

## **An assessment of the 2010 DWU cultural day celebrations: implications for event management**

**John Imbal  
Nathaline Murki**

### **Abstract**

This study reports on an assessment of the 2010 Cultural Day event at Divine Word University and implications for management of cultural events. Conducted by lecturers in the Department of Tourism and Hospitality Management, the study investigated the opinions and reactions of a sample of visitors to the Cultural Day celebrations. This article provides information on aspects of the promotion and program for the event, the economic impact of the event and visitor demographics. The assessment is intended to provide useful information as a guide for improvement of this event through promotion strategies; planning the program, services and facilities; income generation; and economic impact. The study should be of interest to stakeholders, interest groups and the organizers for ongoing development and improvement of cultural event management.

**Key words:** Papua New Guinea, Divine Word University, cultural day, community spirit, traditional culture, cultural heritage, tourism, cultural event, dancing, music, promotion, program, planning

### **Introduction**

Divine Word University (DWU) encourages students to value their traditional and cultural heritage. In August each year, the students of Divine Word University organize and participate in a Cultural Day event, wearing colourful traditional dress and showcasing their music and dancing. In addition to the spectacle of dozens of dancing groups, there are stalls where food and drinks are sold as well as artefacts and other attractive products. It is a joyous and energy-packed day where students display and share their culture with each other and the general public, promoting goodwill and community spirit. With over 800 languages in Papua New Guinea (PNG), there is great diversity among the groups as they celebrate and perform their traditional dances wearing traditional dress.

### **Purpose of the research**

A survey was conducted of visitors to the 2010 Divine Word University Cultural Day held 21 August 2010. This was the first survey of this important social event in the University calendar to be undertaken by the Tourism and Hospitality Management Department of DWU. The aims of the survey were fourfold:

1. 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 Students Representative Council (SRC) and the reasons why they attended the event.
2. To ascertain visitors' opinions and reactions concerning the event program and the services and facilities provided by the event host community.
3. To obtain information on the economic impacts of the event concerning the visitors' spending patterns as a result of the DWU Cultural Day.
4. To obtain information on the demographic 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 the principal wage earner and number of occupants in a single household.

The market research information collected from the survey would serve to inform the DWU Students Representative Council and the Administration to plan and organize the event so as to attract a reasonable number of visitors. It would reveal the importance of cultural events in the DWU calendar and it would have implications for events management.

### **Literature review**

Cultural events, in general, contribute in different ways to the host community. A report by Hill Strategies ([www.hillstrategies.com](http://www.hillstrategies.com)) on the economic impacts of the 1997 Ontario festivals and events funded by the Ontario Trillium Foundation, the Ontario Arts Council and the Ontario Cultural Attractions Fund, contributed nearly \$80 million to the province's Gross Domestic Product (GDP). Statistics Canada, under the Ministry of Industry, has shown the economic impact of the culture sector on the Canadian economy in more detail than ever before attempted. In particular, the festivals contributed about 0.1 percentage share of culture GDP average from 1996 to 2001 (Singh, 2004:13).

It has been noted that temporary visitors (tourists) make an important contribution to the economic importance of the arts. A study by van Puffelen (1987, cited in Gratton & Richards, 1996:60) of arts-related expenditure in Amsterdam in 1984 indicated total arts visitors' spending to be Euro 220 million a year. Of this total, foreign tourists accounted for 77% of the total, while domestic visitors accounted for 17%, whereas spending by local residents (excluding admission fees) accounted for 6%.

In addition to cultural events (festivals) providing for economic stimulus, Sunkle-Pierucki ([www.helium.com](http://www.helium.com)) highlighted a point that festivals ought to generate goodwill and community spirit throughout the process. Successful and well-planned events that instil community pride and fond memories in visitors were likely to get return visitors. Festivals and other community events require

a lot of planning, expense and time, but they can also reap rewards for the host community. Sparga ([www.helium.com](http://www.helium.com)) claimed that starting up a new event can invigorate local businesses, bring in tourists and foster a sense of excitement and accomplishment among the community. Cooper ([www.helium.com](http://www.helium.com)) shared the same belief that a successful festival or event can unite a town, rally residents to share common goals and promote distinctive geographical or cultural assets.

The importance of fostering cultural pride in PNG is embedded in the Preamble to the Constitution of the Independent State of Papua New Guinea (PNG), which states;

We, the People of Papua New Guinea-

- united in one nation
- pay homage to the memory of our ancestors—the source of our strength and origin of our combined heritage
- acknowledge the worthy customs and traditional wisdoms of our people—which have come down to us from generation to generation
- pledge ourselves to guard and pass on to those who come after us our noble traditions and the Christian principles that are ours now.

This highlights the importance and significance of PNG's cultural heritage. Currently a draft policy on traditional knowledge and expressions of culture is being prepared by the PNG National Cultural Commission. The draft policy will propose a bill for an act of parliament entitled, 'Protection of traditional knowledge and expressions of culture act'. The policy is designed to protect, preserve and promote the country's traditional knowledge and expressions of culture. In addition, PNG Government's Vision 2050 emphasizes, among its seven key pillars, spiritual, cultural and community development. This further highlights the importance of cultural growth and development.

PNG's cultural forms, including cultural events, are an important aspect of travel and tourism in PNG. Cultural events, like the famous Mount Hagen Show and the East New Britain Mask Festival attract numerous tourists to the country and contribute to improving the image and reputation of PNG. In preparing for the staging of the 64th world renowned annual Mount Hagen Cultural Show on August 18-19 2007, the Post-Courier newspaper reported that it is the single event in the country that attracts the largest number of overseas tourists. The Mount Hagen Cultural Show, as do other cultural shows in PNG, has performances by cultural groups from different parts of the country, all fiercely demonstrating Papua New Guineans' pride in their traditional cultural identity.

In a speech presented at the Port Moresby Holiday Inn on July 7th 2006 before the departure of the PNG contingent to the Third Melanesian Arts and Crafts Festival in Fiji, the then Minister for Culture and Tourism Hon. David Basua accused Government ministers, departmental heads and diplomats in the country of not promoting culture as much as they should. The Director for the

National Cultural Commission supported the minister by stating that a lot of countries in the world had lost their heritage but PNG was very lucky to have its indigenous cultures still intact and needed to promote as well as maintain those cultures.

In terms of socio-cultural and environmental impacts, festivals can play a key role in community development. The concept of identity is sometimes a key issue for young children who spend most of their time at school and away from home, and especially children who have parents with different tribal or racial backgrounds. In such cases, Smith (2006:144-5) mentioned that festivals can be used to increase racial tolerance through cross-cultural exchanges and education. She saw the involvement of school children in workshops, events and processions as a way to foster an understanding of cultural diversity and community celebrations.

Visitors have different reasons for attending festivals, events, cultural heritage activities, sightseeing, education and engaging with the past (Douglas et al., 2001). McKercher and du Cros (2007) suggested tactics to improve the cultural asset and one of those was to make it a spectacle. They stated that cultural festivals succeed because they create a spectacle. 'Making something a spectacle implies that the person will have a special experience while attending, and also importantly, implies that those who do not attend will miss out on something special' (McKercher and du Cros, 2007:132-3). An idea suggested by Lord (1999) on the aspects of promotion and packaging of culture, and therefore cultural events, is in implementing partnership and packaging opportunities. This could involve sharing of the cost burden and variety in displays and activities provided, without losing sight of the main purpose of the cultural event.

A challenge however might have to do with the idea of authenticity of cultural performances, as discussed by Daniel (1996), McCannell (1976), and Douglas et al. (2001). International visitors and other domestic visitors could perceive cultural performances or displays where entrance is by payment of a fee, as merely commoditized events staged for the convenience of visitors. Douglas et al. noted that this is usually the concern of academics or professionals rather than those of the participants. This issue is further complicated when there are no clear explanations provided for the event and how to balance the needs and interests of visitors and the hosting body. The aims and objectives of event hosts might be different from those actually participating in the event such as cultural performers, and in turn these will be different from the expectations of visitors. Hence Clark (n.d.) cautioned that an entrepreneurial spirit may be important in cultural events but the focus of the activity has to be clarified; otherwise there can be different emphases with very different consequences.

### **Study methodology**

The chief method employed to collect information in this study concerning the assessment of the 2010 DWU cultural day celebrations was a survey questionnaire. The survey questionnaire contained both open-ended and closed

items comprised of four categories on promotion, program, economic impact and demographic aspects of the 2010 DWU Cultural Day event.

The survey was conducted on the day of the DWU Cultural Day 21 August 2010 by five second and third year student volunteers from the DWU Department of Tourism and Hospitality Management, after they had been trained. The student volunteers were instructed to be stationed with the questionnaires at the entry and exit points and within the arena. Questionnaires were explained and distributed randomly by the student volunteers to the visitors. For those who were illiterate or did not want to fill out the questionnaires themselves, the student volunteers took the time to explain the questionnaire items 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 collected the questionnaires after they had been completed.

The selection of respondents was non-discriminatory and targeted adult visitors who entered the event arena. Full time students and employees of Divine Word University were excluded from 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. The compilation and analysis of data was done using the Microsoft Office Excel program to get averages, percentages and graphs, and the Windows program was used to produce tables. For the convenience of this report, only tables are shown.

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

- Respondent demographics
- Promotion of the 2010 DWU Cultural Day event
- Program for the 2010 DWU Cultural Day event
- Economic impact of the 2010 DWU Cultural Day event.

The report starts with an analysis of respondent demographics, followed by respondent opinions and reactions on the promotion and program for the 2010 DWU Cultural Day event, and provides an analysis of the economic impact of the 2010 DWU Cultural Day event. The results are structured according to the questions asked of the visitors. In the tables, the results are presented as percentages rounded to the nearest integer or to one decimal place. 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 100. Each table is followed by a brief commentary providing an interpretation of the results and findings.

## **Study results**

*Question: Where do you live?*

**Table 1. Respondents' place of residence**

Area of Residence	Percentage Distribution (Local/Overseas)	Percentage Distribution (All Respondents)
<b>Local: (PNG)</b>		
Madang residents	62	52
Outside residents	38	32
Local Total	100	84
<b>Overseas:</b>		
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 as the respondent group of 33 is a small fraction of the thousands who attended.

Of the respondents who lived in PNG, 62% were residents of Madang while 38% resided outside of Madang or came from other provinces. The result is logical as the event is organised and conducted in Madang and travel costs may limit the ability of people outside of Madang from attending. Although overseas respondents constituted a minor percentage (16%), Madang is renowned as a tourist hotspot with the potential for such events to draw a huge number of international visitors.

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

**Table 2. 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 or work (46%). They took advantage of being in Madang for business or work to attend the cultural day event at DWU. Only three out of 26 respondents (12%) indicated that they had specifically come to

Madang to attend the 2010 DWU Cultural Day. Nevertheless, this event has the potential to draw many local and international visitors if ample promotion is done prior to this event. This would also depend on the objectives of the planning and organizing committee of this event. The goal of the DWU Student Representative Council may be to celebrate and display their culture for intrinsic purposes and not necessarily to attract tourists or visitors from other provinces.

**Question: What is the highest level of education you have completed?**

**Table 3. Respondents' highest level of education completed**

Level of Education	No. of Respondents	Percentage
Elementary school	0	0.0
Primary/community school	0	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	0.0
Total	30	100.0

With 10 out of the 30 respondents (33%) having a college education, and 9 of the 30 respondents (30%) having completed graduate school, it was found that the majority of the respondents had a post-secondary level of education. This implies a multiple role of this event in providing educational experiences for families in addition to the fun and excitement. The finding of having well-educated visitors to the Cultural Day could provide an opportunity for the event planners and organizers to promote a wider educational program for the visiting public, without detracting from the main entertainment of the chants and dances.

**Question: Please indicate the range of your total annual gross family income?**

**Table 4. Respondents' total annual gross family income by gender**

Range of Annual Gross Family Income	No. of Respondents		Percentage		Total %
	Female	Male	Female	Male	
under PGK5,000	0	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% (probably the overseas expatriate respondents) indicated PGK45,000 plus as their total gross family income. This should not be interpreted as an indication that women earn less than their male counterparts. Data on income is of interest to planners to determine a reasonable and affordable entrance fee for the event.

***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, non-government organizations and voluntary service sectors.

***Question: How many people are accommodated in your house?***

**Table 5. Number of occupants in a respondent's household**

No. of Occupants	Frequency of Response	Percentage
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
Average 6	Total 32	100.0

The number of occupants in a single household ranged from 1 to 12. The average number of occupants per household turned out to be 6 based on the data from 32 respondents. Having six or more occupants of a home is common with PNG families and the larger households survive by gaining *wantok* (one-talk relatives) support that is typical of the PNG cultural context. The responses from respondents, whose residence was in Germany, Australia, New Zealand or USA or were expatriates living in PNG, were not analysed separately, but it is probable that they have a household with six or less occupants.

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

**Table 6. First visit to the DWU cultural day event**

First time visit	No. of respondents	Percentage
Yes	22	66.7
No	11	33.7
Total	33	100.0

For the majority of respondents (22 out of 33), this was their first time to come to the Cultural Day of Divine Word University. This could mean that they were tourists, recent arrivals as residents of Madang, relatives of new student-performers, or that cultural events are more attractive to new arrivals than to long-term residents, or simply a reflection of the size and composition of the respondent group.

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

**Table 7. Respondent sources of information about Cultural Day**

Source of Information	No. of Responses	Percentage
Friends	18	48.6
Students	6	16.2
Events calendar	3	8.1
University calendar	3	8.1
Staff	1	2.7
Posters	1	2.7
Family	1	2.7
Convent sisters	1	2.7
Radio advertisements	1	2.7
Flyers/brochures	1	2.7
Others	1	2.7
Total Responses	37	100.0

From 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 Day event. In this case, word-of-mouth seems to have been the main mode of transmission of information concerning the event.

Specific sources of information through the media were the university calendar, events calendar, posters, radio advertisements and flyers or brochures; however these scored a lower number of responses than word-of-mouth communication. Although recommendations by friends and students received the highest response, it is also possible that the use of other media helped to pass on the DWU Cultural Day message through word-of-mouth.

**Question: How long ago did you make plans to visit the DWU Cultural Day?****Table 8. Time taken by respondents to plan visit to the 2010 DWU Cultural Day**

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

The majority 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 prior to the event. About 16% (5 out of 32) made plans weeks ago and about 19% (6 out of 32) made plans months 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 the 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.

**Question: Considering the event, do you feel the K6.00 price of adult admission is too low, reasonable or too high?****Table 9. Respondents' opinion of the six kina adult entrance fee**

Opinion	No. of Respondents	Percentage
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 six kina 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. Affordability is related to income, number of dependents, financial commitments and lifestyle.

**Question: Would you have paid K7.00?****Table 10. Respondents' acceptance of a seven kina adult entrance fee**

Accept PGK7.00 Fee	No. of Respondents	Percentage
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 the entrance fee if it was increased from PGK6 to PGK7.00. Most respondents did not see the 17% increase as a problem for them.

**Question: Would you have paid K10.00?**

**Table 11. Respondents' acceptance of a ten kina adult entrance fee**

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

A little over half (55%) of the respondents would have been prepared to accept an increase from six kina to ten kina (a 66.6% increase) for the adult entrance fee, but a little less than half (45%) were against it. Hence a small change in the entrance fee might be more acceptable for potential visitors to this event than a bigger increase.

**Question: Why did you come to the DWU Cultural Day?**

The respondents mentioned different reasons for coming to the DWU Cultural Day event. In addition to the common reason being to see the different cultural groups perform, respondents mentioned reasons such as, seeing spouses and offspring perform, opportunity to meet friends, supporting university events and taking photographs. Understandably, visitors do not come to such an event for the same reasons, hence the DWU Cultural Day event creates possibilities for visitors to meet, interact, support worthy causes, enjoy, be educated and fulfil their lives. It was clear that the DWU Cultural Day brings different people together in a celebration of different cultures.

**Question: Overall, how do you feel about the DWU cultural day program?**

**Table 12. Respondents' reaction to the 2010 DWU Cultural Day program**

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

The majority of respondents were delighted (7 out of 32, 22%) or satisfied (13 out of 32, 41%) with the 2010 DWU Cultural Day program. Some had mixed feelings (10 out of 32, 31%) and a couple (2 out of 32, 6%) expressed disappointment. Positive reasons were indicated as the diverse cultural displays, positive atmosphere, sense of security, friendly and smiling people. Negative reasons included organizers failing to keep to the program time, being

misinformed as to who was performing and what was happening, and not all cultural groups performed.

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

**Table 13. Respondents' reaction to the 2010 DWU cultural day facilities and services**

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

Table 13 shows that 19% (6 out of 32) of the respondents were delighted with the 2010 DWU Cultural Day facilities and services; 53% (17 out of 32) were satisfied overall; and 28% (9 out of 32) had mixed feelings. No-one was disappointed. 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.

**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. Suggestions included: providing 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 artefacts and keep to the program time schedule. It is noted that some of the suggestions would be influenced by the philosophy for staging the event.

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

**Table 14. Money spent at the 2010 DWU Cultural Day event by Gender<sup>2</sup>**

Expense Item	Responses		Spending by gender		Combined Amount (PGK)	%
	F	M	F	M		
Food & beverage	10	18	145	790	935	40.5
Holiday gifts	4	7	117	176	293	12.7
Other gifts	2	5	202	125	327	14.1
Personal	3	11	166	590	756	32.7
Total	19	41	630	1681	2311	100.0

When asked how much the respondent would estimate to spend at the 2010 DWU Cultural Day event for the listed items, 10 female respondents (83%) indicated that food and beverage would be the highest expense with a collective spending of PGK145.00. Similarly, 18 male respondents (86%) indicated food and beverage would be the highest expense with a collective spending around PGK790.00. The combined spending on food and beverage by both female and male respondents was PGK935.00. This constituted 41% of the PGK2311.00 that the respondents anticipated that they would spend at the Cultural Day.

**Question: Estimate other expenditure you will make in the local area (Madang) as a result of your visit to the DWU Cultural Day?**

**Table 15. Respondent expenditure in Madang during the time of the Cultural Day**

Expense item	No. responses	Combined amount PGK	%
Restaurant/fast food	9	930	21.0
Hotel/bars	4	776	17.5
Transportation	11	1734	39.2
Entertainment	2	206	4.7
Clothing/shoe shops	4	83	1.9
Personal shopping	2	52	1.2
Gifts/souvenirs	4	257	5.8
Other	4	386	8.7
Total	40	4424	100.0

Respondents were asked to estimate other expenditure they would make in the local area (Madang) as a result of their visit to the 2010 DWU Cultural Day. The highest expense was for transportation by road or boat. This accounted for K1734 or 39% of estimated expenditure. The second highest amount was on food from restaurants or fast food outlets (K930 or 21%), closely followed by expenses at hotels or bars (K776 or 18%). Altogether the respondents estimated

they would collectively spend K4424 on goods or services, in addition to what they would spend at the DWU Cultural Day.

### Summary

Embedded in the nation's Constitution are values for Papua New Guineans to have pride in their cultural heritage. The annual Cultural Day at Divine Word University is organized by the students for the students to celebrate and share the diversity of their cultural heritage through traditional dress, chants and dance. The event is open to the public and draws visitors from within the province, from other provinces of PNG and from overseas. The event promotes goodwill and community spirit. The authors of this study came from the Tourism and Hospitality Department of DWU who were interested in conducting the study from the perspective of the Cultural Day being a tourist cultural event.

Although the 2010 DWU Cultural Day event was not the primary reason for the majority of respondents to be in Madang, the event does create opportunities for local people and visitors to meet, interact, support worthy causes, educate, enjoy and fulfil their lives. It does bring different people together in a celebration of different cultures. It is not surprising that respondents spent a lot of money on food, beverage and transport services as people travelled 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 an annual basis coinciding with the DWU Cultural Day event to gain feedback from visitors. The information 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. It promotes the goal of the university to be an authentic model of unity in diversity and holistic education.

### References

- Clark, A. (n.d.). *The Cultural Tourism Dynamic*. PDF file, available online: <http://www.nottingham.ac.uk/ttri/pdf/conference/alan%20clark.pdf>.
- Cooper, C. Determining the economic impact of an event or festival. Online: <http://www.helium.com/items/898989-determining-the-economic-impact-of-an-event-or-festival>, accessed 09/11/10.

- Daniel, Y.P. (1996). Tourism dance performances: authenticity & creativity. In N. Leiper (1997). *SOY00412 Tourism & Hospitality Studies II Book of Readings*. Lismore, NSW: Southern Cross University.
- Douglas, N., Douglas, N. & Derrett, R. (Eds) (2001). *Special Interest Tourism*. Milton, Queensland: John Wiley & Sons.
- Economic Impacts of 97 Festivals and Events Funded by the Ontario Trillium Foundation, the Ontario Arts Council and the Ontario Cultural Attractions Fund, a report Prepared for the Ontario Trillium Foundation by Hill Strategies, April 2003, Canada.
- Gratton, C. & Richards, G. (1996). The economic context of cultural tourism. In G. Richards (Ed.) (1996). *Cultural Tourism in Europe*. Originally published by CAB International, UK.
- The Post-Courier Highlands Post*, Wednesday 25th July 2007. Hagen braces for tourists. South Pacific Post, Port Moresby.
- Imbal, J. (2010). Contemporary challenges facing the development & management of culture tourism in Papua New Guinea. In *Contemporary PNG Studies DWU Research Journal*, Vol. 12 May 2010. Madang: DWU Press Publishers.
- Lord, G.D. 'The Power of Cultural Tourism', a Keynote Presentation presented at the Wisconsin Heritage Tourism Conference, September 17th 1999, Lac du Flambeau, Wisconsin.
- MacCannell, D. (1976) The Tourist: a new theory of the leisure class. In N. Leiper (1997). *SOY00412 Tourism & Hospitality Studies II Book of Readings*. Lismore, NSW: Southern Cross University.
- McKercher, B. & du Cros, H. (2007) *Cultural Tourism: The Partnership Between Tourism & Cultural Heritage Management*. Binghamton, NY: The Howarth Hospitality Press.
- Paniu, A. (2006). Promote our culture: Basua. *The National*, Monday 10th July 2006. Port Moresby: Pacific Star.
- Papua New Guinea Vision 2050. We will be a smart, wise, fair, healthy & happy society by 2050, November 2009, Office of the Chief Secretary to Government, Department of Prime Minister and NEC, Waigani.
- PNG National Cultural Commission (2010). 2<sup>nd</sup> Combined Regional Consultation Workshop on the Drafts Traditional Knowledge & Expressions of Culture Law & Traditional Knowledge Policy, 7th-8th October 2010, Madang Resort Hotel, Madang.
- Singh, V. (2004). *Economic Contribution of Culture in Canada*, A Report produced on behalf of the Minister of Industry & Statistics, Ontario, Canada.
- Smith, M.K. (2006). *Issues in Cultural Tourism Studies*. Madison Avenue, NY: Routledge.
- Sparga, M. Determining the economic impact of an event or festival. Online: <http://www.helium.com/items/896514-determining-the-economic-impact-of-an-event-or-festival>, accessed 09/11/10.
- Sunkle-Pierucki, L. Determining the economic impact of an event or festival. Online: <http://www.helium.com/items/896514-determining-the-economic-impact-of-an-event-or-festival>, accessed 09/11/10.

### **Authors**

Mr John Imbal is the Head of the Department of Tourism and Hospitality Management at the Divine Word University. He has spent the last seven years in Madang working with DWU and also with the local tourism industry operators. He has been involved in TPA/AusAID and WWF sponsored projects including customer service and frontline management, Madang and Sepik River Nature and Community Tourism Inventory and Pamphlet. His research interests are in tourism, business management and the use of technology in tourism. Email: [jimbal@dwu.ac.pg](mailto:jimbal@dwu.ac.pg)

Ms Nathaline Murki is a Tutor in Tourism and Hospitality Management Department at the Divine Word University. She lectures in hospitality, tourism products in PNG and travel and tour operations specializing in hospitality and tourism management. She holds a Bachelor of Tourism and Hospitality Management degree from Divine Word University. Email contact: [nmurki@dwu.ac.pg](mailto:nmurki@dwu.ac.pg).