is staged.

Economic Impact of the 2010 DWU Cultural Day Event

6.1 Money Spent at the 2010 DWU Cultural Day Event

Question: How much would you estimate you have, or will have spent at the DWU Cultural Day for the following?

Table 15. Money Spent at the 2010 DWU Cultural Day Event by Gender²

Expense Item	Responses		% ³		Average Amount (PGK)		% ⁴		Total Responses	% ⁵	Combined Average Amount (PGK)	% ⁶
	F	M	F	M	F	M	F	M				
Food & beverage	10	18	83.3	85.7	145	790	23.0	47.0	28	84.8	935	40.5
Holiday gifts	4	7	33.3	33.3	117	176	18.6	10.5	11	33.3	293	12.7
Other gifts	2	5	16.7	23.8	202	125	32.1	7.4	7	21.2	327	14.1
Personal purchases	3	11	25.0	52.4	166	590	26.3	35.1	14	42.4	756	32.7
Total	19	41	-	-	630	1681	100.0	100.0	60	-	2311	100.0
Base: Respondents	12	21							33			
² Multiple Responses												
³ Calculated on Base Respondents												
⁴ Calculated on Total Average Amount												
⁵ Calculated on Total Base Respondents												
⁶ Calculated on Total Combined Average Amount												

When asked how much would the respondent estimate to have or will have spent at the 2010 DWU Cultural Day event for the mentioned items, 10 out of 12 female respondents (83%) indicated food and beverage with an average spending of PGK145.00. Similarly, 18 out of 21 male respondents (86%) indicated food and beverage with an average spending of PGK790.00. The combined average spending on food and beverage by both female and male respondents was PGK935.00 (28 out of 33, 85%). This constituted 40% of a list of expenditure items indicated by the respondents under this category, with a total average spending of PGK2,311.00.

Chart 14. Respondents' Combined Average Spending on Mentioned Items at the 2010 DWU Cultural Day Event



6.2 Other Expenditures

Question: Estimate other expenditures which you have made or will make in the local area (Madang) as a result of your visit to the DWU Cultural Day?

Question: What percentage of this total was or will be spent in Madang?

Table 16. Other Expenditures in Madang by Respondents⁷ to the 2010 DWU Cultural Day Event based on Gender

Other Expenditures	Responses		% ⁸		Average Amount (PGK)		% ⁹		Total Responses	% ¹⁰	Combined Average Amount (PGK)	% ¹¹
	F	M	F	M	F	M	F	M				
Restaurant	2	7	16.7	33.3	320	610.40	50.8	16.1	9	27.3	930.40	21.0
Tavern/ bars	1	3	8.3	14.3	56	720	8.9	19.0	4	12.1	776	17.5
Transport'n, gas, oil	3	8	25.0	38.1	57.10	1677	9.1	44.2	11	33.3	1734.10	39.2
Entertainment		2	0.0	9.5		206	0.0	5.4	2	6.1	206	4.7
Local clothing/ shoe shops	2	2	16.7	9.5	50	33	7.9	0.9	4	12.1	83	1.9
Local shops for personals		2	0.0	9.5		52	0.0	1.4	2	6.1	52	1.2
Local gift/ souvenir shops	1	3	8.3	14.3	27	230	4.3	6.1	4	12.1	257	5.8
Other	2	2	16.7	9.5	120	266	19.0	7.0	4	12.1	386	8.7
Total	11	29	-	-	630.10	3794.40	100.0	100.0	40	-	4424.50	100.0
Base: Respondents	12	21							33			
⁷ Multiple Responses												
⁸ Calculated on Base Respondents												
⁹ Calculated on Total Average Amount												
¹⁰ Calculated on Total Base Respondents												
¹¹ Calculated on Total Combined Average Amount												

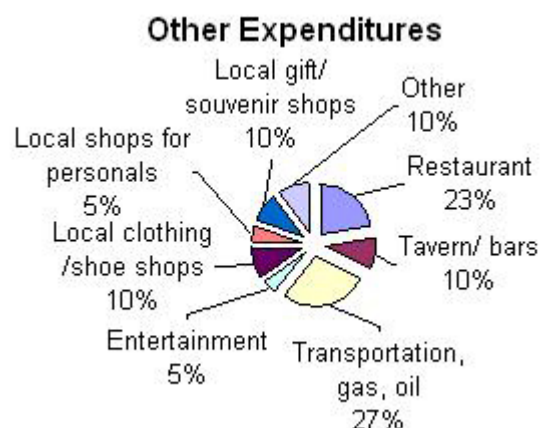
When respondents were asked to estimate other expenditures which the respondent has made or will make in the local area (Madang) as a result of their visit to the 2010 DWU Cultural Day event, 3 out of 12 female respondents (25%) indicated transportation, gas and oil with an average spending of PGK57.10. The highest spending by female respondents under this category was on restaurant with an average spending of PGK320.00. Similarly, 8 out of 21 male respondents (38%) indicated transportation, gas and oil with an average spending of PGK1,677.00, which also constituted the highest spending by male respondents under this category. With the combined expenditure, transportation, gas and oil became a common expense item between the female and male respondents (11 out of 33, 33%), and constituted the highest expense item with a combined average

spending of PGK1,734.10 (39%) out of a total average spending of PGK4,424.50 under this category.

When the respondents were asked about what percentage of this total was or will be spent in Madang, there was no indication from the female respondents. It is assumed all or most mentioned expenses by female respondents would have been incurred in Madang. There was a similar reaction by the male respondents, 7 males indicated 100%,

90%, 80%, 75%, 40%, 10% and 5%. It is assumed all or most mentioned expenses by the other male respondents would have been incurred in Madang.

Chart 15. Other Combined Expenditures in Madang by Respondents to the 2010 DWU Cultural Day Event



Conclusion and Recommendations

7.0 Conclusion

Although the 2010 DWU Cultural Day event was not the primary reason for being in Madang by majority respondents, the event does create other possibilities for visitors to meet, interact, support worthy causes, educate and fulfill their lives. It does bring different people together in a celebration of different cultures.

It is not surprising that a lot of money was spent on restaurant services including food and beverage and transportation, gas and oil according to the respondents as people traveled to the location of the DWU Cultural event. It is agreeable that the DWU Cultural Day event does contribute to the Madang economy, while maintaining the cultural integrity and identity of Papua New Guineans.

Overall the respondents were satisfied with the 2010 DWU Cultural Day program and facilities and services. The respondents generally liked the sense of security, cleanliness, friendliness and admiration for developments taking place at DWU. Whilst celebrating Cultural Day in DWU is seen as a positive contribution by the university, there are suggestions for improvement, some of which have been presented in this report, which the event organizing committee could consider for future events. Finally, a survey like this, which is simple, can be done on a continuous basis coinciding with the DWU Cultural Day event to gain feedback from visitors which will be of value to the planners and organizers of this event to look at ways to develop further and improve the DWU Cultural Day celebrations as a means by which the university can promote an authentic model of unity in diversity and holistic education.

2010 DWU Cultural Day Celebrations

(Please indicate gender of respondent!)

Male Female

We are collecting information to evaluate the Annual DWU Cultural Day program and measure its economic impact. Would you take just a few minutes to answer some questions for us? Thank you.

Promotion:

First we would like to know how you heard about the DWU Cultural Day and why you came.

1. Is this your first visit to the DWU Cultural Day?

Yes No

2a. Where did you hear about this year's DWU Cultural Day?

- Friends
- Posters
- Flyers/brochures
- Newspaper features
- Students
- Staff
- Internet
- Intranet
- University calendar
- University diary
- Newspaper ads
- Radio ads
- TV ads
- Events calendars

2b. Please mention any specific media where you heard/saw/read about the DWU Cultural Day.

3. How long ago did you make plans to visit the DWU Cultural Day?

- months ago?
- weeks ago?
- in the last few days?

4a. Considering the event, do you feel the K6.00 price of adult admission, is:

- too low?
- reasonable?
- too high?

4b. Would you have paid K7.00?

Yes No

4c. Would you have paid K10.00?

Yes No

5a. Why did you come to the DWU Cultural Day? (Please list reasons for coming)

5b. Which was your primary reason for coming? (Circle one reason given above)

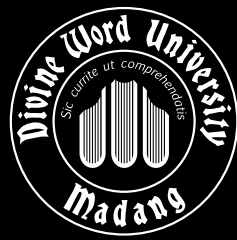
Program:

Next, we would like to know your reactions about the DWU Cultural Day program, facilities and services.

6a. Overall, how do you feel about the DWU Cultural Day Program?

- Delighted
- Satisfied
- Mixed
- Disappointed

Why?



Tourism & Hospitality
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