



# International Women's Day



**Caroline Angok Silasil**  
Founder/ Director

Pero Pero @ Mangul Eco-Guest House

We are an Eco-Guest house located at Kuburne Village, on the Waskia side of Karkar Island, Madang Province. We provide accommodation, meals, tours and experiences to our guests

► **What does Women's Day slogan, #“Inspire Inclusion” mean for you as an Iconic Front Women in the PNG Tourism Industry?**

The Slogan “Inspire Inclusion” for me means that I must inspire and include other woman and girls to believe in themselves that nothing is impossible. If we want something, want change then I have to make that happen and for it to become effective, I MUST connect with other woman to create the network/ dialogue for it to happen.

► **If you were to describe a woman in one word, (Could be yourself, a mother, a aunty, a girlfriend, a sister, daughter, what would it be?**  
“RESILIENT”

► **What are some challenges you encounter as a woman in the tourism industry?**

Some challengers I encounter are my community, not believing or understanding that Tourism can create an impact in our community. It is not taken seriously as a major contributor to our countries economy, money is not given to help business in the Tourism Industry. Being in a rural setting, our only network provider is Digicel and our network at Pero Pero is so bad, that this really affects us to be able to market online daily and create our advertisements using the internet.

► **What have you done as a woman to overcome these challenges?**

I have started bringing awareness to the leaders of our village, my cousin brothers and talking to cousin sister, inlaws my nieces and nephews about what tourism can do for us as a community. I was fortunate that I had a nephew whose mother is from Buang with us on Saturday 2/3, while we were talking and he supported my talk, by telling those at the gathering on how he has seen Tourism impact his village, when they had the GM for BNG Trading and his wife go to Buang and donate ovens and taught them how to bake (I actually saw this post on FB or LinkedIn). I have also had my daughter Patricia, train the mothers and nieces on serving to guests, setting the bed room etc, in 2021, when WingedMEA woman stayed with us.

I have a friend a lecturer at DWU, that has her past students holding positions in the Commerce Dept, for Madang Provincial Government. Whom she will set up a meeting with them for me to meet them and we get talks underway.

I am actually meeting this afternoon with Digicel in regard to cell moni to be an agent, but will also talk to them on how we can get better connectivity at Kuburne and if we can set up a tower on my brothers' land.

► **If there is something you can do to help other women in tourism, or women in general, what would it be?**

To help other woman in tourism, is networking. I believe that is the biggest factor that will be successful is that when we network and create the network to share ideas, challenges and recommend our businesses we will get the guests to come in. It is through word of mouth and recommendation. I can also help in terms of giving them my experiences and sharing with them what I have done to overcome challenges etc. So creating a platform as such on whatsapp for “Iconic Front Woman in the PNG Tourism Industry” is the platform to share and network on.

► **What would you like to see to improve in PNG , in the future, for women to become successful in overcoming the various barriers of gender inequality?**

By having organizations teams come out to villagers and give awareness/training about gender equality to enable our male counterparts to understand the importance of woman even in a village society. Having lessons in classrooms about gender equality and to start educating kids at school. I believe Social Emotional Learning will greatly assist kids at school to understand this issue as well, that we are all equal. Giving more support and funding to woman based organizations or groups and seeing them flourish with of course accountability of funding etc and what they have done. While I have been home seeing is believing!

**On an international woman's day, what is your one advise you would like to give to all the women out there?**

Nothing is Impossible thru God!!! If you believe and you have that passion in your heart, you will overcome and continue to be resilient in your dreams and goals.

# INSPIRE INCLUSION

Sapotim Olgeta Meri insait long PNG/ PNGTPA

## ICONIC FRONT WOMEN IN TOURISM



**Erue Bucher-Taunao**  
Co-Founder

Laikim PNG - Tourism business

Focusing on promoting PNG's rich cultural and environmental diversity through rugby league matches is a unique approach. It not only showcases the sport but also highlights the beauty and stories of the country. By leveraging TPA forecasts and changing the narrative, Laikim PNG is contributing positively to tourism and cultural exchange. It's a commendable way to showcase the uniqueness of Papua New Guinea to visitors from Australia and beyond.

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Empowering women to feel a sense of belonging and to be uplifted by other women.

Creating a platform like the Iconic Frontier Women In Tourism group is a great step toward fostering collaboration and empowering the tourism community in Papua New Guinea.

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Resilience

► **What are some challenges you encounter as a woman in the tourism industry?**

To gather women from all corners of the tourism industry, past and present, to share their valuable insights and stories. By doing so, we empower younger generations with a deeper understanding of PNG's tourism history, enabling them to chart their own paths confidently.

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Listening to the stories and writing about them.

► **What would you like to see to improve in PNG , in the future, for women to become successful in overcoming the various barriers of gender inequality?**To fostering change by empowering women to stay true to their vision within groups like Iconic Frontier and Women in Tourism.

► **On an international woman's day, what is your one advise you would like to give to all the women out there?** Listening actively and empathetically is crucial to making others feel heard and understood. It's about more than just hearing words; it's about understanding the emotions and intentions behind them. When you include others in conversations and truly listen to what they have to say, you create an atmosphere of respect and validation. It fosters deeper connections and builds stronger relationships. Taking the time to understand someone's perspective can lead to mutual understanding and meaningful interactions.

To listen to the music that sings within you. How do you know what you don't sing that will impact another, that they are moved, touched and inspired



**Maleta Martha Tokwakwasi**  
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I'm a tourism entrepreneur, i lead a local tour company that specializes in promoting destination PNG. Our business specializes in promoting community based tourism, nature tourism, culture heritage, and special interests.

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My mum Steadfast.

► **What are some challenges you encounter as a woman in the tourism industry?**  
Starting a business from scratch.

► **What have you done as a woman to overcome these challenges?**  
Hard work & discipline commitment

► **If there is something you can do to help other women in tourism, or women in general, what would it be?**  
Be true to your passion. If it's tourism, do it!

► **What would you like to see to improve in PNG , in the future, for women to become successful in overcoming the various barriers of gender inequality?**  
I would like to see more women leaders or women entrepreneurs in Papua New Guinea.

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Never undermine your ability as a woman. You're bound for greatness.





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### MURIEL GERARI

NCDC Tourism Officer  
NCDC Tourism Bureau

The National Capital District Commission (NCDC) plays a crucial role in shaping tourism in Papua New Guinea (PNG). NCDC contributes to the PNG tourism industry:

#### ELEVATING TOURISM APPEAL:

- NCDC has signed a Memorandum of Understanding (MOU) with the PNG Tourism Promotion Authority (PNGTPA) to enhance the city's tourism appeal.
- By collaborating with PNGTPA, NCDC aims to promote Port Moresby as a vibrant and attractive tourist destination.

#### INFRASTRUCTURE DEVELOPMENT:

- Improved infrastructure is essential for tourism growth.
- NCDC's efforts include the development of new overnight accommodations.
- Infrastructure upgrades at Jacksons International Airport enhance connectivity for travelers.

#### SAFETY MEASURES:

- NCDC has taken steps to enhance safety.

#### LONG-TERM VISION:

- While the global pandemic has impacted international travel, NCDC's focus on upskilling human capital and improving safety positions and PNG to attract visitors for Tourism and Business investments.
- By investing in tourism, PNG can diversify its economy away from extractive industries and create a more robust and diverse tourism industry in the long term.

In addition, NCDC's collaboration with PNGTPA, infrastructure development, safety initiatives, and strategic hosting of international events contribute significantly to PNG's tourism sector.



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- ▶ **What does Women's Day slogan, #“Inspire Inclusion” mean for you as an Iconic Front Women in the PNG Tourism Industry?**

The slogan “Inspire Inclusion” signifies the call to foster a more diverse and equitable world. It encourages us to recognize and celebrate the contributions of women from all walks of life, regardless of their backgrounds, identities, or abilities. By inspiring inclusion, we strive for a society where everyone's voice is heard, respected, and valued. Let us champion equality, break down barriers, and create a future where every woman's potential can flourish.

- ▶ **If you were to describe a woman in one word, (Could be yourself, a mother, a aunty, a girlfriend, a sister, daughter, what would it be?)**

Resilient.

I chose “resilient” because it summarizes the unwavering strength, adaptability, and tenacity that women exhibit in the face of adversity. Women navigate life's challenges with grace, courage, and an unyielding spirit. Whether overcoming personal struggles, societal barriers, or global crises, their resilience shines through. It's a tribute to the tough force that defines women across generations.

- ▶ **What are some challenges you encounter as a woman in the tourism industry?**

**SYSTEMATIC CORRUPTION:** Corruption can hinder tourism development. Transparency and accountability are essential to build trust and attract visitors.



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NCDC Tourism Officer  
NCDC Tourism Bureau

▶ **What have you done as a woman to overcome these challenges?**

**NETWORKING AND MENTORSHIP:** Building a strong network within the industry to provide valuable insights, support, and mentorship. Connecting with other women professionals and learning from their experiences, which I believe to be empowering.

▶ **If there is something you can do to help other women in tourism, or women in general, what would it be?**

Keep supporting each other in the tourism journey and keep the fire burning despite the odds and ends we encounter, we can make together if we truly believe in this industry.

▶ **What would you like to see to improve in PNG, in the future, for women to become successful in overcoming the various barriers of gender inequality?**

**PROMOTE DIVERSITY:** Advocate for gender equality within the industry. Encourage businesses to adopt gender-inclusive practices.

**HIGHLIGHT SUCCESS STORIES:** Celebrate the achievements of women-led tourism ventures. Showcase their impact and inspire others.

▶ **On an international woman's day, what is your one advise you would like to give to all the women out there?**

Empower other women in the tourism space to keep going forward rather than pulling back, all is possible if you have the determination.



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