



IIPT - International Institute for Peace through Tourism
(Australia) Incorporated

Second Australian Conference

Travel Promotes Peace –

Meeting the Challenge

*Saturday, 18 September 2004
Avillion Hotel Sydney, Australia*

Building a Culture of Peace through Tourism

IIPT Credo of the Peaceful Traveller



Grateful for the opportunity to travel and experience the world and because peace begins with the individual, I affirm my personal responsibility and commitment to:

- Journey with an open mind and gentle heart;
 - Accept with grace and gratitude the diversity I encounter;
 - Revere and protect the natural environment which sustains all life;
 - Appreciate all cultures I discover;
 - Respect and thank my host for their welcome;
 - Offer my hand in friendship to everyone I meet;
 - Support travel services that share these views and act upon them; and
 - By my spirit, words and actions, encourage others to travel the world in peace.
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Program & Speakers

8.00 – 8.45am

Registration

9.00 – 9.40am

Welcome & Official Opening

- Daphne Lowe Kelley, IIPT Australia President
- Jenny Soo, Avillion Hotel Sydney
- Councillor Marcelle Hoff, City of Sydney
- Consul General Abel Guterres, East Timor

9.40 – 10.00am

Keynote Speaker

Travel Promotes Peace – Meeting the Challenge

- Robert McGuirk

10.00 - 11.00am

Session One

Peace and Tourism Education

- Ian Kelly,
- Lynda-ann Blanchard

11.00 – 11.30am

Morning Tea/Coffee

11.30 – 12.30pm

Session Two

Responsible Tourism – Industry Case Studies

- Jaqui Preketes
- Richard Cunningham

12.30 – 1.30pm

Lunch

1.30 – 2.30pm

Session Three

Communications – Translating the Message

- David Beirman
- Daphne Lowe Kelley

2.30 – 3.30pm

Session Four

Philanthropic Tourism – Making a Difference

- Christine Bilsland
- Jane Crouch

3.30 – 4.00pm

Afternoon Tea/Coffee

4.00 – 5.00pm

Session Five

Issues and Challenges – Food for Thought

- Freya Higgins-Desbiolles
- Larry Dwyer

5.00 – 6.00pm

Summary

- Ian Kelly

Thanks

- Georgina Pickers

2004 Annual General Meeting

IIPT (Australia) Inc

Dear Colleagues,

It is with great pleasure that I extend my warmest greetings to all participants in the 2nd IIPT Australian Conference: Travel Promotes Peace – Meeting the Challenge.

You have again organized an excellent program with challenging goals – in challenging times. I have been impressed with the tremendous strides that have been made in Australia towards “Building a Culture of Peace through Tourism” since the first Australian Conference in March 2003, and I am confident that this conference as well, will lead to further noteworthy achievements.

In a post 9-11 world, we must be more than spectators, watching world events unfold before us on the evening news. We must be engaged in shaping the future – for our children, our children’s children, and ourselves. The travel industry, more than any other, provides the means by which to shape a positive future for humankind.

Travel is the best and truest form of one to one, people to people, diplomacy. It provides us the opportunity to experience the welcome and hospitality of other peoples and cultures, their human values and qualities, and their kind deeds – as was witnessed during the 2000 Olympics in Sydney, and again last month in Athens.

Travel and Tourism has the potential to enhance all aspects of the human experience – mind, body and spirit. It similarly touches every aspect of society – social, cultural, economic, environmental and political.

May I take this opportunity to congratulate all members of the Organizing Committee for their hard work, commitment and passion in again organizing a most interesting and empowering program.

Please accept my best wishes for success in your deliberations and for a memorable, inspiring, and enjoyable conference.

Louis D’Amore
IIPT Founder and President



Dear Friends,

Welcome and thank you very much for being here today at the Australia Chapter of the International Institute for Peace through Tourism's second conference. Your presence is reassuring, to know that there are thinkers, with humanitarian ideals, who support IIPT Founder and President, Louis D'Amore, in his efforts to build a culture of peace through tourism.

The IIPT logo has the saying "Travel promotes Peace" – getting this message out can be a challenge. At the time of our inaugural conference in March 2003, the war in Iraq had just started and who knows how long it will be for peace to prevail. We all belong to the same planet, and those who travel with an open heart and an open mind realize that humankind is but one tree with many branches.

At last year's conference, Tourism – Passport to Peace, the concept of peace through travel and tourism was introduced. This second conference, Travel Promotes Peace – Meeting the challenge, will further develop this concept and also present actual industry examples of successful companies that understand and practice responsible and sustainable tourism.

The feedback from last year's conference was wonderful and we hope you will find this one likewise. We have some interesting sessions and speakers for you and trust you will find them educational and thought provoking. Moreover, your participation, questions and input will provide added benefits.

My sincere thanks to the sponsors, speakers, organizers and helpers, without whom there would be no conference. May we continue to work together to spread the Peace through Tourism message.

In peace and friendship,

Daphne Lowe Kelley
Australia Chapter President

Biographies

David Beirman is the founding Director of the Israel Tourism Office Australasia & SW Pacific. He is the first non-Israeli contracted by the Israel Ministry of Tourism to run an Israel Tourism office and has held the position since 1994. He is also the founder and inaugural Chairman of the Eastern Mediterranean Tourism Association (Australia) which was established in 2001 to market and promote the 11 countries between Italy and Jordan to the travel industry and public. He is a Board member of ANTOR (Association of National Tourist Office Representatives Australasia) and a member of the Australian Travel Industry Advisory Committee to DFAT which negotiated the Charter for Safe Travel, one of only two agreements in the world between a government and its travel industry. David has been professionally active in the travel industry for over 22 years including ten years working for Jetset Tours. Since 1989 he has been the principal of his own training and management consultancy firm Struan & Associates specialising in the travel industry. David has extensive university and guest lecturing experience in the fields of Tourism, Market Research, Middle East Studies and Sociology in Australia and overseas. His articles on tourism crisis management have been published in many publications and his book, *Restoring Tourism Destinations in Crisis – A Strategic Marketing Approach* was published in April 2003 by Allen & Unwin Australia for Australasian distribution and CABI Publications globally. As a direct result of the book, he has been consulted and asked to speak at many conferences.

Christine Bilisland worked in the travel industry in Canada before moving to Singapore. She lectured in the School of Business Management at Nanyang Polytechnic before coming to Sydney, where she now lectures in travel and tourism, writes training materials, and does promotional work.

Lynda-ann Blanchard is a lecturer in the Centre for Peace and Conflict Studies at the University of Sydney, a consultant to the Conflict Resolution Network and an executive member of the International Institute for Peace through Tourism (Australia). She is currently a doctoral candidate at Sydney University and her research focuses on cultural difference and social justice. As a teacher and educational consultant in Australia and Japan, she developed curricula, advised on policy formulation and taught in prisons, schools and universities. At Sophia University (Japan), Lynda taught international studies and more recently has conducted peace education workshops for the Japanese Association of Language Teachers (JALT). She is co-ordinator of the postgraduate courses Gender and the Development of Peace, and Peace through Tourism, at the University of Sydney. In 2005, she will be a guest lecturer on the Peace Boat (Japan). Awards include the inaugural King Hussein Scholarship for the Asia-Pacific Region for a paper entitled "Building A Culture of Peace through Tourism" (1999). Publications include six articles for domestic and international books and journals. She is also co-editor of *Managing Creatively: Human Agendas* from

Changing Times (1996) and has collaborated on Human Rights Corporate Responsibility: A Dialogue (2000), Indigenous People and the Law in Australia (1995) and Women, Male Violence and the Law (1994).

Jane Crouch is the Responsible Travel Coordinator for Intrepid Travel, based in Melbourne. Intrepid operate small group adventure trips in Asia, the Middle East and Europe. Jane has been in this position for 5 years and looks at Intrepid's policy and operations with an aim of minimising the negative impacts of tourism and maximising the positive. In 2002 Jane established The Intrepid Foundation, providing travellers with a unique opportunity to provide support to grass roots community development projects operated by local and international NGOs. Jane joined Intrepid in 1996 and prior to her current position, led trips for Intrepid in Vietnam and Borneo. Over the past 2 years Jane has researched and run Intrepid's trips to East Timor – an opportunity to set up a model of sustainable tourism in the world's newest nation. Her employment history includes Home Economist for the Australian Dairy Corporation, five years in outdoor education with the Australian Outward Bound School and six years as an energy conservation advisor within the fuel industry. Jane has also been actively involved as a volunteer with several international NGOs for over 15 years and is currently studying to attain a Masters in International Development.

Richard Cunningham from Peregrine Adventures has been employed in the tourism industry since graduating from the University of Technology Sydney, in 1991. He worked within the Information and Advertising Departments at the Australian Tourist Commission for almost five years. He then spent a year working in the outbound tourism industry in the UK prior to a year's independent travel. It was during this time that he discovered a passion for the more remote regions of the planet. In particular he learned a great deal about respecting, learning from and embracing people, their cultures, religions and environments. Returning to Australia, he spent a period working for Australia's AAT King's Tours, before finding a home at Peregrine Adventures. For the past six years, he has held several sales and marketing related positions at Peregrine and their youth travel offshoot, Gecko's Adventures. He remains passionate about travel and continues to play an active role in developing and promoting many of Peregrine's Responsible Tourism initiatives.

Larry Dwyer is Qantas Professor of Travel and Tourism Economics at the University of New South Wales. Larry is Head of the Sustainable Destinations Research Program of the Sustainable Tourism Cooperative Research Centre. He publishes widely in the areas of tourism economics and tourism management with over 150 publications in international journals, government reports, chapters in books, and monographs. Larry maintains strong links with the tourism industry at all levels. He has undertaken an extensive number of consultancies for public and private sector tourism organizations within Australia and internationally, including the World Tourism Organization.

Biographies

Larry is an executive committee member of Business Enterprises for Sustainable Development (BEST). He is on the Editorial Board of eight international tourism journals.

Freya Higgins-Desbiolles is a Lecturer in Tourism with the School of International Business, University of South Australia. Freya and Lynda Blanchard are responsible for developing the first postgraduate Peace through Tourism course. She is also completing a PhD thesis on "Tourism, Globalization and the Responsible Alternative." Freya has an interest in the topic of tourism as a force for peace through the life experiences she has accumulated. She was a Peace Corps volunteer between 1987 and 1989 to the Kingdom of Tonga. Freya then moved to the United Kingdom in order to obtain a Masters Degree in International Relations, which she achieved through coursework in Foreign Affairs and Diplomacy as well as through a thesis focused on terrorism in the European Union in light of the Schengen Agreement of 1992. Moving to Australia in 1995, she worked as the coordinator of the Global Education Centre in Adelaide for three years. It was working simultaneously as a volunteer with Community Aid Abroad's tours unit (now Oxfam CAA in Australia), which put her firmly in the discipline of tourism and led to her embarkation on the path towards a PhD focused on tourism. She has also worked with the Ngarrindjeri Aboriginal community of South Australia for five years and has written and presented on their contribution to Reconciliation Tourism through their facility called Camp Coorong Race Relations and Cultural Education Centre.

Ian Kelly is a former geography academic who switched to tourism education in 1990. Since then he has developed and taught tourism management courses in Monash and Swinburne Universities. Now retired, he holds an adjunct position with the School of International Business at the University of South Australia and is editor of the annual Australian Regional Tourism Handbook published by the Centre for Regional Tourism Research (Southern Cross University, Lismore). Ian grew up in Glasgow, Scotland, and has lived, studied, worked or conducted research in Britain, North America, Australia, Hong Kong, China and Southeast Asia. Interest in alternatives to violence in problem-solving stems from childhood conditioning, memories of World War II, experiences of sectarian strife, studies in human geography and a host of travel experiences. Publications on the Peace through Tourism theme include an examination of the impact of Community Aid Abroad study tours (1998), SWOT analyses of tourism as a contributor to more harmonious relationships (1999), and tourism as a tool for attitude change (2003). He is currently working on a Peace through Tourism book. Ian was awarded the first Alan Shawn Feinstein international prize for his paper on Peace through Tourism Events at the Placemaking and Events Conference in Sydney, July 2002. Ian was a speaker at the IIPT Conference in Glasgow in 1999 and also at the 2003 Australian Conference.

Daphne Lowe Kelley and Andreas Larentzakis were responsible for the formation of the Australia Chapter of IIPT. In addition to being the Chapter president, Daphne is also the international IIPT chapter coordinator. Born and educated in New Zealand and Australia, she is a passionate advocate for peace, equality and human rights. Daphne moved to Australia in 1964, was a TAFE head teacher prior to entering the travel and tourism industry 25 years ago, in which she is best known as the founder of the Australian B&B/ Homestay program, a stint with Tourism NSW and as publisher/editor of Holiday & Travel News. In addition to her services with several tourism industry organizations, Daphne is also involved with a number of community associations.

Robert Anthony McGuirk has held many management positions with the Youth Hostel Movement at the state, national and international levels. He is currently Vice President, IYHF Board. He studied at Monash and Melbourne Universities, is a Barrister & Solicitor of Supreme Court of Victoria and High Court of Australia as well as being a Solicitor of Supreme Court England. Robert is a Volunteer Solicitor at Community Legal Service (1984 to present) and is currently employed as General Manager of an Australian subsidiary of a UK based software company.

Jaqueline Preketes established Cosmos Tours (retail travel agency) with her father, Arthur Preketes in 1991. The success of Cosmos Tours led them to branch into wholesale tour operation, with the formation of Touchdown Tours in 1992. They started by wholesaling Greece to Victorian travel agents and by 2002, had expanded to wholesaling the Eastern Mediterranean region, including Turkey, Egypt, Jordan, Italy, as well as the United Arab Emirates. In 2000, Touchdown Tours joined EMTA (Eastern Mediterranean Tourism Association) and in 2002 and 2003, Touchdown Tours were finalists in the Australian Business Awards for Excellence in Customer Service. Jaqui has been an active IIPT member since 2003. She has a degree in European languages (French, German & Greek) and will study the Transcend Peace University "Peace Through Tourism" course on-line, commencing September 2004.

Ravi Ravinder is a Senior Lecturer and Director (Tourism Programmes) in the School of Leisure Sport & Tourism at the University of Technology Sydney. After studying for an MBA in Marketing and then having worked in the tourism industry for three years, Ravi joined UTS in 1989. He currently teaches in Tourism Marketing and Management. Over the last four years he has also been involved in setting up and delivering a Masters course in Tourism Development in Phnom Penh, Cambodia. This was undertaken as a community development initiative by UTS, partly supported by Ausaid.

Peace through Tourism Education

There are numerous examples of unethical and uncaring practices associated with tourism, but there is also evidence of support for incorporation of objectives of a higher nature than hedonism and profit maximisation. Some of these objectives are reflected, for example, in the United Nations Code of Ethics for Tourism and in the guidelines developed by such bodies as the International Institute for Peace through Tourism and Community Aid Abroad. These indicate the need for a process of industry conscientisation – generation of awareness of what the industry can achieve and a willingness to contribute.

This presentation considers ways in which tourism education can facilitate the conscientisation process through the development of courses, inclusion in tourism textbooks and subject content of relevant

issues, and encouragement of appropriate attitudes and skills among students preparing for employment in the industry. It is submitted that tutorial/seminar sessions using a maieutic approach (whereby discussion is aimed at incrementally increasing students' understanding and knowledge) rather than an eristic approach (in which arguments are aimed at rejection of alternative views) are more effective in this respect.

The presentation offers suggestions for content material inclusion and the practicalities involved in implementation of these and measuring the extent to which the relevant objectives are being achieved. It concludes with a brief review in which the importance of the Peace through Tourism proposition is reiterated.

Session One: Peace and Tourism Education

Lynda-ann Blanchard

Peace Boat: Educating for Peace through Tourism

Peace education and the tourism industry share a number of common features. Dialogue and conversation, for example, provide a means of connecting the personal or individual to the cultural and multicultural. It helps us to think in terms of unity and multiplicity, mutuality and negotiated consensus, means and processes. Peace education may be viewed as a process, the interdisciplinary nature of which provides us with a broad range of potential topics addressing cultural, social, environmental and economic issues. Just as peace educators speak of themes for a global curriculum that include 'the environment', 'sustainable development' and 'human rights', so too is the tourism industry - as indicated in the programmes for the IIPT Global Summits on Peace through Tourism – concerned with these issues.

Peace Boat is a Japan-based international non-government organization that focuses on developing innovative ways for international citizens to tackle global challenges. Peace Boat organizes educational peace voyages on a large passenger ship to promote: peace, human rights, sustainable and democratic development, and respect for the environment. The primary objective of this tourism enterprise is to create awareness about the challenges facing global citizens through educational programs that take place on the ship as well as in the countries visited during each voyage. This objective is complemented by the development of cooperative projects with NGO partners and local communities around the world.

In each of the voyage destinations, various cultural exchanges with local communities are organized. These activities not only foster international friendship and understanding, but also support local peace-building projects. These can range from tree planting to beach clean-ups, to sports exchanges and music festivals, as well as demonstrations and solidarity marches. Small group tours, in conjunction with local non-government organizations, are also undertaken to encourage participants to develop a deeper understanding of a particular region or issue while building personal experiences through cultural exchange.

Peace Boat has developed a set of principles over its 20-year history that provides a flexible and ethical framework for its unique approach to promoting peace through tourism:

- Not-for-profit existence
- Independence from any political or religious movement
- Utilization of the ship as a mobile and neutral space
- Financial self-sufficiency through participant-based income
- Democratic management system open to all participants
- Tours open to all people regardless of age, gender, nationality or ideology
- Support and promotion of volunteerism
- Undertaking responsible travel

Touchdown Tours

Touchdown Tours is a family business established in July 1991. It commenced as a retail agency and shortly after, expanded into a wholesale tour operation into the Eastern Mediterranean region. As such, two divisions, retail and wholesale, are operated from the same premises. This places us in a rather unique position, as we must understand the responsibilities of the front-line travel consultant, as well as those of the supplier/wholesaler – similar job description, different approach.

As travel agents, we have the potential to bring about change in the world. We have a responsibility to bring about awareness of the social, cultural and economic differences in other lands to potential travellers.

As travel managers, we have responsibilities towards our staff, giving them opportunities to grow and learn about their role and their abilities in promoting this same awareness. In order for them to do so, we must ensure they have access to detailed and current information on issues of safety and cultural sensitivities pertaining to each destination. We must be in a position to know where to turn for such information, and we must also teach our staff how to assess the information they receive.

From the point of view of wholesale tour operators, Touchdown Tours strive to be as knowledgeable as possible on the destinations we represent. As promoters of the often-volatile Eastern Mediterranean region, we are finding ourselves more and more

responsible for the education of travel consultants, particularly when it comes to areas such as the Middle East. Our expertise and our willingness to continue to travel to destinations such as Egypt, Jordan and Turkey, give agents the confidence that we know our product, we know the safety issues, and we will only ever give clients information that we believe is up-to-date and relevant.

I am a firm believer in the notion that businesses have a responsibility to support the world in which we live. It is for this reason that I encourage donations to organisations and charities both in Australia and overseas. In 2005, we intend to make it company policy that, a portion of our funds will be given to conservation organisations or charities in the countries we promote in our wholesale division. Furthermore, a portion of funds from the retail division will be donated to similar organisations here in Australia.

It is vital that wholesale tour operators set examples of responsible tourism within the industry. It is similarly vital that we continue to discuss issues of responsible tourism, because only in this way can we learn from one another thus creating a stronger and more powerful industry for travellers, as well as local and overseas destinations.

Peregrine Adventures

For many, the different lifestyles and landscapes of the world are what compel us to travel in the first place. At Peregrine, we have a strong belief that we should give something back to the people and places that provide travellers with so many wonderful experiences.

While many companies use responsible tourism as a marketing angle, we take our social, economic and environmental responsibilities very seriously. We embrace them as a key part of our company philosophy – a way of doing business. Travellers joining a Peregrine adventure are making a positive contribution to the welfare of the communities and wildlife around the globe and we do this in several ways.

One of the cornerstones of our philosophy is our commitment to employing and training local guides to lead our group tours. We strongly believe there is an ethical and moral responsibility to employ local guides rather than employing foreign tour leaders in the places we visit. There is a two-fold benefit to this approach. Firstly, it provides employment opportunities for the local community. In addition to this, our local guides are in a unique position to explain and interpret their homeland to the participants on our trips. Travellers thereby gain a unique insight and deeper understanding into the countries and communities in which they are travelling. Today, Peregrine employ several hundred local people as tour guides while many other local people work with our operation as drivers, camp assistants, porters and in our network of local offices. It is company policy and philosophy that we believe to be unique in the world of small group adventure travel.

In addition to our local tour leader policy, throughout the world we seek out small, often family run hotels and guesthouses that offer quality and character. We actively avoid using large international 'chain' hotels preferring to give our patronage to 'owner-managed' establishments where our business directly benefits local people. We also encourage our travellers to shop in local markets and eat in local restaurants where there is a direct economic benefit to the local storekeepers and service providers.

Field Case Study – Tabitha Foundation in Cambodia

Throughout the world we actively support a number of worthy environmental, cultural and humanitarian causes. The Phnom Penh-based Tabitha Foundation is one such organisation that we support. Tabitha are committed to improving the lives of local Cambodian people.

Slowly recovering from the horrific period of Khmer Rouge Cambodia and years of political instability, millions of Cambodians continue to be locked into a cycle of subsistence agriculture with little hope of improving their circumstances.

Peregrine have formed an alliance with the Tabitha Foundation and contribute to their work in several ways. We have been working closely with Tabitha Field Co-ordinators and have operated several trips to the country where participants spend a day helping to build a simple home for a local family.

Government Travel Advisories – A Peace Tourism Perspective

Government travel advisories have been a fact of life for the tourism industry for many years but since the events of September 11, 2001 their profile globally has been raised exponentially.

In short, travel advisories include a security assessment of destinations as determined by the governments of tourism generating countries. The Internet and improved communications coupled by enhanced concern about tourism safety amongst travellers, the media, insurance providers, governments and the travel industry have all contributed to raising the profile and significance of travel advisories. Events including September 11, the Bali bombing, global terrorism, epidemics, crime waves are all factors that have influenced travel advisories.

Many countries on the receiving end of negative travel advisories have often reacted with anger, distress and national outrage. The imposition of negative travel advisories on a number of SE Asian nations following the Bali Bombing of October 2002 led to the reinvigoration of ASEAN Tourism in the initiative of ASEAN heads of state. Travel advisories have been a source of diplomatic friction between governments, which issue negative travel advisories, and countries, which are the target of such advisories. Professor C Michael Hall described some travel advisories as a form of economic imperialism.

Until very recently, the travel industry globally has had minimal input into the wording and framing of government travel advisories. However, there has been a major change as the global tourism industry is now actively lobbying for a greater involvement into the process of travel advisories. Australia has actually led the world in this process. Following an initiative by ANTOR to have a meeting between industry leaders and the Department of Foreign Affairs and Trade in January 2003, in which there was a vigorous exchange of views, AFTA President Mike Hatton established a committee of major Australian travel industry organisations to meet with DFAT and negotiate the “Charter for Safe Travel” which was signed in June 2003, in which the industry and the Australian government agreed to a consultative relationship between DFAT and the industry. The focus on consultation rather than confrontation represents a constructive and co-operative approach to ensuring that travel advisories are both accurate and relevant to the travelling public and all stakeholders. The Charter for Safe Travel is a model, which is being used to forge similar agreements in the UK and other countries.

Today, while differences remain between the industry and DFAT on specific advisories, both sides have greatly enhanced their dialogue and in the long term, cooperation promises far greater dividends than confrontation.

The IIPT Message

What is the IIPT message? Why is it important? Who are we trying to communicate this to? How can we best do this? Where should we be expending our time and energy?

These are some of the questions to be discussed in this presentation.

IIPT is dedicated to fostering travel and tourism initiatives that contribute to international understanding and cooperation, an improved quality of environment, the preservation of heritage and poverty reduction. It is founded on Louis D'Amore's vision of the world's largest industry, travel and tourism, becoming the world's first global peace industry and the belief that every traveller is potentially an "Ambassador for Peace."

At last year's inaugural conference, Ian Kelly introduced the conference theme, *Tourism – Passport to Peace*, by saying, "The task to which this conference and the IIPT are directed involves moving tourism from practices marked by insensitivity, inequity and short-term maximisation to those which recognise long-term obligations to travellers, destination and wider communities, and succeeding generations."

"A SWOT analysis of tourism as a potential contributor to more harmonious relationships in the world indicates that, despite a number of weaknesses and threats, no other activity can match tourism in bringing together people from differing backgrounds. This, and wider analyses, suggest that tourism can make the desired contribution primarily by:

- helping to raise living standards in less developed economies and deprived communities;
- respecting and helping to protect community biophysical and sociocultural environments; and
- encouraging the development of positive attitudes among visitors and destination residents."

"Examples of successful tourism operations include tourism-financed infrastructure projects, indigenous culture attractions, exchange programs, peace museums, cooperative government projects, home hosting networks, community accommodation and heritage preservation projects, humanitarian missions, work experience, and a number directed to fair trade, refugee assistance and economic autonomy for women."

"It is my hope that organisations such as the IIPT and conferences such as this will contribute to 'conscientization' of the tourism industry – awareness of what it can do, and a willingness to work in the desired direction".

Our overall aim is to increase the travel and tourism industry's awareness about the benefits of *Peace through Tourism* and for its wider adoption by those who work in this worldwide industry.

At the same time, we would like to see more travellers commit to the *Credo of the Peaceful Traveller*.

Project MARC

Advocates of tourism as a force of peace advance the notion that travelling to less-fortunate parts of our world not only opens our eyes to the conditions under which most of the earth's population lives, but also opens our hearts. Certainly, tourism does give those of us who live in conditions of fortune the opportunity to gain some insight into the lives of those less fortunate, to appreciate the difficulties and circumstances that newfound friends live under, and the motivation to do something about those conditions and share our good fortune. Can tourists really make a difference?

This story is about two people who did make that difference.

Americans, Henk and Nelleke Meuzelaar are "yachties". They sailed to several South Pacific island nations, including Vanuatu. What they experienced in these islands motivated them to put into action, a plan to devote time to humanitarian pursuits in remote communities they visited. Among other projects over the last five years, they have succeeded in bringing medical and educational resources to several communities in Vanuatu – Project MARC (Medical Assistance to Remote Communities).

Project MARC operates under the auspices of The Hope Alliance, a US-based, nondenominational 501(c)3 charity, and provides medical, educational and technical support to remote island communities in the Vanuatu archipelago. These remote island communities have had little or no outside support since the former New Hebrides became independent in 1980 and the aging colonial transportation, telecommunication and power generation infrastructure on the outer islands collapsed within a few years.

This presentation will introduce you to Henk and Nelleke's Vanuatu project. Their work is truly valuable, and a powerful example of the difference that two people can make.

For more information – see their website
<http://home.earthlink.net/~project.marc/index.html>

Session Four: Philanthropic Tourism – Making a Difference

Jane Crouch

The Intrepid Foundation – Travellers Philanthropy

Intrepid Travel is a company dedicated to the preservation of Asia's unique environment and diverse cultures. Intrepid's commitment to grass roots responsible travel practices is illustrated in our support of community and conservation programs throughout Asia. This support is strengthened by our travellers' donations.

Travel can be an enormously enriching experience. Many people return from a holiday with their photos and wonderful memories, and think, "if only there was some easy way I could contribute something back to where I've been."

To enable travellers to more easily donate money to projects in Asia, in conjunction with The Charities Aid Foundation (CAF), we have created The Intrepid Foundation Account.

Intrepid Travel will match all donations to The Intrepid Foundation, dollar for dollar.

The Intrepid Foundation Account has been developed by Intrepid in conjunction with CAF Australia and CAF Community Fund, registered charities that aim to increase the flow of resources to charities and non-profit organisations.

Funds are invested with Macquarie Private Portfolio Management, a wholly owned subsidiary of Macquarie Bank.

The CAF trustee, having considered requests from the Intrepid Foundation Committee, comprising Intrepid staff and travellers, approves Grant recipients or beneficiaries. Contributions to this fund are disbursed annually.

Administration costs are entirely funded by Intrepid Travel and 100% of public donations will reach the nominated program or project.

Tourism as a Social Force

Tourism is, without a doubt, one of the most important forces shaping our world. Economically, tourism is of growing importance to many nations and it is now recognised as the largest industry in the world and an important provider of foreign exchange and employment.

In particular, developing countries are encouraged to use it as a means of economic development, which reaps less damage than extractive industries and is less costly in terms of infrastructure and investment than industrialisation.

But in addition to these economic values of tourism, tourism offers social, cultural and environmental benefits, which also add to its allure. Tourism is argued to contribute to the well-being of the tourists by giving them restorative holidays that fulfil many human needs. Tourism is also acclaimed for its contribution to the preservation of cultures at a time when globalisation is arguably a force for cultural homogenization. The growth in interest in ecotourism has demonstrated that tourism can be an important force for the restoration or conservation of environments. Lastly and perhaps the most important work with which tourism is credited is that it is a force promoting peace and understanding between peoples and societies.

However, despite this diversity of positive impacts that tourism is credited with, there is a current trend to limit its parameters to the economic and business domains, which severely restricts its capacity to fulfil these other invaluable potentials. Tourism has succumbed to the effects of “marketisation” which has been effected by the dominance of “neoliberal” values in much of the global community. As a result of such dynamics, tourism industry leaders are able to harness tourism’s opportunities for their own private wealth accumulation and commandeer scarce community resources for their purposes.

As a result, tourism’s full potential is squandered and its promise for many powerful benefits for humanity remains unfulfilled. This discussion is an effort to remind those concerned with the tourism phenomenon that tourism is much more than just an “industry”; it is a social force, which if freed from the fetters of “market ideology” can achieve vital aims for all of humanity.

Relevance of Triple Bottom Line Reporting to Achievement of Sustainable Tourism

A condition of peace through tourism is that the tourism industry shares with local residents, governments and community, the obligation to protect and maintain the natural and cultural heritage resources of our planet, both to sustain economies and to be passed on unimpaired to future generations.

The most comprehensive approach to achieving sustainable operations, that is, to integrate economic, environmental and social thinking into core business activities, is the Triple Bottom Line (TBL), approach. TBL is a planning and reporting mechanism and decision-making framework used to achieve sustainable development in both private and public sector organisations – an internal management tool as well as an external reporting framework.

This paper has several aims:

- To set out the nature of the TBL approach and its key components
- To identify the potential benefits of the TBL approach to tourism organisations
- To discuss the conditions necessary for integrating TBL into organisation activities
- To discuss some challenges to tourism organisations in establishing TBL and.
- To highlight some issues for further research.

Acknowledgments

CONFERENCE ORGANISERS

- Daphne Lowe Kelley
- Faye Alexander
- Gail Parsonage

- Danielle Kojic
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