



4th IIPT AFRICAN CONFERENCE ON PEACE THROUGH TOURISM

“Building Strategic Alliances for Sustainable Tourism Development, Peace and Reconciliation on the African Continent”

Kampala Serena Hotel - Kampala, Uganda - May 20-25, 2007

Organized by the International Institute for Peace through Tourism (IIPT)
in partnership with
UN World Tourism Organization, World Bank and Africa Travel Association
Hosted by the Uganda Ministry of Tourism, Trade and Industry

Aim	Establish collaborative strategies for Sustainable Tourism Development in support of the UN Millennium Development Goals.			
Goals	<ul style="list-style-type: none"> • Expand marketing opportunities in Asia, Europe, the Americas and across the African Continent. • Foster tourism initiatives that contribute to reconciliation, peace, and sustainable wealth creation in regions of Africa that have experienced conflict. • Develop communication strategies leading to a more balanced and positive image of Africa - its lands, its cultures and its peoples- in regions throughout the world. • Continue building “Bridges of Tourism, Friendship and Collaboration” among African nations and other nations throughout the world by supporting the Africa Diaspora Heritage Trail. 			
Patron	His Excellency Yoweri Kaguta Museveni, President, Republic of Uganda			
Keynote Speakers	Confirmed keynote speakers include: Hon. Dr. Ewart F. Brown, JP, MP, Bermuda Premier and Minister of Tourism and Transport; Hon. Kabinga Pande, Minister of Tourism Environment and Natural Resources, Republic of Zambia; Hon. Prof. Jumanne A. Maghembe Minister of Natural Resources and Tourism of Tanzania; H. E. Mr. Joseph Malwal Dong, Ministry of Tourism and Wildlife of Sudan; S.E. Mme. Aline Koala Ministre de la Culture, des Arts et du Tourisme, Burkina Faso; S.E. Mme. Yvonne Mboissona, Ministre du Tourisme, Central Africa; S.E. Mme. Odette Kayitesi Ministre de l'aménagement du territoire, du tourisme et de l'environnement, Burundi; H.E. Senator Akel Biltaji, Special Advisor to H.M. King Abdullah II, Hashemite Kingdom of Jordan; Amb. Daudi N. Mwakawago, Last Special Representative of UN Secretary General to Sierra Leone; Dr. Dawid de Villiers, (former) Deputy Secretary General, UN World Tourism Organization; Dr. Demba Ba, Sector Manager, World Bank Group; Sir Janantilal (Andy) Chande KBE, Trustee, Rotary International Foundation; Hon. Renee Webb, (former) Minister of Tourism and Communications, Bermuda; Birger Bäckman, (former) Director General and currently Senior Advisor to the Board of Directors, United Federation of Travel Agencies Associations; and Anastasia Mann, Chairman and CEO, Corniche Travel Group.			
Forums	<table border="0" style="width: 100%;"> <tr> <td style="width: 33%;">Educators Forum</td> <td style="width: 33%;">Student/Youth Leadership Forum</td> <td style="width: 33%;">Traditional Leaders Forum</td> </tr> </table>	Educators Forum	Student/Youth Leadership Forum	Traditional Leaders Forum
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Africa Media Exchange	First Africa Media Exchange (A-MEx) organized in partnership with Counterpart International, featuring leading journalists from Africa, Europe and North America.			
Participants	Ministers of Tourism, senior public and private sector executives, policy makers, educators, practitioners, entrepreneurs, future industry leaders, and senior representatives of NGOs, donor agencies leading and related sectors including environment, culture, sport and economic development.			
Foundations	The 4 th IIPT African Conference builds on the foundations of three previous African Conferences: “ <i>Tourism: Pathway to a Peaceful and Prosperous Africa</i> ”, Lusaka, Zambia (2005); “ <i>Community Tourism - Gateway to Poverty Reduction</i> ,” Dar es Salaam, Tanzania (2003); and “ <i>Building Bridges of Peace through Sustainable Community Tourism Development</i> ,” Nelspruit, Mpumalanga Province, South Africa (2002). The Conference also builds on three Global Summits on Peace through Tourism in Thailand (2005), Switzerland (2003) and Jordan (2000).			
Sponsors	IIPT is proud to have the Uganda Ministry of Tourism, Trade and Industry as host of the 4 th IIPT African Conference. The Bermuda Department of Tourism, and the Republic of Zambia’s Ministry of Tourism, Environment and Natural Resources, are sponsors of this event. Other organizations interested in a sponsorship role are invited to contact Louis D’Amore at IIPT.			

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Message from IIPT Founder and President:
Mr. Louis D'Amore

“We are most honored to have President Museveni as Patron of the 4th IIPT African Conference, which promises to be our most exciting and successful African Conference to date. More than 400 delegates from some 40 countries of Africa, Asia, Europe, North, South, and Central America and the Caribbean are anticipated to take part in the Conference.”



World famous Murchinson Falls National Park - Uganda

JOIN US IN UGANDA: *THE PEARL OF AFRICA*

Program In addition to Plenary Sessions featuring keynote speakers, the program will include a series of Concurrent Sessions with case studies of Success Stories and Models of Best Practice in the following areas:

- Tourism Contribution to Poverty Reduction
- Indigenous Tourism
- Healing the Wounds of Conflict
- Community Capacity Building
- Cultural and Heritage Tourism
- Micro-Enterprise and SME Tourism Development
- Private Sector Models
- Innovations in Destination Marketing
- Building Bridges of Tourism, Friendship and Collaboration
- Models of Sustainable Tourism
- National Parks and Protected Areas
- Volunteer and Philanthropic Tourism
- Sports for Peace and Development
- Youth Travel and Empowerment
- Education and Training
- Role of the Media in Peace and Development
- Role of the Arts in Peace and Development
- Accessible Travel for All
- Public-Private Partnerships and Alliances
- Community Based Tourism

Scholarship IIPT will provide a US\$ 1,000 scholarship to the inter-disciplinary team of students writing the best paper on “The Role of Tourism, Culture and Sport in Healing the Wounds of Conflict”; or “The Potential for Tourism in Contributing to the UN Millennium Development Goals.”

Tours Contact Tourism Uganda: Phone: 256 (41) 342196/7; Fax: 256 (41) 342188; E-mail: utb@visituganda.com

Hotel The five star Kampala Serena Hotel is the official Hotel and Venue for the Conference. For more information and to reserve a room, please visit www.SerenaHotels.com and indicate you are a delegate to the 4th IIPT African Conference to receive special room rates.

Airlines The following airlines fly directly into Entebbe International Airport which is a 45 minute drive from Kampala: Air Emirates, KLM - Northwest, SN Brussels - American Airlines, Ethiopian Airlines, British Airways, Kenyan Airways, South African Airways, Egypt Air, Ethiopian Airlines.

Carbon offset IIPT encourages all delegates to consider the purchase of carbon offsets.

Visa Citizens of most countries require Visas to enter Uganda. Please check with the Uganda Embassy in your country. For further information please visit http://www.mofa.go.ug/mission_abroad.php.

REGISTRATION: REGISTER online by visiting www.iipt.org

		Early bird*
Standard Registration	US	\$290/ \$390
African Delegates	US	\$140/ \$160
IIPT and ATA Members	US	\$250/ \$340
Student/Youth Registration	US	\$ 15/ \$ 20

* Early bird til 14 April

All media are invited to cover the 4th IIPT African Conference on Peace through Tourism. To register with press credentials, contact Karen Hoffman, The Bradford Group, Tel.: 1.212.447-0027, Fax: 1.212.725.8253, E-mail: iiptmedia@aol.com

Name: _____

Address: _____

City: _____ Province/State: _____

Postal Code: _____ Country: _____

Telephone: _____ Fax: _____ E-mail: _____

I would like to register for the conference

I am interested in being a conference sponsor

Please send me more information

I would like to help promote the conference and its goals

Please send to: IIPT 4th African Conference on Peace through Tourism by Fax: 1.802.253.2645